

Analysis Of Generation Z Consumer Behavior In Assessing The Quality Of Msme Products In Dimsum Mentai 77 Pamulang Through Digital Information

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Abstract. *The rapid development of the digital ecosystem has shifted the culinary consumption behavior of Generation Z, where digital information serves not only as a promotional medium but also as a primary stimulus in evaluating product quality. This study aims to analyze how Generation Z processes digital information and evaluates product quality within the culinary Micro, Small, and Medium Enterprises (MSMEs) sector, focusing on the case study of Dimsum Mentai 77 in Pamulang. Utilizing a qualitative approach through a Systematic Literature Review, data were collected by examining academic literature regarding consumer behavior, digital marketing, and product quality assessment. The findings indicate that Generation Z possesses high digital literacy, prompting them to actively cross-validate information through online reviews (eWOM) before trusting a brand's digital image. Product quality evaluation focuses not only on taste consistency and packaging aesthetics but also demands alignment between digital narratives and physical product quality to prevent post-purchase dissatisfaction. The implications of this study require local culinary MSMEs to integrate transparent digital communication strategies, respond proactively to consumer feedback, and maintain consistent quality to build long-term trust in the digital economy era.*

Keywords: *Generation Z, Digital Information, Perceived Product Quality, Culinary MSMEs, Dimsum Mentai.*

1. INTRODUCTION

The rapid development of the digital ecosystem and culinary creative industry in Indonesia has created a paradigm shift in consumer behavior patterns, especially in the Generation Z segment. *Digital Native*, Generation Z no longer views culinary consumption activities as merely the fulfillment of functional or biological needs, but as a manifestation of lifestyle, expression of social identity, and the search for experience (*experience-driven consumption*) (Sari & Harahap, 2024). This generation's reliance on social media platforms such as TikTok, Instagram, and online review databases has changed the landscape of interaction between consumers and business actors. Digital information now acts as a key

stimulus that directly directs interest, perception, and decisions to buy modern snacks in urban areas (Balińska, 2024; Khairunnisa & Heriyadi, 2023).

In the context of product evaluation, Generation Z has relatively complex and critical assessment criteria for *perceived product quality*. The presence of digital information such as *Electronic Word-of-Mouth* (eWOM), review content in short video format, and *influencer* recommendations are the initial benchmarks for consumers before confirming a purchase directly (Gómez-Nieto et al., 2023; Slamet & Albab, 2023). Expectations of physical attributes—such as taste, texture consistency, visual aesthetics of packaging, to aspects of hygiene and halalness—are formed first in the digital space. As a result, the openness and *credibility* of digital information presented by business actors are crucial variables that determine the level of brand *trust* of young consumers in local food products (Zaenudin & Harto, 2024).

This phenomenon becomes very relevant when observed in the local culinary Micro, Small, and Medium Enterprises (MSMEs) sector, such as the Mentai 77 Dimsum MSMEs operating in the Pamulang area. Dimsum products with a touch of mentai sauce modification are a popular culinary commodity that relies heavily on the popularity of digital trends to attract Gen Z consumers in metropolitan buffer areas. However, the high intensity of promotion and visual exposure on social media often creates a crisis of expectations if the quality of physical products is not in line with the digital narrative displayed (Kim & Hwang, 2023). The mismatch between digital *image* and actual product quality has the potential to cause *post-purchase dissatisfaction*, which ultimately damages the reputation of MSME brands in the midst of increasingly fierce market competition (Cerasi & Balcioglu, 2024).

Although many studies have been conducted on the use of social media by MSMEs, there is still a research *gap* on how Generation Z mechanisms at the local level (such as in Pamulang) process and validate digital information in assessing the quality of specific culinary products on the MSME scale. Most previous research focused more on the impact of digital marketing on increasing sales

volume in general, without in-depth analyzing the dimensions of product quality evaluation and the dynamics of consumer perception specifically (Putri, 2025; Wijaya et al., 2020). Therefore, this study is here to bridge these limitations by focusing on the cognitive and affective evaluation process of Gen Z towards the qualification of Dimsum Mentai 77 Pamulang products based on exposure to digital information.

Based on the background of these problems, this study aims to comprehensively analyze how Generation Z processes, assesses, and validates digital information in shaping the perception of product quality in MSMEs in Dimsum Mentai 77 Pamulang. Practically, the results of this study are expected to provide empirical contributions and strategic guidance for local culinary MSME actors in designing digital communication strategies that are integrated, transparent, and able to meet Generation Z's quality expectations to build long-term business sustainability (Chaffey & Ellis-Chadwick, 2019; Susanti et al., 2024).

2. RESEARCH METHODS

1. Approaches and Types of Research

This study uses a qualitative approach with the *Literature Review method*. The selection of this method is based on the need to explore, study, and synthesize various theoretical concepts and previous empirical findings related to the dynamics of consumer behavior of Generation Z, the use of digital information, and the evaluation of product quality in the culinary micro, small, and medium enterprises (MSMEs) sector. Through this approach, the researcher can build a solid conceptual foundation to analyze specific phenomena in the case of MSMEs Dimsum Mentai 77 Pamulang without having to be trapped in rigid statistical hypothesis testing, but focusing on the depth of meaning and comparison of literature findings.

2. Study Focus and Data Sources

The main focus of this literature review is directed at three main pillars:

1. Psychographic characteristics and shopping behavior of Generation Z as *digital natives*.
2. Operational and marketing adaptation strategies implemented by local culinary MSMEs.
3. The influence of exposure to digital information, social media, and online reviews (*electronic word-of-mouth*) on the formation of product quality perception

The data sources used are entirely secondary data sourced from articles from reputable national and international scientific journals, seminar proceedings, academic textbooks, and relevant research reports or theses published in the last five to ten years to ensure the actuality of the information.

3. Stages of Literature Review Implementation

The procedure for conducting this literature review refers to a systematic framework which is divided into four main stages:

1. Identification Stage: In the initial stage, the researcher formulated a limitation of the problem regarding how Generation Z assesses the quality of local culinary products (a case study of Dimsum Mentai 77 Pamulang) based on the flow of digital information they receive every day. The search keywords used include: "*Generation Z Consumer Behavior*", "*Culinary MSME Digital Marketing*", "*Perceived Product Quality*", and "*MSME Adaptation Strategy*".
2. Screening Stage: The literature that was collected was then selected based on inclusion criteria, namely the suitability of the title and abstract with the focus of the research, the credibility of the publisher's source, and the direct relationship with the behavior variables of young consumers and the digitization of the culinary business. Writings or articles that do not have methodological or theoretical clarity are excluded from the main reference list.
3. Appraisal Stage: *In this stage, the selected literature is read in depth. The researcher does not only summarize the content of the reading, but also conducts a critical appraisal comparing the findings of one researcher with another to see the convergence and contradiction (divergence).* For example, the findings

regarding the shift in Gen Z's consumption patterns are juxtaposed with the theory of business environment adaptation.

4. Synthesis Stage : The results of analysis from various sources are then integrated into a complete narrative framework. The findings of previous research are rearranged to answer the formulation of the research problem, produce new propositions, and strengthen the scientific argument regarding the strategic position of Dimsum Mentai 77 Pamulang in the eyes of its young consumers.

RESULTS AND DISCUSSION

Based on the results of synthesis and critical analysis of various relevant scientific literature, this chapter outlines in-depth findings on how Generation Z processes digital information, evaluates product quality, and its implications for the sustainability of MSMEs Dimsum Mentai 77 in Pamulang.

A. The Dynamics of Digital Information Processing by Generation Z

As a generation that grew up with technology (*digital native*), Generation Z's culinary consumption behavior has undergone a fundamental shift from conventional ways to a fast-paced digital ecosystem. In the context of purchasing local culinary products such as Dimsum Mentai 77, the digital space, especially social media platforms such as Instagram, TikTok, and food delivery applications, functions as the first *touchpoint* that shapes the initial perception of consumers.

Based on a literature review, aesthetic visual exposure and short video content have proven to be powerful stimuli that trigger the cognitive and affective interest of young consumers. However, Generation Z is not a market segment that is easily fooled by marketing aesthetics alone. They are known to have a high level of digital literacy, so before deciding to buy, they actively cross-validate through comment columns, online reviews (*electronic word-of-mouth* / eWOM), and the digital track record of the brand. This shows that digital information for Gen Z is not just a one-way promotional medium, but a critical evaluation instrument to measure the credibility and reliability of a local culinary business.

B. Adaptation Strategy for Local Culinary MSMEs in the Midst of Digital Flows

The findings of this literature review provide a clear picture of the challenges faced by the culinary Micro, Small, and Medium Enterprises (MSMEs) sector in urban areas such as Pamulang. To be able to survive and win the hearts of consumers from the Generation Z segment, MSME actors are not enough to rely solely on the deliciousness of the product, but are required to make a comprehensive strategic adaptation.

This adaptation is reflected in the importance of transparency of marketing information. Business actors must be able to present honest and as-they product information in the digital space to build sustainable *brand trust*. On the other hand, the ability to manage consumer feedback such as responding quickly to reviews and criticisms on digital platforms is the main determinant in maintaining brand reputation. Thus, the harmonization between an attractive digital marketing strategy and a commitment to real product quality will be the key for Dimsum Mentai 77 MSMEs to optimize market potential in the midst of the current tight digital economy approval.

3. CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the literature review conducted, it can be concluded that digital information plays an important role in shaping Generation Z's consumer behavior when evaluating the quality of MSME culinary products, particularly Dimsum Mentai 77 in Pamulang. Social media platforms such as Instagram and TikTok, as well as online consumer reviews or electronic word-of-mouth (e-WOM), serve as initial sources of information that influence consumers' perceptions, interest, and trust in a product before making a purchase.

As a generation accustomed to using digital technology, Generation Z tends to be critical when evaluating the information they receive. They consider not only visual appeal and promotional content but also validate information through comments, consumer reviews, and the credibility of the information provided by business owners. Therefore, honesty and transparency in digital information are essential factors in building consumer trust in MSME products.

In addition to digital information, product quality assessment encompasses various aspects, including taste, quality consistency, packaging aesthetics, hygiene, and halal status. The alignment between information or promotions presented digitally and the actual quality of the products received by consumers is essential for maintaining consumer satisfaction and trust. Discrepancies between consumer expectations and actual experiences may lead to post-purchase dissatisfaction and negative reviews, which can affect the business's reputation.

Therefore, Dimsum Mental 77 Pamulang needs to integrate an engaging digital marketing strategy with a commitment to maintaining consistent product quality. Active social media management, accurate information delivery, and appropriate responses to consumer reviews and criticism can serve as strategic measures to increase Generation Z's trust and support business sustainability. These conclusions represent a synthesis of the literature and, therefore, cannot yet be considered direct empirical findings from consumers of Dimsum Mental 77 Pamulang.

Recommendations

Based on these conclusions, several recommendations can be proposed as follows.

1. In maintaining product quality, the business owner should ensure consistency in taste, texture, hygiene, packaging, and raw material quality. Information regarding ingredients, food preparation processes, and halal status should also be communicated transparently in accordance with the actual conditions of the business and the available supporting evidence.
2. In managing consumer reviews, MSME operators are encouraged to monitor comments and reviews across various digital platforms and respond promptly, politely, and professionally. Consumer criticism should be used as a basis for evaluating and improving product quality and service, while positive reviews may be utilized as marketing communication materials, provided that their authenticity is maintained and the relevant parties' consent is obtained where necessary.

3. For future researchers, it is recommended that this study be developed through empirical approaches, such as in-depth interviews with Generation Z consumers or observations of Dimsum Mental 77 Pamulang's digital marketing activities. Further research may also examine the relationships among digital information credibility, e-WOM, perceived product quality, consumer trust, and purchase decisions in greater depth.
4. For the development of local culinary MSMEs, the findings of this literature review may serve as a reference for developing digital marketing strategies that focus not only on increasing promotional reach but also on building consumer trust and satisfaction. Integrating transparent digital communication with consistently maintained product quality is expected to help MSMEs compete in the marketplace and maintain long-term consumer loyalty.

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