

## GEN Z PREFERENCE TOWARD PIZZA CULINARY BUSINESS

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### Abstract

*The young generation is always curious, loves to try something interesting and challenging. The same goes for new menus that emerge among them. Pizza as a foreign menu has attracted the attention of Generation Z to start businesses in this food industry. Regarding entrepreneurship, this research aims to understand Generation Z's preferences towards the pizza culinary business.*

*This study examines the experiences and activities related to the pizza business carried out by 6th semester students of Bali Tourism Polytechnic. The methods used are observation and documentation. The results of the study prove that the pizza business is challenging and has a bright future among Generation Z. Gen Z show a strong interest in the pizza culinary business and have gained knowledge about the industry through their studies at hospitality management institutes. They are diligent in conducting thorough research and strive to innovate in both their products and use of technology. GenZ actively seek out training opportunities to better prepare themselves for the challenges of starting a pizza business*

**Keywords:** preferences, generation Z, culinary, pizza, entrepreneurship.

### Introduction

Entrepreneurship is a person who has the intelligence to recognize new product innovations, new production methods, operational aspects for new products, and manage marketing and funding for those products. Thus, entrepreneurship can be defined as an activity in managing the business process of new products, from production processes, marketing, to funding. In English, the term entrepreneurship has the same meaning as "entrepreneurship".

According to Zimmerer (2017), entrepreneurship is the application of innovation and creative thinking patterns to find solutions to existing opportunities. Business opportunities or entrepreneurship in the food sector are wide open because all humans need food. Entrepreneurs must be skilled and creative in creating a business in the food industry. Because in this modern era, the more creative someone creates a business, the more attention consumers will be interested in trying out that culinary.

Generation Z is known as a digital generation, where this generation was born between 1996 and 2010. From the beginning of the emergence of this generation in the world, they have shown an interest in the world of entrepreneurship. They grew up in an environment full of technological support and accessibility to information, so they tend to utilize technology and innovation in making changes in the global world (Santi Diwyartha and Adi Pratama, 2023).

The description above explained the role of entrepreneurship and its importance in the food sector. It's interesting to note how the digital environment and access to information and technology have influenced the entrepreneurial spirit of the younger generation, such as Gen Z. In addition, the food industry offers many opportunities for innovation and creativity in developing new culinary businesses. With the right mindset and skills, entrepreneurs can create successful ventures and contribute to the growth of the food industry. This encourages efforts to analyze the preferences of Gen Z in doing business, especially culinary industry.

### **Literature Review**

The factors that encourage entrepreneurship among Generation Z include their ability to easily and inexpensively access technology and resources. Generation Z not only has the ability to easily and quickly access the internet, but also has the ability to develop and promote businesses through social media. Entrepreneurship among Generation Z has been rapidly growing since the 20th century. Many of them have proven themselves capable of starting businesses and utilizing various opportunities in various fields such as technology, fashion, food and beverages, and accessories. They have also proven that they can start businesses without certain time and space constraints, such as from an office and with limited working hours. Generation Z loves the challenge of working, even from home, from school, and using technology to market their products and services (Adi Pratama, 2022).

This high entrepreneurial spirit among Generation Z also comes with many challenges. These challenges include a lack of experience, limited capital, and intense competition in the global market (Adi Pratama, 2022). However, with the determination and quick adaptability skills that Generation Z possesses, they are able to overcome problems quickly.

In conclusion, Generation Z has shown great potential to develop as young entrepreneurs. They have high spirits and creativity, as well as technological accessibility that allows them to develop businesses quickly, effectively, and efficiently. The challenges faced by Generation Z must make them focus on finding the right solutions, not procrastinating, being reckless, or careless, so that these challenges can be well overcome. For example, providing services to elderly tourists is certainly different from serving young tourists.

Wulandari's (2019) research proves that brand awareness affects consumer purchasing decisions for pizza products. Perception of product quality also has a significant influence on consumer decisions to pay a premium price. This means that customers are willing to pay more for a product because they believe in the quality of the product they have chosen.

Anggraeni's (2019) study shows that product quality, price perception, and restaurant location significantly affect the buyer's decision to purchase pizza products. Customers have their own criteria that differ from one another in deciding to buy.

The word pizza comes from the Italian language and can be interpreted as meaning cake, pie, or tart. Furthermore, the flat round food has also become an identity of Italy. It is no wonder that the country famous for its football is known

as the "Land of Pizza". Many of them are entrepreneurs who run pizza businesses through franchising, which is why our business name is "boîte slice pizza". We are trying to create innovation and creativity to make unique-looking pizzas that will surely attract customers.

Generally, pizza entrepreneurs only sell pizza in one box with the same flavor. This is done to simplify the manufacturing process. However, Boite Slice Pizza offers a slightly different approach by allowing customers to choose different flavors/toppings in one box. In addition, customers can also purchase pizza by the slice to enjoy in-store or take away.

### **Research Methodology**

The research method used in this study was observation and documentation. The researcher presented observation results that had been carried out based on personal experience, organized them in a systematic analysis based on the theory references used. The research method used was auto-ethnography, which is a research method that analyzes based on personal experience and activities, and then reflects on it, to understand broader social phenomena (John, 2007, Fatimah, 2012, Webster & Metrova, 2018).

There are three students who interest to run this business. The three students conducted a business analysis, performed SWOT analysis, and assessed the business prospects. The analysis present at April 2023. The data analysis is explained below.

### **Result and Discussion**

Based on an interview with a culinary figure, it is known that there are many famous restaurants in Bali province. Among them are several famous pizza restaurants in the city of Denpasar. According to the Denpasar city data center, based on data from 2022, there are a total of 1,189 food-related businesses in Bali province, including food sales centers (2), restaurants (539), eateries (407), bars (6), cafes (63), and catering services (172) that are officially registered. Previously, in 2017, there were 2,217 food-related businesses in the city of Denpasar. Many of these restaurants were forced to close, reducing the number of employees during the Covid-19 pandemic. Slowly, some of these closed restaurants have reopened to welcome culinary tourism in the new normal era, by implementing the go-green program principle and the latest information technology, such as online marketing through Instagram, TikTok, Facebook (Hendriyani et al., 2018, Denpasar Tourism Office, 2022).

Based on their experience in making various pizzas that have received praise from family and close friends, these students are interested in pursuing this business. Pizza is already famous among the public as a delicious food that can be accepted by various groups with various purposes, relatively long-lasting, and can be processed with various creations. These students also receive full support from family and close friends in opening a pizza-related business, both by borrowing a place to operate, not requiring a restaurant because orders are made through online marketing, and using delivery services for food packages. Pizza is a popular food among the people of Denpasar, Bali. Therefore, there is a great opportunity for

Generation Z to open a business in the pizza industry. However, opening a pizza business is not an easy task, because it requires careful consideration of various aspects. There are lot of factors such as strengthen, weaknesses, opportunities and threaten factors at culinary business.

## I. SWOT Analysis

### A. Strengths

Strengths are the internal conditions of a business that can be utilized to achieve its goals. For a pizza business, the strengths may include:

- Passion and interest in culinary arts.
- Ability to make delicious pizza with various toppings and flavors.
- Ability to manage and operate a restaurant or food business.

### B. Weaknesses

Weaknesses are the internal conditions of a business that need to be improved to achieve its goals. For a pizza business, the weaknesses may include:

- Lack of experience in running a business or managing a restaurant.
- Limited knowledge of financial management and accounting.
- Lack of funds to start the business.

### C. Opportunities

Opportunities are external conditions that can be utilized to enhance a business's strengths. For a pizza business, the opportunities may include, Creating job opportunities for people who need work in their respective professions.

### D. Threats

Threats are external conditions and operational environments that hinder an organization's competitiveness and stakeholder satisfaction. The threats may include:

- A large number of competitors who are more superior.
- Many pizza businesses already using online application systems.

## II. Business Innovation

### A. Technological Innovation

Technological innovation is something new or a significant improvement in products, processes, or services. Our technological innovation will be to add a bell to each table to call the staff, request the bill, and order more food, making it easier for both workers and customers.



Figure 1. Technology Innovation in Pizza Culinary Business

### B. Product Innovation

Product innovation is a new idea that adds value and has a positive impact on a business. Product innovation is a way to create new products that meet



consumers' needs and desires, allowing customers to purchase the products they want. Our product innovation will be to add more types of pizza to our menu.



Figure 2. Product Innovation in Pizza Culinary Business

### III. Challenges of Generation Z in Starting a Culinary Business

The challenges faced by Generation Z in opening a pizza business in Denpasar, Bali, include:

#### A. Intense competition

In Denpasar, there are already many restaurants and food businesses offering pizza. This makes it challenging for Generation Z to compete with other similar businesses in attracting customers.

#### B. Operational costs

The operational costs required to open a restaurant or food business in Denpasar, such as rent, permits, employee salaries, and parking space, are very high. Generation Z needs to consider these costs to ensure that their business can survive, grow, and generate profits.

#### C. Supply of raw materials

To maintain the quality of pizza, Generation Z needs to ensure that the available supply of raw materials is adequate and of good quality. However, some raw materials, such as high-quality flour, cheese, and tomato sauce, are difficult to obtain because of their relatively high prices, limited availability, and need to be imported from other regions or countries. This requires a lot of time, cost, and effort in obtaining these materials.

#### D. Maintaining quality

Maintaining good pizza quality to attract repeat customers requires the entrepreneur's attention. This means ensuring that the pizza is made from fresh, high-quality ingredients and prepared using proper techniques. This also includes the delivery of pizza to customers.

#### E. Marketing the business

Generation Z needs to make various effective marketing efforts to promote their culinary business. The methods used may include media social and online platform to promote the business.

#### F. Government Policy

The government can support the efforts of Generation Z by implementing certain regulations related to the culinary business in the city of Denpasar. Understanding and compliance by Generation Z with these regulations will help

their businesses grow larger without receiving sanctions or fines for violating the existing entrepreneurial regulations from the government.

Based on the above description, it is clear that entrepreneurship as a business is growing among Generation Z. With their enthusiastic execution of this activity, the entrepreneurship movement will continue to grow and develop in various fields of industry, technology, and innovation that can easily be accepted in society.

### Conclusion

Generation Z has positive and significant preferences towards pizza culinary business. They prepare themselves with various and latest information about culinary business by finished study at hospitality management institute. Generation Z also doing research properly, and try to do the best by implementation of innovation, both in product and technology, and having training experiences properly. They prepare themselves very well in order to face the challenge in starting pizza culinary business.

Some college students are interested in starting a pizza-related business, having received positive feedback from family and friends for their homemade creations. They believe that pizza is a versatile and popular food that can be adapted to different tastes and dietary needs. With the support of family and friends, they plan to operate through online orders and delivery services, rather than investing in a physical restaurant space.

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