



The Influence Of Local Wisdom And Promotion On The Purchase Decisions Of Culinary Foods By Generation Z In Denai Lama Tourism Village

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ABSTRACT

This research aims to determine the "Influence of Local Wisdom and Promotion on the Purchase Decisions of Culinary Foods by Generation Z in Denai Lama Tourism Village" by referring to the variable indicators in this study. This study uses a quantitative research method assisted by the Smart-PLS program in data processing. The research results show that local wisdom on purchasing decisions has an influence of 0.983 with a t-statistics value of 66.514 and a p-value of $0.000 < 0.05$. Promotion on purchasing decisions has an influence of 0.005 with a t-statistics value of 0.291 and a p-value of $0.771 > 0.05$. Thus, H1 and H2 are accepted.

INTRODUCTION

Overcoming competition in the increasingly tight tourism industry sector requires sustainable development. Sustainable tourism is a type of tourism that is developing very rapidly, encompassing the increase in accommodation capacity, local population, and environment. In the development of tourism and new investments in this sector, there should be no negative impacts, and it must be able to integrate with the surrounding environment (Arida & Sukma, 2016). Tourism activities that focus on local culture offer great opportunities to strengthen competitiveness because they provide unique selling points that can help communities compete in the tourism industry. This local wisdom is formed through the close interaction of humans with their environment over centuries. Each region has its own unique Local Wisdom, reflecting the understanding, intelligence, and adaptability of the local community to the surrounding natural conditions (Suparmini et al., 2013). Promotional capabilities that involve social media, the government, the private sector, and the local community are part of the success in developing tourist destinations at both the national and regional levels.

Generation Z, also known as the 13th digital generation, grows and develops with a dependence on technology and various technological tools, indicating that this generation has a strong intuition for technology (Noordiono et al., 2016). The significant influence of technological

development has produced Generation Z, a hypercognitive generation that is very comfortable in gathering and traversing references from various information sources, capable of integrating virtual experiences with real life (Noordiono et al., 2016). The development of tourist villages is a strategic step in optimizing the potential of natural and cultural resources of the village to attract tourists. This is expected to bring economic benefits and improve the welfare of the surrounding community (Hidayat & Djadjuli, 2020).

Denai Lama Tourism Village, Deli Serdang, North Sumatra, has great tourism potential with its unique local culinary wisdom. Based on the pre-survey conducted by the researchers, Desa Wisata Denai Lama has not yet optimally attracted tourist visits, especially from Generation Z. Limited promotion, facilities, and prices that are not friendly to Generation Z have become obstacles in attracting their interest to visit. This is due to several factors, such as lack of promotion, minimal contemporary tourist facilities, and prices that are not friendly to Generation Z's budget. Generation Z is a potential target market due to their large numbers and active presence on social media. Based on the pre-survey observations conducted by the researcher, an average of 15 out of 30 respondents who participated in the pre-survey agreed that unique attractions, ease of access, and good promotion support consumer purchasing decisions. The purpose of this research is to determine whether local wisdom influences the increase in purchasing decisions, to find out whether promotion affects the increase in purchasing decisions, and to ascertain whether local wisdom and promotion influence the purchasing decisions of Generation Z culinary foods in Denai Lama Tourism Village.

LITERATURE REVIEW

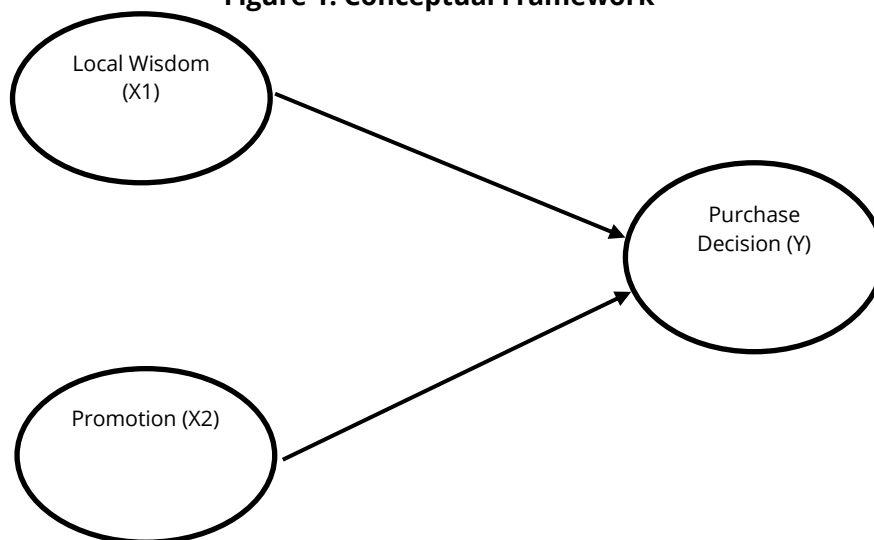
Discussing a tourist village means talking about a village that has potential natural resources, unique cultural characteristics of the community, and the hospitality of its residents. This potential serves as the foundational capital for developing tourist villages through the empowerment of the local community (Wahyuningsih & Pradana, 2021). Local wisdom encompasses customs and traditions that have been passed down from generation to generation and are still maintained by the community today. Therefore, local wisdom continues to be followed and valued by community members as an integral part of their identity and culture (Komariah et al., 2018). One of the strategies for developing tourist villages is to collaborate with the community wisely in developing tourism by utilizing local wisdom. Based on Jubaedah & Fajarianto (2021), local wisdom includes the development of unique attractions, ease of access to locations, availability of public facilities, and community involvement in appropriate and balanced empowerment. In addition to local wisdom, promotion also has an important role in the development of tourist villages. Promotion is one of the marketing functions aimed at informing the company's programs to attract consumers to purchase (Hasan, 2018). According to Babin (2011), promotion includes personal selling, mass-selling, sales promotion, public relations and direct marketing.

Efforts to develop the tourism industry state that the tourism industry does not stand alone, but rather consists of a series of companies that produce different goods and services. The purchase decision is a process in which tourists evaluate various alternative options and then choose one or several alternatives based on certain considerations. The decision to visit a tourist destination is analyzed through the approach of consumer decision-making behavior. Thus, the theory of decision-making can be applied as a basis for consumer tourism decision-making (Amirullah, 2002). The purchase decision according to Kotler, et al. (2019) includes problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

Generation Z is known as an exploratory generation due to their great curiosity and adventurous nature. As a result of their curiosity and adventurous spirit, this generation has begun exploring new places that are considered interesting. Their main motivation is to enjoy

the beach and seek new experiences during their travels (Wiweka et al., 2019). Generation Z plays an important role in the development of tourist villages because they bring new perspectives and technology that can enhance the appeal and operational efficiency of tourist villages. They are very familiar with digital technology and social media, which can be utilized to promote tourist villages, attract new visitors, and widely share their experiences. Previous research found that the involvement of millennial youth in transforming religious tourism into halal tourism in Rogoselo village provides a new perspective on how the organizations in Rogoselo village (such as BUMDes, Pokdarwis, and Karang Taruna) should manage their human resources, with the research titled "The Role of the Millennial Generation in the Transformation of Religious Tourism Villages into Halal Tourism Villages: A Case Study in Rogoselo Village" by Hendri Hermawan Adinugraha, Firman Happy, Hasan Ma'ruf, and Maulida Isnaini Afwa Wahid (2024). Another study also found that Gen Z plays an important role and has great potential in boosting the economy of Sidoarjo City, particularly in the creative economy sector, which aligns with their interests and expertise. The role of Gen Z includes product development, pricing, placement, and promotion. The research was conducted in 2023 by Jena Sarita, Ibnu Farid, and Gaguk Triono, titled "Analysis of the Contribution of the Young Generation in the Development of the Creative Economy to Overcome Unemployment in Sidoarjo City." To understand the relationship between the independent variable and the dependent variable used in this study, it can be seen in the following figure:

Figure 1. Conceptual Framework



And the research hypothesis or preliminary assumption formulated to explain the relationship between variables in the study is as follows:

H1: Local wisdom has a positive influence on purchasing decisions.

H2: Promotion has a positive influence on purchasing decisions.

METHODS

This research applies the associative quantitative research method. According to (Sugiyono, 2017), the quantitative research method is a method based on positivist philosophy, used to study a specific population or sample, with sampling techniques generally conducted randomly. Data collection is carried out using research instruments, and data analysis is quantitative or statistical in nature, with the aim of testing the established hypothesis. The population in this study consists of customers in the Denai Lama tourist village, Deli Serdang Regency, during the research period (June – August 2023), totaling approximately 850 people. In

this study, the population size was narrowed down using the Simple Random Sampling technique, which involves randomly selecting sample members from the population without considering the strata within that population (Sugiyono, 2017) using the Slovin formula as follows:

$$n = \frac{N}{1 + (N \times e^2)}$$

Note :

n : Population count

N : Population

e : Percentage of allowable deviation due to sampling errors that are still tolerated or desired, in this sample is 5%

$$n = \frac{850}{1 + (850 \times 0.05^2)}$$

$$n = \frac{850}{1 + (850 \times 0,0025)}$$

$$n = \frac{850}{1 + 2,1}$$

$$n = \frac{850}{3,1}$$

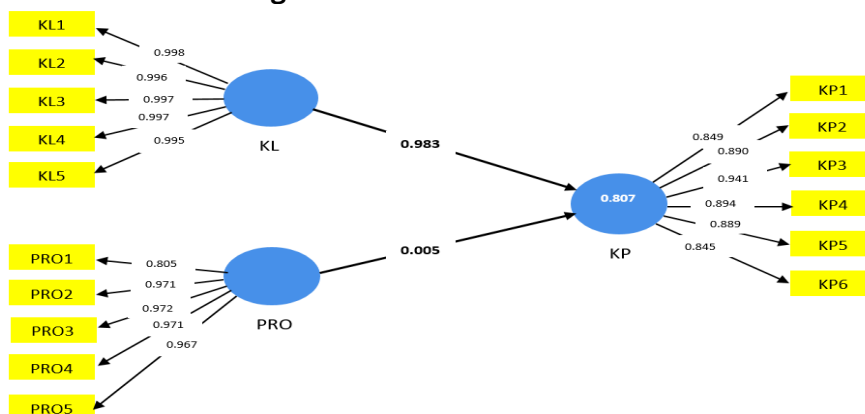
$$n = 274$$

From the calculation above, it was found that the sample size obtained was 274 people. In this study, the author used primary data obtained directly from interviews, direct observation, and questionnaires distributed to respondents. The data analysis technique in this study uses Structural Equation Modeling (SEM). SEM is a multivariate statistical technique used to analyze the structural relationship between measured variables and latent variables. The stages in data analysis include convergent validity, discriminant validity, composite reliability, cronbach’s alpha, structural model testing such as R-Square, Q-Square, and finally hyphotesis testing.

RESULTS

The results of data processing using SmartPLS show the outer model value or the correlation between constructs and indicator variable values >0.7, which is considered valid. In convergent validity, indicators are considered valid if the coefficient value >0.7. The loading factor in this study, all variables have met the requirement, which is >0.7.

Figure 2. Structural Model



Discriminant validity is related to the principle that measures (manifest variables) of different should not be highly correlated. The way to test discriminant validity with reflective indicators is by looking at the cross-loading value for each variable, which should be >0.7 . The data processing results show that the cross-loading values meet the testing requirements.

Table 1. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
KL	0.998	0.998	0.999	0.994
KP	0.945	0.946	0.956	0.784
PR O	0.967	0.995	0.974	0.883

The results of the composite reliability test in this study are declared reliable with a composite reliability value >0.7 . The testing of the structural model or inner model is conducted through the goodness-of-fit test and hypothesis testing. The goodness-of-fit test is carried out by considering the R-square (R²) and Q-square (Q²) values. The R-square value is used to determine the predictive power of the structural model in SEM-PLS analysis.

Table 2. R-Square

	R-square	Note
KP	0.807	Strong

The R-square value for the visiting decision variable is 0.974 and for the purchasing decision is 0.807. These values indicate the strength of local wisdom and promotion variables in predicting the visiting decision at 97.4% and the purchasing decision at 80.7%.

Table 3. Q-Square

	Q-Square	Note
KP	0.377	Relevant

In addition to the R-square value, the Q-square value or model goodness-of-fit test is also used as a reference in determining the goodness of the model, where a higher Q-square value indicates that the structural model fits the research data better (Sarstedt, et. al., 2011). At the hypothesis testing stage, the original sample estimates (O) are considered to determine the direction of the relationship between variables, followed by t-statistics (T) and p-values (P) to determine the significance level of that relationship. The alpha value used in this study is 5% or 1.96, so the criteria for accepting/rejecting the hypothesis are that H_a is accepted and H₀ is rejected when the t-statistic > 1.96 . If using probability, then H₀ is rejected and H_a is accepted if the p-value < 0.05 (Ghozali & Latan, 2015).

Table 4. Hypothesis Test

	Original sample (O)	T statistics	P values	Note
Local wisdom -> Purchase decision	0.983	66.514	0.000	(+) significant
Promotion -> Purchase decision	0.005	0.291	0.771	(+) not significant

From table 4 above, the hypothesis test results show the relationship between variables.

Table 5. Hypotesis Conclusion

No.	Variable	T Statistics	P Values	Note
1.	Local wisdom to purchase decision	66.514	0.000 < 0.05	H1 is accepted or has a significant effect, as the P Values are < 0.05, thus the alternative hypothesis test is declared to have a significant effect.
2.	Promotion ot purchase decision	0.291	0.771 > 0.05	H2 is rejected or does not have a significant effect, as the P Values are > 0.05, thus the alternative hypothesis test is not declared to have a significant effect. Thus, the rejected alternative hypothesis results can become areas worth further investigation in the future.

Local wisdom attributes (X1) have a positive and significant effect on purchasing decisions (Y) in hypothesis 1. The assessment of local wisdom is obtained from respondents' perceptions of indicators such as attractiveness, local culture, ease of access to the location, availability of facilities, and the role of the community. The research respondents agree that the uniqueness of a region, highlighted by its distinctive culture, positively impacts customer satisfaction. These findings are in line with previous research by Istikhomah & Susanta (2019), which showed that service quality and price positively influence purchase decisions or the intention to revisit, mediated by customer satisfaction.

Promotion attributes (X2) do not have a positive and significant effect on purchasing decisions (Y) in hypothesis 2. The assessment of promotion is obtained from respondents' perceptions of the indicators of personal selling, mass selling, sales promotion, public relations, and direct marketing, where the research respondents agree that the publication or promotion conducted by the Denai Lama village tourism is not yet optimal, as evidenced by the absence of an official Instagram account. Meanwhile, Generation Z is a generation that is aware of social media, making the use of social media for promotion very important. This is in line with the research by Raji, et al. (2023) titled "Tourism Management of Kampung Caping on the Banks of the Kapuas River with Generation Z as the Main Pioneers." The results of the research indicate that Generation Z is a generation with a natural ability to access and use technology quickly and smoothly. It is therefore very unfortunate if the use of social media as a promotional medium is not maximized.

In this case, the assessment of local wisdom and promotion in this study supports customer satisfaction when tested simultaneously. The research results in this study are in line with previous research by Dewi and Hari (2019) titled "The Influence of Price and Service Quality on Revisit Decisions through Visitor Satisfaction as an Intermediary Variable in the Ecotourism of Taman Air Indonesia, Tlatar, Boyolali Regency."

CONCLUSION AND SUGGESTIONS

Based on the analysis conducted, this research yields the following conclusion:

1. The results of hypothesis test 1 that local wisdom (X1) has a positive and significant effect on purchasing decisions (Y) are shown by a p-value of $0.000 < 0.05$.
2. The results of hypothesis test 2 that promotion (X2) does not have a positive and significant effect on purchasing decisions (Y) are indicated by a p-value of $0.439 < 0.05$.

And several suggestions can be drawn to maximize future research, including the following:

Table 6. Research Suggestion

No.	Lack	Suggestions
1.	The next researcher	The next researcher is expected to combine quantitative data with qualitative data to achieve optimal and accurate research results.
2.	Purchase decision	In future research, it is expected to add other variables that can affect purchasing decisions such as marketing strategies, pricing, and advertising methods.
3.	Tourists	It is hoped that the Denai Lama village tourist site, as the research location in this study, can begin to maximize the use of social media as a promotional or publication medium to increase public interest in visiting.

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