

## *The Influence of Western Culture on The Behavior of Z Generation*

### **Pengaruh Budaya Barat Terhadap Perilaku Generasi Z**

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#### **ABSTRACT**

*This study aims to determine the influence of Western culture on the behavior of Generation Z in the city of Pekanbaru. And to find out that Western culture can influence the behavior of Generation Z in the city of Pekanbaru. The hypothesis was tested with a Simple Linear Regression Test, Partial Test Validity Test The results of his research based on statistical testers using the partial t test, showed that it had a t count value of  $5.437 >$  and T table 1.695 with a significance value of 0.000, namely ( $5.437 > 1.695$ ). So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, meaning that Western Culture has a significant effect on Generation Z behavior in Pekanbaru city, meaning that if Western Culture advances, then Generation Z behavior will also change. Western Culture Variables have a positive and significant effect on the Behavior of Generation Z in the city of Pekanbaru with the appropriate significance value. There is a strong relationship between Western Culture on the Behavior of Generation Z in Pekanbaru City*

**Keywords:** Western Culture, behavior, Generation Z

#### **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh Budaya Barat terhadap Perilaku Generasi Z di kota Pekanbaru. Dan untuk mengetahui Budaya Barat dapat mempengaruhi terhadap Perilaku Generasi Z di kota Pekanbaru. Hipotesis di uji dengan Uji Regresi Linear Sederhana, Uji Validitas Uji Parsial. Hasil penelitiannya Berdasarkan pengujian statistik menggunakan uji t parsial, menunjukkan bahwa memiliki nilai t hitung  $5,437 >$  dan T tabel 1.695 dengan nilai signifikansi 0,000 yaitu ( $5.437 > 1,695$ ). Jadi dapat disimpulkan bahwa  $H_0$  ditolak dan  $H_a$  diterima artinya Budaya Barat berpengaruh secara signifikan Perilaku Generasi Z di kota Pekanbaru, artinya jika Budaya Barat Maju, maka Perilaku Generasi Z juga akan mengalami perubahan. Variabel Budaya Barat berpengaruh secara positif dan signifikan terhadap Perilaku Generasi Z di kota Pekanbaru dengan nilai signifikansi yang sesuai Terdapat hubungan yang kuat antara Budaya Barat terhadap Perilaku Generasi Z di Kota Pekanbaru

**Kata Kunci:** Budaya Barat, perilaku, Generasi

### **1. Introduction**

Foreign culture cannot be rejected along with the world's global growth. Indonesia is a country that accepts various foreign cultures from various countries who come either for jobs, tourists, exchange students and students and other purposes. Foreign cultural influences that enter Indonesia reach various fields of life and have a very broad impact in relation to the cultural system of society such as technological inventions, cultural promotion, the mindset of the people and their communities and their social habits (Mahmoud et al., 2021).

Foreign Culture according to KBBI, is everything related to the way of life, way of thinking, and outlook on life of people in the western hemisphere or the western hemisphere (Europe and America). Based on the things that have been mentioned, it becomes a habit that is carried out in society.

Behavior is a social creature that has a need to actualize itself against other people and their environment (Kasima & Loh 2006). Generation Z, which was born after the millennial generation, was born between 2001 and 2010. Generation Z or natives of the digital era were born in the digital world with complete technology for PCs, cellphones, gaming devices and the internet. They spend their free time surfing the web, preferring to stay indoors and play online rather than going out and playing outdoors (Fadli et al., 2021). This generational transition occurs when global technology is rapidly developing, which then gives birth to generation Z, which has a mindset that tends to want things instantly (Suwarno & Basit 2023). Gen Z has a close relationship with technology, the need to depend on the internet both in the social world, education, knowledge of something that makes them difficult to communicate in the real world. For the next millennial generation and generation Z, researchers call millennials and gen Z with a different generational mindset but have the same literacy in technology. Research purposes Based on business reasons and business summary that the purpose of the research is To determine the influence of Western culture on the behavior of Generation Z in the city of Pekanbaru and To find out that Western culture can influence the behavior of Generation Z in the city of Pekanbaru.

### **Literature Reviewer**

#### **a. Definition of Western Culture**

Culture is a way of life that develops and is shared by a group of people, and is passed down from generation to generation. Western culture has a very broad meaning which concerns several aspects. Aspects that can be assessed to categorize western culture are social norms, ethical values, customs, political procedures, technology used, religion adhered to, and so on. Western culture is a culture that comes from many countries on the European and American continents. The culture in question can be seen from several aspects, namely lifestyle, interest, courtesy, education, level of self-confidence, order, discipline, festive activities, position in the family, and so on.

#### **b. Definition of Behavior**

Understanding of Behavior Basically humans are social beings who have the need to actualize themselves against other people and their environment. This can be fulfilled through behavior. Behavior between individuals is also of course different. According to Gibson, behavior is an activity that someone does.

#### **c. Generation Z**

Gen Z or generation z is the entire generation born from 1996 to 2012. That is, Gen z is the generation after millennials. So, in 2022, children aged 9-26 will belong to gen z.

## **2. Methods**

The population is all consumers who have bought or consumed food and beverage products from fast food restaurants serving in the city of Pekanbaru. The sample is part of the number and characteristics possessed by the population. With the accidental method. The number of samples must meet the criteria, namely:

#### **a. Sizes up between 30 to 500.**

#### **b. Good samples according to the criteria will be used, so the number of samples for each criterion is at least 30.**

Variable X (Foreign Culture) and Variable Y (Behavior) are variables that will be observed in this study, that the total sample used is  $30 \times 4$  (number of variables) = 120 respondents. To be more accurate results because it includes more people.

Data analysis technique

a. Data Quality Tes

1. Validity test

Data validity is evidence that the tools, techniques, or processes used for a concept actually measure the concept in question. The validity of the data is determined by robust measurement methods. The purpose of validity is to see how well the items (variables) are measured. An instrument is said to be valid if the value of  $r$  results (correlated indicator/total)  $> r$  table, meaning that the instrument used accepts valid data.

2. Reliability Test

Reliability is to determine the extent to which the measurement results remain consistent, if the measurement is carried out twice or more for the same symptoms using the same measurement tool. Measuring instrument reliability test can be done externally or internally. The decision making criteria for the reliability test is by looking at the Cronbach Alpha value ( $\alpha$ ) for each variable. Where a variable is said to be reliable if it gives a Cronbach Alpha value  $> 0.60$ .

b. Data Hypothesis Test

1. Simple Linear Regression Test

The data analysis used in this study is a simple linear regression analysis, which is used to test how much influence each independent variable (X) has on the dependent variable (Y). This analysis aims to examine the relationship between research variables and determine the magnitude of the influence of each independent variable on the dependent variable. Researchers use tools that use the Statistical Product And Service Solution (SPSS) application version 20.

2. Koefisien Determinasi ( $R^2$ )

The coefficient of determination aims to measure the extent to which the ability of the model can explain variations in the dependent variable in the first hypothesis test. The coefficient of determination is seen from the value (Adjusted  $R^2$ ) to determine the extent to which the independent variables are obedience pressure, task complexity, self-efficacy, time budget pressure on exam assessment. Value (Adjusted  $R^2$ ) has an interval between 0 and 1. Otherwise (Adjusted  $R^2$ ) has a small value, this means that the ability of the independent variable to explain the dependent variable is very limited, for each observation, while time series data usually has a high coefficient of determination. (Ghozali, 2011).

3. Partial t-test

The t-test basically shows how far one independent variable explains different variations in the independent variable. If the probability value  $t$  is greater than 0.05, then there is no effect of the independent variable on the dependent variable (regression coefficient is not significant), whereas if the probability value  $t$  is less than 0.05, then there is an effect of the independent variable on the dependent variable (regression coefficient significant) (Ghozali, 2011).

### 3. Results and Discussion

a. Questionnaire Design Pilot Test

The instrument in this study was a questionnaire that would be used for data collection. In the early stages the questionnaire was distributed to 40 respondents to test the statement items in the questionnaire to be valid and reliable. To find out whether this questionnaire is valid or reliable, validity and reliability tests are carried out. In testing the validity and reliability, statement items that are invalid and unreliable will be discarded or eliminated. So that in the subsequent distribution of the questionnaire the statements used were validated statement items.

b. Validity test

Validity (Validity) indicates how far a test or a set of operations measure what should be measured from a set of operations measure what should be measured. The measurement is said to be valid if it measures the goal with real or true. If the significance value is less than 5% and  $r_{count} > r_{table}$ , then it can be stated that all question items are valid. The results of the validity test can be seen in table 1 below:

**Table 1. Pilot Test Validity Test Recapitulation**

Variable	Indicator	Coeffisiet Correlation	Significant Value	Conclusion
Western Culture (X1)	X1.1	0,721	0,000	Valid
	X1.2	0,775	0,000	Valid
	X1.3	0,538	0,000	Valid
	X1.4	0,776	0,000	Valid
	X1.5	0,822	0,000	Valid
Behavior (Y)	Y.1	0,673	0,000	Valid
	Y.2	0,454	0,000	Valid
	Y.3	0,565	0,000	Valid
	Y.4	0,561	0,000	Valid
	Y.5	0,561	0,000	Valid

Source: Primary Data Processed,2023

Based on the table above, there is a research instrument that has a significance value of less than 5% and  $r_{count} > r_{table}$  so it can be concluded that the instrument is valid.

c. Reliability Test

Reliability test is a test used by researchers to find out whether the questionnaires collected by researchers are reliable or not. The questionnaire is considered reliable if it is measured again, gives the same results, the consistency of the test results is reliable. The results of the reliability test on this explorer can be seen as follows:

**Table 2. Recapitulation of Pilot Test Reability**

No.	Variable	Number Of Items	Cronbach'sAlpha	Keterangan
1	Western Culture (X1)	5	0,880	Reliable
2	Behavior (Y)	5	0,750	Reliable

Source: Primary Data Processed,2023

Based on the table it shows the results of Cronbach's Alpha value in Western Culture (X1), Behavior (Y) of 0.750. The results of these calculations can be concluded successively that the variable influence of western culture on the behavior of generation Z in Pekanbaru City is Reliable.

d. Descriptive Analysis of Cultural Variables

**Table 3. Results of Recapitulation of Respondents' Responses Based on Western Culture Variables (X)**

Cultural Variables	Skor					Skor
	5	4	3	2	1	
Western Culture Greatly Influences the Association of the Z	80	40	0	0	0	560
Value Weight	400	160	0	0	0	
Western Culture is Currently a Trend Among Generation Z	70	50	0	0	0	550
Value Weight	350	200	0	0	0	
Western Culture has a positive impact on the Association of	70	50	0	0	0	550
Value Weight	350	200	0	0	0	
Z Generation is Easily Influenced by the Influx of Western Culture	50	70	0	0	0	530
Value Weight	250	280	0	0	0	
The Association of the Z Generation is Heavily Influenced by Western Culture Which is Entering and Being Popular Today	50	70	0	0	0	530
Value Weight	250	280	0	0	0	
Total Score						2.720
Highest						560
Lowest						530
Assessment Criteria						Good

Sources : Processed data, 2023

And to find out the total ideal score of all the highest respondent answers, it can be seen in the following explanation:

Maximum Score :  $\sum \text{item} \times \text{highest weight} \times \sum \text{Respondent}$

$$5 \times 5 \times 120 = 3,000$$

Minimum Score:  $\sum \text{item} \times \text{lowest weight} \times \sum \text{Respondent}$

$$5 \times 1 \times 120 = 600$$

Average: Maximum Score - Minimum Score

$$5 : 3,000 - 600$$

$$5 : 1200$$

To find out the level of cultural variable categories in Generation Z, it can be determined below:

Very Good : 3200 – 2400

Good: 2,400 – 2,000

Good Enough: 2000–1500

Not Good: 1,500 – 749

Very Bad: 749 – 4

e. Generation Z Behavioral Descriptive Analysis

**Table 4. Results of Recapitulation of Respondents' Responses Based on Behavioral Variables (Y)**

Behavioral Variable	Skor					Skor
	5	4	3	2	1	
I Accept My Situation As It As	20	100	0	0	0	500
Value Weight	100	400				
Overall I am satisfied with Myself	50	50	20	0	0	560
Value Weight	250	250	60			
I Often Feel Useless	0	0	20	100	0	260
Value Weight			60	200		
I Feel A Lot Of Good Things in Me	50	50	20	0	0	560
Value Weight	250	250	60			
I Feel It Can Be Useful For Others	20	100	0	0	0	50
Value Wight	100	400				
Total Score						2.320
Highest						5
Lowest						2
Assessment Criteria						Good

Sources : Processed data, 2023

And to find out the total ideal score of all the highest respondent answers, it can be seen in the following explanation:

Maximum Score :  $\sum \text{item} \times \text{highest weight} \times \sum \text{Respondent} = 5 \times 5 \times 120 = 3,000$

Minimum Score:  $\sum \text{item} \times \text{lowest weight} \times \sum \text{Responden} = 5 \times 1 \times 120 = 600$

Average:  $\frac{\text{Maximum Score} - \text{Minimum Score}}{\sum \text{Respondent}}$

$5 : \frac{3,000 - 600}{120}$

$5 : \frac{2,400}{120}$

$5 : 20$

To find out the level of the Z Generation Behavior variable category, it can be determined below:

Very Good :  $3200 - 2400$

Good:  $2,400 - 2,000$

Good Enough:  $2000 - 1500$

Not Good:  $1,500 - 749$

Very Not Good :  $749 - 400$

f. Simple Linear Regression Analysis

In this study, a simple linear regression analysis was carried out to test the research hypothesis that had been formulated earlier, namely to find out whether there was an influence between the cultural variables on behavior. The simple linear regression values in this study can be seen in the table below:

**Table 5. Simple Linear Regression Analysis Coefficients(a)**

Model		Unstandardized		Standardized	T	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	26,839	4,863		5,520	,000
	Culture	,574	,106		5,437	,000

a. Dependent Variable: Behavior

From the table above it is known that simple linear regression analysis, then the form of the regression equation in this study is as follows:

$$Y = a + b_1X_1 + e$$

$$Y = 26,839 + 0,574X + e$$

In conclusion

X: Culture

Y :Behavior : constant

b1: regression coefficient between Culture and Behavior

From this explanation, it can be implemented as follows:

- 1) The constant value of the Culture variable is 26.839 meaning that if the unit value of the Culture variable is (1), then the Behavior will remain at 26.839.
- 2) The regression coefficient of the Culture variable. If the value unit of Culture has a coefficient (b1) = 0.574. This means that every western culture that enters Generation Z affects the level of behavior will increase by 57.4%

g. The coefficient of determination (R2)

Aiming to measure the extent to which the model's ability to explain the variation of the dependent variable in the first hypothesis tests the coefficient of determination of the magnitude of its value (adjusted R2) to determine the extent to which the independent variable is Western Culture. The value (adjuster R2) has an interval between 0 and 0. To see the coefficient of determination in this study, it can be seen in the following table:

**Table 6. Coefficient of Determination (R2)**

**Summary models**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,699(a)	,488	,472	4,63810

Based on the table above, the coefficient of determination is (R2) in this study and it can be seen that the correlation between the independent variable and the dependent variable is R=699. This shows that Western culture has a strong influence on the behavior of Generation Z, which is equal to 0.699 or 6.99%.

Relationships that develop are positive and correspond to a high level of relationship. From the data analysis above, it is known that the R Square is 0.488. This means that 48.8% of the Behavior variable can be influenced by Western Culture while the rest (100% - 48.8% = 51.2%) is influenced by other factors that are not included in this study.

h. Partial T Test

Partial t-test is a test used to test the effect of independent variables on the dependent variable in part by using the t-test statistic (t-test). This statistical test was carried out by looking at the level of significance (p-value). If the significance level has a calculated value below (greater than) 0.05, then the hypothesis is rejected.

The (-) or (+) signs of beta and t indicate the direction of the variable's influence. If (-) then the variable has a negative effect, meaning it reduces satisfaction, and if (+) has a positive effect, it means increasing this variable increases performance. The results of testing the results of hypothesis testing in this study can be seen in the table below:

**Table 7. Partial Test Coefficients(a)**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	26,839	4,863		5,520	,000
	Culture	,574	,106		5,437	,000

b. Dependent Variables:

Based on the table above it is known that by using the partial t test, the t = calculated value for the variable Culture (X) = has a t calculated value of 5.437 > and t table of 1.695 with a significance value of 0.000. namely ( 5.437 > 1.695 ). From this it can be concluded that Ho is rejected and Ha is accepted, which implies that Western Culture has a significant effect on Generation Z behavior in Pekanbaru City.

**Discussion of Research Results**

The purpose of this study was to determine and analyze the influence of Western culture on the behavior of Generation Z in the city of Pekanbaru. Based on the statistical tester using the partial t test, it shows that it has a t count value of 5.437 > and T table 1.695 with a significance value of 0.000, namely (5.437 > 1.695). So it can be concluded that Ho is rejected and Ha is accepted, meaning that Western Culture has a significant effect on Generation Z behavior in Pekanbaru city, meaning that if Western Culture advances, then Generation Za behavior will also change.

The results of this study are supported by Candra & Suryadi (2020) the influence of foreign culture greatly influences the national identity of the Indonesian nation. This influence consists of positive and negative sides. The positives are creativity, innovative discipline and broad dedication and directed to the progress of time and others. Negative examples include being misused to view pornographic videos, hijacking someone's account, creating content that harms other people, imitating a way of dressing that is not in accordance with society's rules. Therefore, as a good citizen, you must be wise in choosing and sorting out which foreign culture which are good and which we can follow and which foreign cultures should we avoid, because if we can choose which ones are good and which are bad then that foreign culture can reduce our nation's national identity (Swenzen 2018).



#### 4. Conclusions

Based on the results of the research and discussion of the results of the research, the following conclusions were drawn in this study: Western cultural variables have a positive and significant effect on the behavior of Generation Z in the city of Pekanbaru with the appropriate significance value, and There is a strong relationship between Western Culture and the Behavior of Generation Z in Pekanbaru City.

Based on the above conclusions, Z Generation to always fortify themselves from western culture which will damage our behavior as the next generation of the nation by increasing our faith and piety to the almighty God

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