

PERBEDAAN SIKAP ANTARA GEN Z PENGIDAP DAN NON-PENGIDAP *LACTOSE INTOLERANCE* TENTANG SUSU BEBAS LAKTOSA BERDASARKAN ATRIBUT PRODUK

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INTISARI

Penelitian ini dilaksanakan dengan tujuan mengukur sikap Gen Z pengidap dan non-pengidap *lactose intolerance* tentang produk susu bebas laktosa berdasarkan atribut produk dan menganalisis perbedaan sikap Gen Z pengidap dan non-pengidap *lactose intolerance* tentang produk susu bebas laktosa. Pelaksanaan penelitian dimulai pada tanggal 20 Mei hingga 6 Juni 2025 dengan menyebarkan kuesioner dalam bentuk *google form* berisikan pertanyaan tertutup dengan skala likert ke Instagram, Whatsapp, X, dan LINE. Pemilihan responden dilakukan secara *non-probability* dengan *purposive sampling*. Syarat menjadi responden adalah termasuk ke dalam Gen Z yang berumur 13-30 tahun, berdomisili di Sleman DIY, dan pernah mengonsumsi produk susu dan susu bebas laktosa masing-masing minimal satu kali dalam rentang waktu Bulan Mei 2025. Responden penelitian yang didapatkan adalah sebanyak 438 orang yang terdiri dari 248 orang merupakan pengidap *lactose Intolerance* dan 190 orang merupakan non-pengidap *lactose intolerance*. Skor sikap Gen Z pengidap dan non-pengidap *lactose intolerance* didapatkan melalui penjumlahan dari perkalian rata-rata skor tingkat kepercayaan dan tingkat kepentingan dari atribut produk yang meliputi keamanan produk, daya tahan produk, kualitas produk, harga produk, kandungan gizi produk, pesan pada kemasan, promosi produk, dan ketersediaan produk. Data yang diperoleh dianalisis menggunakan uji Mann-Whitney untuk melihat ada tidaknya perbedaan sikap antara Gen Z pengidap dan non-pengidap *lactose intolerance*. Hasil penelitian menunjukkan bahwa skor sikap Gen Z pengidap dan non-pengidap *lactose intolerance* menunjukkan angka yang positif (pengidap: 138,18; non-pengidap:132,00). Hasil uji Mann-Whitney menunjukkan bahwa terdapat perbedaan yang signifikan antara sikap Gen Z pengidap dan non-pengidap *lactose intolerance* ($p \leq 0,05$) sehingga dapat disimpulkan bahwa benar terdapat perbedaan sikap antara Gen Z pengidap dan non-pengidap *lactose intolerance* tentang susu bebas laktosa berdasarkan atribut produk.

(Kata Kunci: Atribut produk, Gen Z, *lactose intolerance*, sikap, susu bebas laktosa)

DIFFERENCES IN ATTITUDES BETWEEN GEN Z WITH AND WITHOUT LACTOSE INTOLERANCE TOWARD LACTOSE-FREE MILK BASED ON PRODUCT ATTRIBUTES

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ABSTRACT

This research was conducted to measure the attitudes of Generation Z individuals, both those with and without lactose intolerance, toward lactose-free milk products based on product attributes, and to analyze the differences in attitudes between the two groups. The research was carried out from May 20 to June 6, 2025, through the distribution of a Google Form questionnaire consisting of close-ended questions using a Likert scale. The questionnaire was disseminated via Instagram, WhatsApp, X, and LINE. Respondents were selected using a non-probability purposive sampling method. The criteria for respondents included being part of Generation Z (aged 13–30 years), residing in Sleman, Yogyakarta Special Region, and having consumed both regular milk and lactose-free milk at least once during May 2025. A total of 438 respondents participated in the study, consisting of 248 individuals with lactose intolerance and 190 individuals without lactose intolerance. The attitude scores of Generation Z with and without lactose intolerance were obtained by calculating the sum of the products of the average scores of belief strength and attribute importance. The attributes measured included product safety, shelf life, product quality, product price, nutritional content, packaging messages, product promotion, and product availability. The collected data were analyzed using the Mann–Whitney test to determine whether there were significant differences in attitudes between the two groups. The results showed that both groups had positive attitude scores (those with lactose intolerance: 138.18; those without: 132.00). The Mann–Whitney test indicated a significant difference in attitudes between Generation Z individuals with and without lactose intolerance ($p \leq 0.05$). It can thus be concluded that there is a significant difference in attitudes toward lactose-free milk products between Generation Z individuals with and without lactose intolerance, based on product attributes.

(Keywords: Attitude, Gen Z, lactose free milk, lactose intolerance, product attributes)