

## ABSTRAK

**HUBUNGAN *SENSATION SEEKING*  
DAN NIAT MENGUNJUNGI KAFE *HIDDEN GEM* PADA GENERASI Z**

Jessica Mutiara Elisha  
Universitas Sanata Dharma  
2024

Penelitian ini bertujuan untuk mengetahui hubungan antara *sensation seeking* dan niat mengunjungi kafe *hidden gem* pada generasi Z. Hipotesis yang diajukan dalam penelitian ini adalah terdapat hubungan positif antara *sensation seeking* dan niat mengunjungi kafe *hidden gem* pada generasi Z. Jenis penelitian yang digunakan adalah penelitian kuantitatif korelasional. Jumlah responden pada penelitian ini sebanyak 346 orang yang merupakan konsumen generasi Z yang lahir pada rentang tahun 1997-2012. Kuesioner penelitian terdiri dari skala *Arnett Inventory Sensation Seeking (AISS)* yang telah diadaptasi ke Bahasa Indonesia (20 item,  $\alpha = 0,797$ ) dan skala niat mengunjungi kafe *hidden gem* yang disusun oleh peneliti (5 item,  $\alpha = 0,921$ ). Berdasarkan hasil uji asumsi data penelitian yang diperoleh, ditemukan terdistribusi secara tidak normal namun kedua variabel linier sehingga analisis data dilakukan menggunakan teknik non parametrik yaitu *Spearman's Rho*. Hasil analisis data menunjukkan bahwa terdapat hubungan positif yang lemah antara *sensation seeking* dan niat mengunjungi kafe *hidden gem* pada generasi Z ( $r = 0,201$ ;  $p = 0,000$ ). Kedua subskala variabel *sensation seeking* yaitu *novelty* ( $r = 0,212$ ;  $p = 0,000$ ) dan *intensity* ( $r = 0,130$ ;  $p = 0,000$ ) berkorelasi secara positif dengan niat mengunjungi kafe *hidden gem*. Hasil penelitian menunjukkan semakin tinggi tingkat *sensation seeking* maka semakin tinggi pula niat mengunjungi kafe *hidden gem* yang dimiliki oleh generasi Z.

**Kata Kunci:** *sensation seeking*, niat mengunjungi kafe *hidden gem*, generasi Z

**ABSTRACT****THE RELATIONSHIP BETWEEN SENSATION SEEKING AND  
INTENTION TO VISIT A HIDDEN GEM CAFÉ AMONG GENERATION  
Z**

Jessica Mutiara Elisha  
Universitas Sanata Dharma  
2024

This study aims to understand the relationship between sensation seeking and the intention to visit a hidden gem cafe among generation Z. The hypothesis which is presented in this study is that there is a positive relationship between sensation seeking and the intention to visit a hidden gem cafe among generation Z. The method used in this study is correlational quantitative research. The number of the respondents in this study is 346 people who are the generation Z consumers who were born in 1997-2012. The research's questionnaire consists of the Arnett Inventory Sensation Seeking (AISS) scale that is adapted to Indonesian Language (20 items,  $\alpha = 0.797$ ) and intention to visit a hidden gem cafe that is arranged by the researcher (5 items,  $\alpha = 0.921$ ). Based on the results of the research data assumption test that was obtained, it was found to be abnormally distributed but both variables were linear so that data analysis was carried out using non-parametric techniques, which is Spearman's Rho. The result of the data analysis shows that there is a positive relation which is low between sensation seeking and the intention to visit a hidden gem cafe among generation Z ( $r = 0.201$ ;  $p = 0.000$ ). Both variable dimensions of sensation seeking which is novelty ( $r = 0.212$ ;  $p = 0.000$ ) and intensity ( $r = 0.130$ ;  $p = 0.000$ ) correlated positively with the intention to visit a hidden gem cafe. This study's result shows the higher the sensation seeking level is, the higher the intention to visit a hidden gem cafe.

**Keyword:** sensation seeking, intention to visit a hidden gem cafe, generation Z