

ABSTRAK

PERAN CUSTOMER EXPERIENCE KALANGAN GEN Z PADA PRODUK CIMORY YOGURT DI YOGYAKARTA DITINJAU DARI PACKAGING DESIGN, SOCIAL MEDIA MARKETING, PRODUCT KNOWLEDGE DAN NUTRITIONAL LABELING

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Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis peran *customer experience* kalangan Gen Z pada produk Cimory Yogurt di Yogyakarta dengan meninjau pengaruh variabel *packaging design*, *social media marketing*, *product knowledge*, dan *nutritional labeling* baik secara simultan maupun parsial. Populasi penelitian mencakup individu yang termasuk dalam anak pada masa generasi Z berdomisili di Yogyakarta, pernah mengonsumsi produk Cimory Yogurt dan telah melihat informasi mengenai produk melalui media sosial. Pengumpulan sampel dilakukan dengan menggunakan teknik non probability sampling dengan jumlah responden sebanyak 204 orang. Analisis data dilakukan melalui pendekatan regresi linear berganda menggunakan perangkat lunak IBM SPSS 26 dengan data yang diperoleh melalui penyebaran kuesioner secara daring. Hasil penelitian menunjukkan bahwa variabel *packaging design*, *social media marketing*, *product knowledge*, dan *nutritional labeling* secara simultan terbukti berpengaruh signifikan terhadap *customer experience* kalangan Gen Z pada produk Cimory Yogurt di Yogyakarta. Hasil penelitian menunjukkan bahwa variabel *packaging design* dan *nutritional labeling* secara parsial tidak berpengaruh terhadap *customer experience*. Sementara untuk variabel *social media marketing* dan *product knowledge* secara parsial berpengaruh terhadap *customer experience*.

Kata Kunci : *packaging design*, *social media marketing*, *product knowledge*, *nutritional labeling*, *customer experience*.

ABSTRACT

THE ROLE OF GENERATION Z CUSTOMER EXPERIENCE WITH CIMORY YOGHURT PRODUCTS IN YOGYAKARTA FROM THE PERSPECTIVES OF PACKAGING DESIGN, SOCIAL MEDIA MARKETING, PRODUCT KNOWLEDGE AND NUTRITIONAL LABELING

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This study aims to identify and analyze the role of customer experience among Gen Z consumers regarding Cimory Yogurt products in Yogyakarta by examining the influence of packaging design, social media marketing, product knowledge, and nutritional labelling both simultaneously and individually. The study population consists of individuals belonging to Generation Z residing in Yogyakarta who have consumed Cimory Yogurt products and have viewed product information via social media. Sampling was conducted using a non-probability sampling technique with a total of 204 respondents. Data analysis was performed using a multiple linear regression approach with IBM SPSS 26 software, utilizing data collected through an online questionnaire. The results of the study indicate that the variables of packaging design, social media marketing, product knowledge, and nutritional labeling were found to have a significant simultaneous effect on the customer experience of Gen Z consumers regarding Cimory Yogurt products in Yogyakarta. The results also indicate that the variables of packaging design and nutritional labeling do not have a significant partial effect on customer experience. Meanwhile, the variables of social media marketing and product knowledge do have a significant partial effect on customer experience.

Keywords : *packaging design, social media marketing, product knowledge, nutritional labeling, customer experience.*