

BUKTI KORESPONDENSI

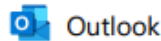
ARTIKEL JURNAL ILMIAH INTERNASIONAL BEREPUTASI

JUDUL ARTIKEL : Consumer value shifting in cross generation Javanese Consumers in Indonesia: Do young consumers still uphold local wisdom?

JURNAL : **Journal of Population and Social Studies**
Volume 30 (2022): Januari-December 2022

No	Perihal	Tanggal
1	BUKTI SUBMIT NASKAH DAN PERMINTAAN INSTITUTIONAL REVIEW BOARD (IRB)	(24 AGUSTUS 2021)
2	SUBMIT IRB DAN REVISI	(3 SEPTEMBER 2021)
3	PERMINTAAN SARAN REVIEWER	(9 -10 SEPTEMBER 2021)
4	EDITOR DECISION-ACCEPTED DAN LANGUAGE EDITING SERVICE	(9 -10 SEPTEMBER 2021)
5	LANGUAGE EDITING SERVICES DAN PEMBAYARAN	(5-7 JANUARI 2022)
6	PROSES LANGUAGE EDITING	EDITING 1 (17-19 JANUARI 2022) EDITING 2 (20 JANUARI 2022)
7	FORMAT AND PROOFREAD	(24-25 JANUARI 2022)
8	FINAL PAPER PROOFREAD	(26 JANUARI 2022)
9	CAPTURE PUBLIKASI VOLUME 30 (2022): JANUARI-DECEMBER 2022	(30 JANUARI 2022)

**1. BUKTI SUBMIT NASKAH DAN PERMINTAAN
INSTITUTIONAL REVIEW BOARD (IRB)
(24 AGUSTUS 2021)**



Outlook

IRB approval required - [EMID:3721588ed3d2fc36]

From em.jpass.0.7586b6.2dd114b2@editorialmanager.com
<em.jpass.0.7586b6.2dd114b2@editorialmanager.com>
on behalf of
JPSS <em@editorialmanager.com>
Date Tue 8/24/2021 2:28 PM
To Dr. Anna Triwijayati, S.E.,M.Si. <anna.triwijayati@machung.ac.id>

Dear Dr. Anna Triwijayati,

Thank you submitting your paper titled, "Consumer values shifting in cross generation Javanese consumers in Indonesia: do young consumers still uphold local wisdom?" with JPSS.

Please be advised that the evidence of ethical clearance by an institutional review board (IRB) is not provided in the paper. Please clarify if the study protocol has been cleared by any institutional review board and state the name of institution and approval ID in the Method section.

When adding detail of your IRB, please use track change mode or highlight the details so that it can be seen easily.

Kindly note that IRB approval should be obtained before data collection. Therefore, we expect to receive your IRB within 2 weeks. The failure to do so will cause the rejection of this manuscript.

When re-submitting your documents, please forward it to our email address at jpass.ipssr@gmail.com. The documents will be uploaded on your behalf.


Thank you for your patience and understanding.

Best Regards,

Editorial Team
Journal of Population and Social Studies

In compliance with data protection regulations, you may request that we remove your personal registration details at any time. (Use the following URL: <https://www.editorialmanager.com/jpass/login.asp?a=r>). Please contact the publication office if you have any questions.

**2. SUBMIT IRB DAN REVISI
(3 SEPTEMBER 2021)**


 Outlook

Re: IRB approval required - [EMID:3721588ed3d2fc36]

From Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>

Date Fri 9/3/2021 1:52 PM

To JPSS <jpss.ipssr@gmail.com>

 2 attachments (315 KB)

Letter of Approval IRB_Anna T.PDF; article java culture JPSS_blind review_revised IRB.doc;

Dear Editorial Team
Journal of Population and Social Studies

Herewith we send our revised manuscript that has been completed with attached IRB. We highlight the manuscript revision related to research clearance ethic.

If there are any documents or revisions are needed, we will follow up again.

Thank you for your kind attention.

Best regards

Anna Triwijayati



30 August 2020

Mrs. Anna Triwijayati
Faculty of Economics and Business
Ma Chung University

Re : Application for Initial Review
IRB No. 01/MACHUNG/IRB/VIII/2020
Title: "Consumer values shifting in cross generation Javanese consumers in Indonesia"

Dear Mrs. Anna Triwijayati,

Ma Chung University Institutional Review Board has reviewed the information you have submitted. Upon reviewing it, we hereby declare that your research protocol that includes surveys and data collection methods has fulfilled the ethical norms in accordance with the guidelines set by our team.

Please note that, where applicable, subjects must sign and must be given a copy of the proposed Consent Form before the subjects' participation. All data, as well as the investigators' copies of the signed Consent Form must be retained by the principal investigator for a period of at least three years following the termination of the project.

Should you wish to make changes to the IRB approved procedure, the following materials must be submitted for IRB review and be approved by the IRB prior to being instituted:

- Description of proposed revisions;
- If applicable, any new or revised materials, such as recruitment fliers, letters to subjects, or consent documents, and
- If applicable, updated letters of approval from cooperating institution and IRBs

At present time, there is no need for further action on your part with the IRB.

In harmony with regulation, none of the investigators or research staff involved in the study took part in the final decision.

Sincerely,

Professor Patrisius Djiwandono
Chairperson, Institutional Review Board

cc: Dr. Romy Budhi Widodo

Introduction

As an archipelago, Indonesia is a home for more than 1100 ethnic groups, each of which has its own cultural elements such as values, beliefs, customs, traditions, rituals, language, and artifacts. Among those groups, the Javanese are by far the largest. Although estimates vary, the Javanese population in Indonesia numbers between 85 and 100 million. With such a large number of people, an understanding of Javanese cultural values assists to create customer value and to develop effective marketing strategies, including building brands.

Javanese cultural values have influenced their consumer behavior. Their consumer values are a heritage of traditional values that have been passed on from generation to generation and tend to preserve Javanese culture. Children grow up with a set of values, perceptions, preferences and behaviors through socialization and education that involves family and other key institutions within their culture, such as schools, religious institutions, friendships and communities. (Durmaz, 2014; Alesina & Giulinao, 2015; Pandey & Dixit, 2011). In Javanese culture, family and community play a significant role in shaping and controlling one's behavior by instilling traditional values.

However, the wave of globalization and technological advances has increasingly blurred cultural boundaries, and has triggered changes in consumer values among the younger generation of Javanese. This change in consumer behavior affects their views of products, services, brands, savings, and investment.

In some cultures, the shift of cultural values has negatively rather than positively influenced the consumer behavior of younger generations. Xiao (2005) found that

Chinese consumer behavior of the younger generation is more individualistic than older generations. Individualism has also been found to correlate with the growth of materialism among Chinese younger people. Sobol, Cleveland and Laroche (2009; 2018) also report that recent cultural shift in the Netherlands has decreased consumer ethnocentrism and correlate with the spread of materialism among Dutch younger generations. As global connectivity soars, generational shifts could play a more important role in setting behavior than socioeconomic differences (Francis & Hoefel, 2018).

Sihombing (2014) found that Indonesian values could be operationalized with 35 items and seven dimensions of mutual assistance: democracy, religion, harmony, hospitality, religious fanaticism, and individualism. Unfortunately, it was also noted that studies of change in consumer values and behavior in local Indonesian cultures were not exhaustive, implying that this study will also be inexact and lack the kind of rigor often associated with research. Researchers can then explore the extent to which local cultural values have shifted among the Javanese, and to what extent the value shift influences consumption behavior. It would also be valuable to investigate the effects of changing consumer behavior on customer decisions relating to brands, products, or services.

Literature Review

Culture is a way of thinking and collective behavior that creates similarity among the members of a society and also distinguishes them from other social groups (Rewerts, Hanf & Wettstein, 2009). Culture is transmitted through education and interaction process. According to Virtanen (2007), culture can be defined in three forms, namely (a)

vital cultivation process—such as intellectual, spiritual or aesthetic perspective; (b) practices and products of intellect and art; and (c) the way of life of group of people in certain period. Meanwhile, Schwartz and Bilsky (cited in Xiao, 2005) provide a model of a value system that has four quadrants: (1) openness to change, (2) self-transcendence, (3) self enhancement, and (4) conservation.

Consumption is an active social process and rooted in cultural procedures (Shaw and Clarke, 1998). Culture plays a significant role in shaping consumer values. However, in making consumer decisions, consumers may undergo different absorption process due to different cultural backgrounds (Rewerts, Hanf, & Wettstein, 2009). Xiao's study (2005) on the Chinese consumers' value shift, for example, finds that functional, social, and emotional values affect the consumption behavior changes of modern consumers. This study relates Hofstede's cultural dimension and Sheth's consumption values (Sheth, Newman, & Gross, 1991) in examining the relationship between consumption behavior and cultural values. The manifestation of consumption values in Javanese culture is also different from other cultures. Javanese society is known to be grateful, harmonious, and humble. The concept of receiving gratefully what has been given by God (*nerimo ing pandum*) is a core value of Javanese culture, as is also the maintenance of good social relationships.

The literature contains little on consumption values, but the following values are common (Triwijayati et al., 2014).

1. *Sabar, kabeh kuwi ono wayahe*. 'Be patient; all things have their own time.' In consumption behavior, this implies that consumers must be patient to get a desired product.
2. *Ojo nggumunan*. 'Do not get amazed easily.' Being amazed easily can lead to

negative behaviors to fulfill desires.

3. *Ojo kepengen yen ora nduwe duit.* ‘Do not have any desires if you do not have any money.’
4. *Mangan ora mangan sing penting ngumpul.* ‘Whether one eats or not, the most important thing is that one can be together with the extended family.’ This displays that traditional Javanese culture is collectivist.
5. *Kegedhen empyak kurang cagak.* ‘Cut the coat according to the cloth.’ This means that the expenses must be managed in such a way so that expenditures or lifestyle will not exceed one’s ability to generate income.

Another consumer value within Javanese society is surrendering to God. The traditional Javanese value is that humans do not need to worry too much about tomorrow and the future of the child, because God has planned everything. The family concept of this submission is held firmly by the family. God has determined the person’s soul, in the same way that one writes Javanese letters, hanging on a line (Endraswara, 2013). The implication is that each child brings his or her own fortune, and parents need not worry about it.

The change of Javanese consumer behavior is influenced by the wave of globalization and advanced technology. These two factors create wide access to vast information of global product offerings and generate intensive social interactions, both offline and online. Things that were once considered unimportant have become important, as people attempt to be peer recognition as being modern, unique, and classy.

The complex effects of a global culture are feared by the elder generation because they are diminishing the good values of traditional local culture. For example, Javanese tend to

consider the use of credit card for purchases as a negative trait, indicating that one has insufficient cash but is eager to make purchases beyond what they can afford. This also indicates the virtues of patience and willingness to receive everything in life gratefully. This phenomenon is recently criticized by older generations and becomes public concern.

This research aims to explore the extent to which traditional cultural consumer values have shifted among Javanese generations. This research implies that knowledge of consumer values provides an efficient and measurable set of variables, and related market analysis and segmentation (Sarwono, 1998).

Methods

This study uses a mixed method approach that combines qualitative and quantitative research. The qualitative research uses ethnomethodology and quantitative studies with comparative techniques. Ethnomethodology emphasizes the experience of individuals in specific contexts and subjective orientation to life experiences in a particular ethnic group (Iszatt-White, Kelly, & Randall, 2004; Mohajan, 2018). The results of ethnomethodology this research were followed by a comparative study of the differences and shifts in Javanese consumer values.

This research funded by Ministry of Education, Culture, Research and Technology (contract 187/SP2H/LT/DRPM/2020; Amendment contract University and researchers 001/MACHUNG/LPPM/SP2H-LIT-MULTI/AMD/VI/2020) on the fiscal year 2020. This research was received ethical clearance (IRB 01/MACHUNG/IRB/VIII/2020) from the university. Based on the Ethical clearance, informants in ethnomethodology study were determined using purposeful technique. The key informants were given consent form

containing their consent as research subjects. The participants were asked to sign an informed consent document before participating in the research (including the permission to record the interviews). The in-depth interviews were used to obtain genuine data from the informants. Meanwhile in the comparative study, the sampling technique used is convenience. Data collected through survey. There is no identifiable information of the respondents, making the data anonymous.

Ethnomethodology. The Javanese have the highest population of all Indonesian ethnic groups, and most of them live in East and Central Java, with smaller minority populations in other provinces. Consequently, data collection was carried out in Central Java, where all informants of this study reside. The main informants— grandmother, mother, and grandchildren—; thus, there are three informants in one family in all one gender-women/female. Giorgi (2008) recommended at least three participants in order to facilitate different individual experiences. This first study uses four groups of families. The data collection technique used was unstructured, in-depth interviewing. The main questions direct the interviewer to ask about Javanese consumer values in the context of cognitive-affective-, dimensions of behavior. The criteria used in qualitative validity and reliability are (1) transferability, (2) credibility, (3) Conformability, and (4) Dependability (Daymon and Holloway, 2010; Shenton, 2004). The data is analyzed by themes and interactive techniques (Groenewald, 2004).

Comparative Study. After obtaining the results of the ethnographic study, the study continued with a descriptive comparative method to analyze Javanese consumer values and cross-generation shifts. The study was designed as survey on Javanese consumer values that had been obtained through ethnomethodology. Questionnaires were distributed online to an accidental sample of a population of Javanese consumers in

Indonesia. The number of respondents was as follows: 103 Generation Z, 154 Generation Y, 257 Generation X, and 17 Baby boomers. The total respondents were 531 people.

Data was analyzed using the following techniques:

1. One sample t test, to know the Javanese consumer value of all generations.
2. Factor Analysis, to group the consumer values of all generations.
3. ANOVA and Kruskal Wallis to analyze differences in consumer values between or across generations. As a prerequisite for ANOVA, a homogeneity test was performed. If the prerequisites are not met, then the factors that do not meet these requirements are tested by Kruskal Wallis.

**3. PERMINTAAN SARAN REVIEWER
(9 -10 SEPTEMBER 2021)**

From: em.jpass.0.75e06c.64f89e8c@editorialmanager.com
<em.jpass.0.75e06c.64f89e8c@editorialmanager.com> on behalf of JPSS <em@editorialmanager.com>
Sent: Thursday, September 9, 2021 1:13 PM
To: Dr. Anna Triwijayati, S.E.,M.Si. <anna.triwijayati@machung.ac.id>
Subject: Request for reviewer suggestions - [EMID:5ebe04744e8afc33]

Dear Dr. Anna Triwijayati,

Thank you for sending us the revision.

May I ask you to suggest 3-4 potential reviewers who may be interested in reviewing the paper?

This would help us to accelerate our review process.

Thank you very much in advance.

Best Regards,

Editorial Team
Journal of Population and Social Studies

In compliance with data protection regulations, you may request that we remove your personal registration details at any time. (Use the following URL: <https://www.editorialmanager.com/jpass/login.asp?a=r>). Please contact the publication office if you have any questions.

Re: Request for reviewer suggestions - [EMID:5ebe04744e8afc33]

From Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>

Date Fri 9/10/2021 2:23 PM

To JPSS <jpss.ipsr@gmail.com>

Dear Editorial Team
Journal of Population and Social Studies

I suggest 3 reviewers who may be interested in reviewing the paper.

1. Dr. Didi Sundiman
Universal University, Batam, Indonesia
sundiman.didi@gmail.com
H-index = 8
2. Prof. Dr. Noermijati, SE., MTM, CPHR
Brawijaya University, Malang, Indonesia
nurmi@ub.ac.id
H-index = 10
3. Dr. Adi Indrayanto
University of Jendral Soedirman, Purwokerto, Indonesia
adi.indrayanto@unsoed.ac.id
H-index = 5

Thanks you very much for your kind attention.

Regards

Anna Triwijayati

**4. EDITOR DECISION-ACCEPTED DANLANGUAGE
EDITING SERVICE
(27 DESEMBER 2021)**

From: em.jpass.0.784646.5acab7e0@editorialmanager.com
<em.jpass.0.784646.5acab7e0@editorialmanager.com> on behalf of JPSS
<em@editorialmanager.com>
Sent: Monday, December 27, 2021 5:20 PM
To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>
Subject: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Ref.: Ms. No. JPASS-D-21-00262R1

Consumer values shifting in cross generation Javanese consumers in Indonesia: do young consumers still uphold local wisdom?

Journal of Population and Social Studies

Dear Anna Triwijayati,

The editor of Journal of Population and Social Studies (JPSS) has now reviewed the revised version of your paper. We are satisfied that you have successfully responded to the reviewers' comments, and are pleased to tell you that your paper is accepted for publication in our current volume.

Your paper must be edited for grammatical, typographical, and overall readability of the manuscript, as well as systematic reference checking and reference formatting in line with APA 7th Edition to meet the requirement of JPSS before publication.

As you are aware, effective January 2020, the authors of accepted papers for publication with JPSS are required to seek their own language editing service. If you recall, the Journal can provide language editing service upon request from you for a flat rate of 10,000 Thai Baht. If you choose to utilize the language editing service offered by JPSS, you would need to submit the full fee at this time, before the manuscript editing can begin. Once the paper is finalized, it will be formatted and then sent to you for final proofreading.

Thank you again for your interest in publishing in JPSS.

Best Regards

Editorial Team
Journal of Population and Social Studies

In compliance with data protection regulations, you may request that we remove your personal registration details at any time. (Use the following URL: <https://www.editorialmanager.com/jpass/login.asp?a=r>). Please contact the publication office if you have any questions.

On Mon, 3 Jan 2022 at 12:52, Dr. Anna Triwijayati, S.E., M.Si.
<anna.triwijayati@machung.ac.id> wrote:

Editorial Team
Journal of Population and Social Studies

Thanks for the information. We are very happy receiving this news.
Regarding the language editing service offered by JPSS, we chose to use the JPSS service. Please provide us the information regarding how we should pay and bank account number.

Thank you very much.

Regards

Anna Triwijayati

**5. LANGUAGE EDITING SERVICES DAN
PEMBAYARAN
(5-7 Januari 2022)**

From: JPSS IPSR <jpss.ipsr@gmail.com>

Sent: Wednesday, January 5, 2022 1:30 PM

To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>

Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Dear Dr. Anna Triwijayati,

Please find the attached invoice for language editing as requested.

Please send us the proof of payment once you have made the transfer and we will begin to work on your paper.

Thank you very much.

Best Regards,

Editorial Team

Journal of Population and Social Studies

Email: jpss.ipsr@gmail.com

Web: www.jpss.mahidol.ac.th

FB: Journal of Population and Social Studies - jpss



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MAHIDOL UNIVERSITY**

INVOICE TO : Anna Triwijayati
Indonesia

DATE : 5 January 2022

INVOICE NO. : 2565/04/001

Description	THB
The cost of language editing for The Journal of Population and Social Studies (JPSS) Vol.30,2022	10,000.-
TOTAL (Ten Thousand Baht Only)	10,000.-

Payment Instruction:

Please transfer the payment to :

Company Name : Institute for Population and Social Research, Mahidol University

Business Address : Salaya, Phutthamonthon, Nakhon Pathom 73170, Thailand

Account Name : MU.INCOME IPSR

Account Number : 316-202440-1

Bank Name : The Siam Commercial Bank Public Company Limited, Salaya Branch

Bank Address : 28 Putthamonthon 4 Rd., Salaya, Putthamonthon, Nakhon Pathom 73170, THAILAND

Bank Swift Code : SICOTHBK



Signature _____

(Ms.Ploychompoo Sukstit)

Head of Administration Office

Institute for Population and Social Research, Mahidol University
999 Phuttamonthon 4 Road, Salaya, Nakhon Pathom 73170 Thailand
Tel: 66 (02) 441-0201 Fax: 66 (02) 441-9333 E-mail: directpr@mahidol.ac.th www.ipsr.mahidol.ac.th

On Fri, 7 Jan 2022 at 17:02, Dr. Anna Triwijayati, S.E., M.Si.
<anna.triwijayati@machung.ac.id> wrote:

Dear
Editorial Team
Journal of Population and Social Studies

Herewith we send the attached proof of payment for language editing. Please confirm when the payment process has been received.
Thank you very much.

Regards

Anna Triwijayati



Transfer Berhasil

Tanggal / Waktu	: 07 Jan 2022, 09:44
Nomor Referensi	: RB0107119523322
Rekening Sumber Dana	: ****9400
Jenis Transaksi	: Transfer Ke Luar Negeri
Negara Penerima	: THA
Nama Bank Tujuan	: The Siam Commercial Bank
Rekening Tujuan	: 3162024401
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Nomor IBAN	: 3162024401
Nominal Transfer	: THB 10,000.00
Biaya Koresponden	: SHA
Kurs	: IDR 455.00
Biaya Admin	: IDR 394,250.00
Nominal Setara	: IDR 4,550,000.00
Total Transfer	: IDR 4,944,250.00
Pesan	: cost of language editing
Tujuan Transaksi	: Untuk biaya administrasi
Status	: SUKSES

Dengan melakukan transaksi ini, Saya menyatakan bahwa transaksi Saya tidak melebihi USD 25.000 bulan ini dan apabila melebihi Saya bersedia untuk memberikan dokumen yang dibutuhkan.

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- Get accurate financial information with Financial Check Up



6. PROSES LANGUAGE EDITING

On Sat, 8 Jan 2022 at 22:10, JPSS IPSR <jpss.ipsr@gmail.com> wrote:

Dear Dr. Anna Triwijayati,

Thank you very much.

We will begin to edit the paper and will get back to you shortly.

Best Regards,

Editorial Team

Journal of Population and Social Studies

Email: jpss.ipsr@gmail.com

Web: www.jpss.mahidol.ac.th

FB: Journal of Population and Social Studies - jpss

EDITING 1 (17-19 Januari 2022)

From: JPSS IPSR <jpss.ipsr@gmail.com>

Sent: Monday, January 17, 2022 2:43 PM

To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>

Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Dear Dr. Anna Triwijayati,

Please find the attached edited version for confirmation.

If you wish to keep any of your original wordings, please provide your justification for those as well.

Thank you very much.

Best Regards,

Editorial Team

Journal of Population and Social Studies

Email: jpss.ipsr@gmail.com

Web: www.jpss.mahidol.ac.th

FB: Journal of Population and Social Studies - jpss

On Tue, 18 Jan 2022 at 21:05, Dr. Anna Triwijayati, S.E., M.Si.
<anna.triwijayati@machung.ac.id> wrote:

Dear Editorial Team JPSS

Thank you for the language editing provided. In general, I agree with it. but there are a few questions that need confirmation. this article has a lot of phrases or words in Javanese. I see some are italic, some are not. Maybe it just needs consistency. I highlight a few inconsistent examples.

Thank you for your attention.

Regards

Anna Triwijayati

On Wed, 19 Jan 2022 at 16:03, JPSS IPSR <jpss.ipsr@gmail.com> wrote:

Dear Dr. Anna Triwijayati,

Thank you for pointing it out.

Please note that editing is not done yet. We are going through the paper one or two more times to ensure the highest quality of the paper.

Best Regards,

Editorial Team

Journal of Population and Social Studies

Email: jpss.ipsr@gmail.com

Web: www.jpss.mahidol.ac.th

FB: Journal of Population and Social Studies - jpss

EDITING 2 (20 Januari 2022)

On Thu, 20 Jan 2022 at 08:45, JPSS IPSR <jpsr.jpsr@gmail.com> wrote:

Dear Dr. Anna Triwijayati,

Please find the attached further edited version.

If you have additional comments or wish to make any revision, please do so in track change mode.

Otherwise, we will begin to format and proofread the paper

Thank you very much.

Best Regards,

Editorial Team

Journal of Population and Social Studies

Email: jpsr.jpsr@gmail.com

Web: www.jpss.mahidol.ac.th

FB: Journal of Population and Social Studies - jpsr

Introduction

As an archipelago, Indonesia is a home for more than 1100 ethnic groups, each of which has its own cultural elements such as values, beliefs, customs, traditions, rituals, language, and artifacts. Among those groups, the Javanese are by far the largest.

In the 2010 population census, there are 1331 ethnic groups in Indonesia in which 633 are major ethnic groups. The total Javanese population is estimated to be 40.05% of the total population in Indonesia (Badan Pusat Statistik, 2015). In 2020, the total population of Indonesia is 270,200,000 people, so it is estimated that the population of Javanese people is 108.2 million people (Badan pusat Statistik, 2020). Although estimates vary, the Javanese population in Indonesia numbers between 85 and 100 million. With such a large number of people, an understanding of Javanese cultural values assists to create customer value and to develop effective marketing strategies, including building brands.

However, the wave of globalization and technological advances has increasingly blurred cultural boundaries, and has triggered changes in consumer values among the younger generation of Javanese. This change in consumer behavior affects their views of products, services, brands, savings, and investment. In some cultures, the shift of cultural values has negatively rather than positively influenced the consumer behavior of younger generations. Xiao (2005) found that Chinese consumer behavior of the younger generation is more individualistic than older generations. Individualism has also been found to correlate with the growth of materialism among Chinese younger people. Sobol, Cleveland and Laroche (2009; 2018) also report that recent cultural shift in the Netherlands has decreased consumer ethnocentrism and correlate with the spread of materialism among Dutch younger generations. As global connectivity soars, generational shifts could play a more important role in setting behavior than socioeconomic differences (Francis & Hoefel, 2018).

In Javanese culture, globalization and technological developments are responsible for the change in the flow of internalization and preservation of Javanese culture from generation to generation (Wahana, 2015; Budiyo & Feriandi, 2017; Fauzi, 2018). Generational differences also often cause problems or conflicts because each generation is attached to certain ideal values which may differ from one another (Christiani & Iksari, 2020). Nida (2020) stated that in the past the Javanese were still obedient to the values instilled by their ancestors, but with the development of the current era they tend to change. For example, Agustin (2011) stated that the Indonesian millennial generation currently consume a lot of products that are not in accordance with cultural values, such as inappropriate ways of dressing, ownership of gadgets, and technology.

Several studies in Indonesia have been aimed at exploring national cultural values and especially Javanese culture but have not specifically explored the shift in consumption values across generations. The examples are research from Rachmawati(2018), Nida (2020), and Budiyo & Feriandi (2017). Qualitative research from Agustin (2011), Rahayu, Setyanto, & Efendi (2014), and Fauzi (2018) highlights the shift in consumption and disorientation of consumer values of the younger generation that are not in accordance with Javanese cultural values. However, this research has not shown the values of Javanese consumers in each generation and objective evidence of cross-generational shifts. Other studies have identified the character of each generation in Indonesia, for example from the Badan Pusat Statistik (2018) and Christiani & Ikasari (2018), but not on the consumption values of the Javanese specifically.

Unfortunately, it was also noted that studies of change in consumer values and behavior in local Indonesian or especially Javanese cultures were not exhaustive, implying that this study will also be inexact and lack the kind of rigor often associated with research. Researchers can then explore the extent to which local cultural values have shifted among the Javanese, and to what extent the value shift influences consumption behavior. It would also be valuable to investigate the effects of changing consumer behavior on customer decisions relating to brands, products, or services.

The shift across generations is reflected in the existence of consumer value across generations of Baby boomers, X, Y and Z. The Baby Boomers and X represent the senior generation, while Y and Z represent the younger/junior generation. Javanese cultural values have influenced their consumer behavior. Their consumer values are a heritage of traditional values that have been passed on from generation to generation and tend to preserve Javanese culture. Children grow up with a set of values,

perceptions, preferences, and behaviors through socialization and education that involves family and other key institutions within their culture, such as schools, religious institutions, friendships, and communities (Durmaz, 2014; Alesina & Giulinao, 2015; Pandey & Dixit, 2011). In Javanese culture, family and community play a significant role in shaping and controlling one's behavior by instilling traditional values (Rochayanti, Pujiastuti, & Warsiki, 2012).

**7. FORMAT AND PROOFREAD (24-25 Januari
2022)**

From: JPSS IPSR <jps.ipsr@gmail.com>
Sent: Monday, January 24, 2022 1:42 PM
To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>
Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Dear Dr. Anna Triwijayati,

Please find the attached formatted paper.

Please check the spelling of authors' names and affiliations, and please proofread the paper one last time.

If you need to make any minor changes, please do so in track change mode so we can see the changes clearly.

Best Regards,

Editorial Team

Journal of Population and Social Studies

Email: jps.ipsr@gmail.com

Web: www.jpss.mahidol.ac.th

FB: Journal of Population and Social Studies - jpss

On Tue, 25 Jan 2022 at 13:16, Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id> wrote:

Dear: Editorial Team
Journal of Population and Social Studies

Herewith we send the revised manuscript. We made minor changes, for example: the spelling author name and affiliations. We also made changes in track changes mode.

Thank you very much

Regards

Anna Triwijayati

**8. FINAL PAPER PROOFREAD
(26 JANUARI 2022)**

From: JPSS IPSR [mailto:jpss.ipsr@gmail.com]

Sent: Wednesday, January 26, 2022 11:12 AM

To: Dr. Anna Triwijayati, S.E., M.Si.

Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Dear Dr. Anna Triwijayati,

Please find the attached final version of the paper.

The paper will be published shortly.

We very much appreciate your patience and important contribution toward publishing your work with us.

Best Regards,

Editorial Team

Journal of Population and Social Studies

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On Wed, 26 Jan 2022 at 18:23, Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id> wrote:

Dear

Editorial Team

Journal of Population and Social Studies

I agree with final changes/revisions. I approve this manuscript to publish.

Thank you very much for the editing.

Regards

Anna Triwijayati

From: JPSS IPSR <jpss.ipsr@gmail.com>

Sent: Sunday, January 30, 2022 5:00 PM

To: Dr. Anna Triwijayati, S.E., M.Si. <anna.triwijayati@machung.ac.id>

Subject: Re: Editor Decision - Accept - [EMID:e2cb89e15073ec86]

Dear Dr. Anna Triwijayati,

Please be advised that we have changed the page numbers and published the paper.

Best Regards,

Editorial Team

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Consumer Values Shifting in Cross Generation Javanese Consumers in Indonesia: Do Young Consumers Still Uphold Local Wisdom?

Anna Triwijayati^{1*}, Melany², Dian Wijayanti³, Etsa Astridya Setiyati⁴, and Titik Desi Harsoyo⁵

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³ Accounting Study Program, Universitas Ma Chung, Malang, Indonesia

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Abstract

This study aims to examine local wisdom of consumer values, and classify and compare consumer values between or across generations of Javanese Baby Boomers, X, Y, and Z. The study employed a mixed-method approach. The data were gathered by conducting in-depth interviews with four Javanese families, and online surveys. All respondents were Javanese consumers, with 103 from Generation Z, 154 from Generation Y, 257 from Generation X, and 17 from Baby Boomers. The total respondents were 531 persons. Data analysis was performed using the one-sample t-test, factor analysis, ANOVA, and the Kruskal-Wallis test. The shift in consumption values did not occur in the Baby Boomer, nor in the X, Y, and Z generations. Most values of Javanese consumers are thriving and are still being held by all generations. The shifting values are about ambition, patience, social recognition, *ngalah* [to yield or to succumb], *ethok-ethok* [having an indirect opinion or pretending]. This study provides follow-up implications for further research to link consumer values with other aspects of consumers such as national culture, consumer decision-making style, entrepreneurship, and other socioeconomic aspects.

Keywords

Consumer behavior; culture; Indonesia; Javanese; value

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9. CAPTURE PUBLIKASI

Make a Submission

Consumer Values Shifting in Cross Generation Javanese Consumers in Indonesia: Do Young Consumers Still Uphold Local Wisdom?



PDF

Published: Jan 30, 2022

Keywords:
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Indonesia Javanese value

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	14,598		649
	11,252		622
	10,315		604
	7,279		588
	5,291		542
	4,455		516
	3,769		515
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	2,486		448
	1,878		430
	1,852		421
	1,523		402
	1,298		369
	1,092		367
	1,016		356

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