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Kedai Mlenjoy's Adaptive Strategies in Responding to Changes in Generation Z Consumer Trends

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Abstract
The development of digital technology has significantly transformed consumer behavior, particularly among Generation Z, whose purchasing decisions are strongly influenced by social media, digital trends, and electronic word of mouth (e-WOM). This condition requires Micro, Small, and Medium Enterprises (MSMEs) to implement adaptive strategies in order to maintain business competitiveness. This study aims to analyze the adaptive strategies implemented by Kedai Mlenjoy in responding to changes in Generation Z consumer trends and to examine how these trends influence consumer preferences in choosing Kedai Mlenjoy. This research employed a qualitative descriptive approach. The informants consisted of seven participants, including one business owner, two employees, and four Generation Z consumers selected through purposive sampling. Data were collected through observation, in-depth interviews, and documentation. Data analysis was conducted using the Miles, Huberman, and Saldaña model, which includes data condensation, data display, and conclusion drawing and verification. Data validity was ensured through source triangulation and technique triangulation. The findings indicate that Kedai Mlenjoy's adaptive strategies are reflected in the utilization of social media for marketing activities, product innovation aligned with consumer trends, service quality improvement, and operational adjustments based on market needs. Furthermore, Generation Z consumer preferences are influenced by social media exposure, digital recommendations, emerging trends, and attractive consumption experiences. The study concludes that the ability to adapt to changing consumer behavior plays a crucial role in maintaining competitiveness and business sustainability in the digital era.

Keywords: adaptive strategies, Generation Z, consumer behavior, culinary MSMEs, social media.

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I. Introduction

Digital technology has brought significant changes to various aspects of people's lives, including consumption patterns and purchasing behavior. Digital transformation, characterized by the increasing use of the internet, social media, and various digital platforms, has created an increasingly dynamic and competitive business environment [1]. According to APJII (2024), the number of internet users in Indonesia reached 221.56 million, representing 79.5% of the national population. Meanwhile, DataReportal (2025) reported that Indonesia had approximately 143 million active social media users. The high levels of internet and social media use indicate that digital spaces have become an essential part of daily activities, including information seeking, communication, and purchasing decision-making. [2]

These changes have had a considerable impact on the culinary business sector. Competition in the culinary industry is no longer determined solely by product quality, price, or business location, but also by business owners' ability to use digital technology to reach consumers and create engaging consumption experiences. Modern consumers tend to seek information through social media, read customer reviews, view recommendations from other users, and follow emerging trends before making a purchase. This situation requires businesses to adjust their strategies to remain relevant to changing market behavior.

One consumer group that has a significant influence on current market trends is Generation Z. This generation is known as a group of digital natives because its members grew up alongside advances in information and communication technology. The internet and social media have become integral parts of their daily lives, influencing how they obtain information, interact, and make consumption decisions [3], [4], [5]. These characteristics distinguish Generation Z's consumer behavior from that of previous generations.

In the context of culinary consumption, Generation Z considers not only the functional aspects of products, such as taste, quality, and price, but also the consumption experience being offered. They tend to be attracted to products with appealing visual presentations, products that follow current trends, and experiences that can be shared on social media. Customer reviews, friends' recommendations, and viral content also influence purchasing decisions [6], [7], [8]. A study by Kusawat & Teerakapibal (2024) found that electronic word of mouth

(e-WOM) has become one of the most influential sources of information in consumer decision-making. Online reviews, ratings, and digital recommendations can shape consumer perceptions and purchasing decisions across different cultural contexts.

The role of social media in shaping Generation Z's consumption behavior has also become increasingly prominent. Generation Z demonstrates high levels of engagement with digital culinary brands through platforms such as TikTok. Visual content, brand authenticity, and interactivity are key factors influencing the relationship between Generation Z consumers and culinary brands on social media [6], [10]. These findings are reinforced by Suleman et al. (2025) research showing that digital marketing, engagement, and brand awareness significantly influence Generation Z's purchase intentions. Such findings confirm that engaging digital experiences can shape affective responses and encourage purchasing behavior among young consumers.

Increasingly dynamic consumer behavior requires businesses to develop a strong capacity to adapt to changes in the business environment. From the perspective of adaptive strategy, organizations are expected to adjust their resources, business processes, and strategies to remain relevant amid environmental changes [12], [13]. Adaptive capabilities enable organizations to respond to emerging opportunities and challenges, thereby supporting long-term business sustainability. Grant, as cited in [14], explains that adaptive strategy refers to an organization's ability to adjust to changes in its internal and external environments in order to achieve sustainable competitive advantage.

In the MSME sector, adaptive strategies can take various forms, including digital marketing, product innovation, collaboration, service diversification, and human resource development [15], [16]. These strategies are important because changes in consumer behavior affect not only purchasing patterns but also consumer expectations regarding service quality, accessibility, and the consumption experience provided by businesses. Previous studies have [17], [18], [19], [20] shown that adaptive capabilities positively influence product innovation, while product innovation mediates improvements in MSME marketing performance. These findings indicate that adaptability is essential for business sustainability in an increasingly dynamic business environment.

Kedai Mlenjoy is one of the culinary MSMEs directly affected by changes in Generation Z consumption trends. Since most of its consumers are young people, Kedai Mlenjoy needs to make various adjustments to continue meeting market needs and preferences. The research findings indicate that Kedai Mlenjoy uses social media as a promotional tool, innovates its menu in line with emerging trends, collaborates with digital platforms, provides more flexible services, and develops its human resources to improve service quality. These efforts demonstrate an adaptation process aimed at maintaining business competitiveness amid changes in consumer behavior increasingly influenced by digital technology.

Numerous studies have examined adaptive strategies among MSMEs. [16] and [15] previous research explains that digital marketing, product innovation, collaboration, service diversification, and human resource development are forms of adaptive strategy that can improve business competitiveness. Other studies have [17] emphasized the relationship between adaptive capabilities, product innovation, and MSME marketing performance. Meanwhile, research on [4], [9], [11], [21] Generation Z has largely focused on consumer behavior and the influence of social media, digital marketing, and e-WOM on purchasing decisions.

Nevertheless, previous studies have tended to examine MSME adaptive strategies and Generation Z consumer behavior separately. Research on adaptive strategies has primarily focused on internal organizational aspects, whereas studies on Generation Z have concentrated on the factors influencing consumption behavior. Consequently, relatively few studies explain how adaptive strategies in culinary businesses are developed in response to changes in Generation Z consumption trends. This represents a research gap that warrants further investigation, particularly in the context of culinary MSMEs facing rapidly changing digital trends.

Building on this research gap, the present study offers a novel contribution by integrating the perspectives of MSME adaptive strategies and changes in Generation Z consumer behavior within a single analytical framework. Unlike previous studies that have examined these two aspects separately, this study analyzes how Kedai Mlenjoy develops adaptive strategies—including digital marketing, product innovation, collaboration, service diversification, and human resource development—in response to Generation Z characteristics shaped by social media, electronic word of mouth (e-WOM), trend-following motivation, social consumption orientation, and preferences for visual appeal and virality. This approach is expected to provide a more comprehensive understanding of the relationship between MSME adaptive capabilities and changing consumer trends in the digital era.

Based on this discussion, this study aims to analyze the adaptive strategies implemented by Kedai Mlenjoy in responding to changes in Generation Z consumer trends and to examine how these changing trends influence Generation Z consumers' preferences when choosing Kedai Mlenjoy.

II. Materials and Methods

This study employed a descriptive qualitative approach. The qualitative approach was selected because the study seeks to gain an in-depth understanding of the adaptive strategies implemented by Kedai Mlenjoy in responding to changes in Generation Z consumer trends and to explore the meanings underlying the phenomena

from the informants' perspectives. Qualitative research aims to examine phenomena holistically and contextually by collecting data in natural settings, with the researcher serving as the key instrument. It is descriptive in nature and places greater emphasis on interpreting the phenomena under investigation than on generalizing research findings [22].

The research was conducted at Kedai Mlenjoy, which served as the research site. The location was selected because Kedai Mlenjoy is a culinary business whose consumers are predominantly members of Generation Z and which has undertaken various adaptation efforts to respond to changing consumption trends in the digital era.

The research informants were selected using purposive sampling, a technique for selecting participants based on specific considerations relevant to the research objectives. This technique was used because the selected informants were considered to possess the knowledge, experience, and direct involvement necessary to provide relevant and in-depth information. The study involved seven informants: one owner of Kedai Mlenjoy, two employees, and four Generation Z consumers.

The owner was selected because of their role in planning, managing, and making decisions concerning business strategies. The employees were selected because they are directly involved in operational activities, customer service, and the implementation of adaptive strategies at Kedai Mlenjoy. Generation Z consumers were selected because they directly experience the consumption trends examined in this study. The criteria for Generation Z consumers were: aged 13–28 years, had made at least two purchases, actively used Instagram or TikTok, followed culinary trends, and were willing to provide in-depth information. The informants' profiles and characteristics are presented in Table 1. Informant codes were used to protect their identities when presenting interview quotations.

Table 1. Research Informant Profiles

No	Kode	Informant Status	Age (years)	Role in the Study
1	PM	Business owner	23	Key informant on Kedai Mlenjoy's adaptive strategies
2	KR1	Shop employee	20	Supporting informant on the implementation of adaptive strategies in service and operations
3	KR2	Shop employee	18	Supporting informant on the implementation of adaptive strategies in service and operations
4	KGZ1	Generation Z consumer	24	Supporting informant on consumer preferences, changing trends, and perceptions
5	KGZ2	Generation Z consumer	23	Supporting informant on consumer preferences, changing trends, and perceptions
6	KGZ3	Generation Z consumer	20	Supporting informant on consumer preferences, changing trends, and perceptions
7	KGZ4	Generation Z consumer	23	Supporting informant on consumer preferences, changing trends, and perceptions

Source: Researcher-Processed Data

Therefore, informants were not selected randomly but on the basis of their suitability for the needs of the study [23].

Data were collected through observation, in-depth interviews, and documentation. Observation was conducted to obtain an overview of business operations, service practices, social media use, and interactions between the business and its consumers. In-depth interviews were conducted with all informants to obtain information about the adaptive strategies implemented by Kedai Mlenjoy and changes in Generation Z consumer behavior. Documentation was used as supporting data and included activity photographs, promotional media, product menus, business records, and other documents relevant to the study. The use of observation, interviews, and documentation provides comprehensive data because it enables researchers to obtain information about experiences, perspectives, behavior, and supporting evidence related to the phenomenon under investigation [24].

Data were analyzed using the model proposed by [25], which consists of three stages: data condensation, data display, and conclusion drawing and verification. Data condensation involved selecting, focusing, simplifying, categorizing, and organizing information obtained from interviews, observations, and documentation according to the research focus. During data display, the condensed data were organized into narrative descriptions and thematic matrices to facilitate understanding of relationships among the research findings. Finally, conclusions were drawn and verified continuously throughout the research process by comparing, connecting, and interpreting the findings to produce conclusions that were credible and consistent with field conditions.

Data trustworthiness was assessed through source triangulation and methodological triangulation. Source triangulation was conducted by comparing information obtained from the owner, employees, and Generation Z

consumers to ensure consistency. Methodological triangulation involved comparing information obtained through interviews, observations, and documentation concerning the same issues. These triangulation procedures were intended to enhance the credibility, validity, and trustworthiness of the findings so that the results could be scientifically justified.

III. Results

Kedai Mlenjoy's Adaptive Strategies in Responding to Changes in Generation Z Consumer Trends

Generasi Z

1. Digital Marketing

The findings indicate that digital marketing is one of the main adaptive strategies implemented by Kedai Mlenjoy in responding to changes in Generation Z consumer behavior. Interviews with the owner and employees revealed that promotion is conducted through several social media platforms, including TikTok, Instagram, WhatsApp, and Facebook. Among these platforms, TikTok and WhatsApp are the most actively used because they are considered suitable for the characteristics of young consumers, who constitute Kedai Mlenjoy's primary target market. The published content generally consists of menu photographs and videos, promotional information, images of the shop atmosphere, and customer activities, all presented attractively and in line with current trends.

From the consumers' perspective, the findings show that most consumers learned about Kedai Mlenjoy through social media. Before deciding to visit, consumers generally view product posts, customer reviews, and content shared by other users. This indicates that social media has become a primary source of information in the consumption decision-making process.

2. Product Innovation

The findings indicate that Kedai Mlenjoy actively innovates its products to maintain business appeal amid rapidly changing culinary trends. These innovations include introducing new menu items, developing food and beverage variations, and implementing a self-service seblak concept that allows consumers to select their own ingredients and preferred level of spiciness.

Based on consumer interviews, menu innovation is one of the factors encouraging consumers to try Kedai Mlenjoy or visit again. Consumers reported being interested in new menu items that follow current trends because they offer a different experience from other dining establishments. In addition, product variety gives consumers more options that suit their preferences.

3. Collaboration

The findings show that Kedai Mlenjoy implements a collaboration strategy by utilizing digital platforms and engaging in promotional partnerships with external parties. These collaborations include partnerships with online food-ordering services such as GoFood and the use of local influencers to introduce its products to a wider audience. Digital platforms make it easier for consumers to place orders without visiting the business location. Meanwhile, influencer promotions are considered capable of increasing business exposure because product information can reach a larger number of social media users.

4. Service Diversification

The findings indicate that Kedai Mlenjoy focuses not only on selling food and beverages but also on diversifying its services to improve consumer convenience. These services include delivery orders, digital payments using QRIS, special customer promotions, value packages, free Wi-Fi, and a comfortable space for socializing and other activities. Consumer interviews revealed that transaction convenience and a comfortable venue are among the main reasons for choosing Kedai Mlenjoy. Most consumers visit not only to eat but also to meet friends, discuss topics, work on assignments, or simply spend their leisure time.

5. Human Resource Development

The findings show that Kedai Mlenjoy develops its human resources by improving customer service skills, business operations management, and the use of social media for promotional activities. Employees do not merely carry out operational tasks; they also play an important role in creating positive consumer experiences. Based on consumer interviews, the service is considered friendly and responsive, and employees are able to understand customer needs. Good service is one of the factors encouraging consumers to revisit Kedai Mlenjoy.

Changes in Generation Z Consumer Trends When Choosing Kedai Mlenjoy

1. Social Media Exposure

The findings indicate that social media is a primary source of information for Generation Z consumers seeking dining recommendations. Most informants stated that they learned about Kedai Mlenjoy through digital platforms such as TikTok, Instagram, Facebook, and WhatsApp. Before deciding to visit, consumers generally view posts about menus, the venue's atmosphere, promotions, and other customers' experiences shared on social media. The high intensity of social media use indicates that Generation Z's consumption decision-making cannot be separated

from the digital environment. Social media functions not only as a means of entertainment and communication but also as an information source that influences consumer preferences for products and services.

2. Electronic Word of Mouth (e-WOM)
The findings indicate that customer reviews, comments, ratings, and recommendations circulating on social media and digital platforms are among the main considerations for consumers before visiting Kedai Mlenjoy. Most informants stated that they tend to review other consumers' experiences first to assess the quality of the products and services offered. This finding demonstrates that e-WOM strongly influences the formation of Generation Z's perceptions and consumption decisions. Information shared by fellow users is considered more objective and trustworthy than promotional messages delivered directly by businesses.

3. Motivation to Follow Trends
The findings indicate that Generation Z consumers tend to try products or visit dining establishments that are popular and widely discussed on social media. Informants reported being interested in visiting Kedai Mlenjoy when new menu items, viral products, or promotions reflecting trends among young people are available. This phenomenon indicates that Generation Z's consumption behavior is driven not only by functional needs but also by the desire to keep up with current trends. Curiosity about new experiences is one factor motivating them to try a product or visit a dining establishment.

4. Social Consumption Orientation
The findings indicate that most Generation Z consumers view Kedai Mlenjoy not only as a place to purchase food and beverages but also as a social space to meet friends, discuss topics, work on assignments, and spend leisure time. A comfortable atmosphere that supports social interaction is one of the main reasons consumers choose Kedai Mlenjoy over other dining establishments.

5. Preferences for Visual Appeal and Virality
The findings indicate that visual appeal is one of the main considerations for Generation Z when choosing a dining establishment. Consumers reported being attracted to products with appealing appearances, unique presentations, and aesthetically pleasing venues suitable for sharing on social media. Consumers also tend to pay greater attention to products and dining establishments that go viral on social media. Virality is perceived as an indication that a product is popular among many people, thereby creating curiosity and encouraging consumers to try it.
Overall, the findings indicate that changes in Generation Z consumer trends are characterized by intensive social media use, the strong influence of electronic word of mouth (e-WOM), a tendency to follow emerging trends, social consumption orientation, and attention to visual appeal and virality. These characteristics show that Generation Z's consumption decisions are influenced not only by product quality and price but also by digital experiences, social interactions, and the visual value associated with a product or business.

IV. Discussion

Kedai Mlenjoy's Adaptive Strategies in Responding to Changes in Generation Z Consumer Trends

1. Digital Marketing
These findings are consistent with the view [4], [5], [26] that Generation Z is a generation of digital natives who have grown up alongside developments in information and communication technology and therefore rely heavily on digital media to obtain information. This characteristic means that social media functions not merely as a communication channel but also as a primary reference source when making consumption choices.
The findings also support research [21] showing that Generation Z's engagement with culinary brands is largely developed through TikTok. Attractive visual content, brand authenticity, and interactivity are factors that can increase consumer interest in a product or culinary business. Other studies have [11], [27] shown that digital marketing significantly influences Generation Z's purchase intentions by increasing engagement and brand awareness.
From the perspective of adaptive strategy, Kedai Mlenjoy's use of social media demonstrates its ability to adjust its marketing strategy to changes in consumer behavior, which is increasingly dependent on digital technology. This finding reinforces the view of [28] that organizations need to adjust to environmental changes to maintain business continuity. Thus, Kedai Mlenjoy's digital marketing activities represent an adaptation to Generation Z's intensive use of social media to seek information and make consumption choices.

2. Product Innovation
These findings indicate that product innovation is an important strategy for maintaining business relevance amid changing market needs. The results are consistent with previous studies [17], [29] finding that adaptive capabilities have a positive influence on product innovation among MSMEs. Product innovation acts as a mediator that helps improve marketing performance by enabling businesses to adjust their products to consumer needs.
These findings also support the adaptive strategy perspective, which emphasizes [28] that organizations need to respond to environmental changes by developing new products and services. At Kedai Mlenjoy, product

innovation is a response to Generation Z's characteristics: a preference for new experiences, an inclination to follow trends emerging on social media, and strong curiosity about popular products. Therefore, product innovation serves not only to attract new customers but also to maintain the loyalty of existing customers by providing consumption experiences that remain relevant to changing market trends.

3. Collaboration

The findings indicate that collaboration is an adaptive strategy used to expand market access and improve business competitiveness. This is consistent with Grant's perspective, as cited in [14], which explains that an organization's ability to build relationships with external parties is an important part of adaptive strategy because it provides access to broader resources, technology, and markets.

The findings also support studies [16], [30] stating that collaboration is an adaptive strategy that can strengthen MSMEs' ability to respond to an increasingly complex business environment. Through collaboration, businesses can expand their marketing reach without having to bear all costs and risks independently. In this study, Kedai Mlenjoy's collaborations demonstrate efforts to adapt to Generation Z consumption patterns, which increasingly rely on digital platforms for purchasing activities.

4. Service Diversification

These findings indicate that consumers' current needs are not limited to product quality but also encompass the overall consumption experience. The results are consistent with studies [15], [16] explaining that service diversification is an important adaptive strategy for improving customer satisfaction and maintaining business competitiveness. For Generation Z, service diversification is increasingly important because this consumer group tends to prioritize convenience, flexibility, and social experiences in consumption activities. Therefore, providing a range of services enables Kedai Mlenjoy to meet consumer needs more comprehensively.

5. Human Resource Development

The findings indicate that human resource quality plays an important role in supporting the success of adaptive strategies. Previous studies have similarly [15], [31] stated that improving human resource competencies is essential to strengthening MSMEs' adaptive capabilities in the digital era. Employees with strong customer service skills and digital literacy are better equipped to implement the strategies developed by an organization.

These findings also reinforce the adaptive strategy perspective [28], which emphasizes the importance of adjusting an organization's internal resources to changes in the external environment. At Kedai Mlenjoy, human resource development provides the foundation for the successful implementation of digital marketing, product innovation, collaboration, and service diversification. Therefore, human resource development not only improves service quality but also serves as a key supporting factor in maintaining business continuity and competitiveness.

Changes in Generation Z Consumer Trends When Choosing Kedai Mlenjoy

1. Social Media Exposure

These findings are consistent with the view [4] that Generation Z consists of digital natives who have grown up alongside developments in information and communication technology and therefore rely heavily on digital media. This characteristic means that information seeking, social interaction, and purchasing decisions are strongly influenced by the content they consume online. The findings also support studies [21], [32], [33], [34] showing that social media, particularly TikTok, plays an important role in shaping Generation Z consumer engagement with culinary brands. Attractive and accessible visual content can increase consumer interest in a culinary business. In this study, the high level of social media exposure indicates that Kedai Mlenjoy's presence on digital platforms is an important factor in attracting Generation Z consumers. The more frequently consumers encounter information about Kedai Mlenjoy, the greater the likelihood that they will develop an interest in visiting and making a purchase.

2. Electronic Word of Mouth (e-WOM)

These findings are consistent with studies [9], [35], [36], [37] identifying e-WOM as one of the most influential information sources in consumer decision-making. Online reviews, digital recommendations, and other customers' experiences can shape positive or negative perceptions of a product or business. The findings also indicate that customer experiences play an important role in generating indirect promotion for Kedai Mlenjoy. Satisfied consumers tend to share their experiences with other users through social media, helping expand the reach of information about the business. Therefore, e-WOM not only influences purchasing decisions but also serves as a promotional channel that can increase Kedai Mlenjoy's visibility and consumer trust.

3. Motivation to Follow Trends

These findings support the view [4], [38], [39] that Generation Z is highly responsive to changes in information and trends emerging in the digital environment. Easy access to information enables this generation to discover new trends more quickly and makes them more open to trying different experiences. The findings also indicate that trends circulating on social media strongly influence consumption preferences. Viral products tend to attract

consumer attention more easily than products that receive limited digital exposure. In the context of Kedai Mlenjoy, Generation Z's tendency to follow trends is one of the key reasons the business continues to innovate its products and adjust its marketing strategies to developments on social media.

4. Social Consumption Orientation

These findings indicate a shift in consumption orientation from a primary focus on fulfilling basic needs toward activities that also serve social purposes. For Generation Z, consumption activities are often part of social experiences shared with friends. This is consistent with studies [21], [40], [41] showing that consumption experiences play an important role in Generation Z consumer engagement with brands. Consumers seek not only quality products but also enjoyable experiences that support social interaction. The findings show that the venue's atmosphere, comfortable facilities, and opportunities to interact with others influence consumers' decisions when choosing a dining establishment. Therefore, Kedai Mlenjoy serves not only as a provider of food and beverages but also as a social space that supports Generation Z's interaction needs.

5. Preferences for Visual Appeal and Virality

These findings indicate that Generation Z's consumption decisions are influenced not only by product quality but also by visual value, which can create emotional and social appeal. Visual aspects are important because they are closely related to Generation Z's habit of sharing experiences on social media. The findings support previous research [21] showing that visual content has a substantial influence on Generation Z consumer engagement on social media. Other studies [11], [42], [43] also explain that digital engagement and brand awareness can be enhanced through visually appealing content. In this study, product presentation, venue design, and the atmosphere of Kedai Mlenjoy are factors that attract Generation Z consumers. Thus, visual appeal and virality function not merely as aesthetic elements but also as components of the strategy influencing young consumers' preferences and consumption decisions.

V. Conclusion

Based on the research findings and discussion of Kedai Mlenjoy's adaptive strategies in responding to changes in Generation Z consumer trends, it can be concluded that Kedai Mlenjoy has implemented various adaptive strategies to respond to changes in young consumers' behavior and preferences. These strategies include digital marketing, product innovation, digital collaboration, service diversification, and human resource development. By using social media platforms such as TikTok and Instagram, Kedai Mlenjoy has increased its business visibility and reached Generation Z consumers, who are highly active in digital spaces. In addition, continuous product innovation, such as introducing contemporary menu items and the self-service seblak concept, helps maintain the business's appeal amid rapidly changing culinary trends.

The findings also show that collaboration with digital platforms such as GoFood and the use of local influencers help expand market reach and improve consumer access to Kedai Mlenjoy's products. Service diversification through delivery orders, digital payments, promotions, and value packages provides convenience in line with Generation Z characteristics, particularly their preference for speed, flexibility, and efficiency. Meanwhile, human resource development through customer service training and social media management plays an important role in maintaining the quality of consumer experiences and supporting the optimal implementation of adaptive strategies.

The changes in Generation Z consumer trends identified in this study are characterized by intensive social media exposure, the strong influence of electronic word of mouth (e-WOM), a tendency to follow viral trends, social consumption orientation, and preferences for visual appeal and aesthetics. These characteristics indicate that Generation Z's consumption decisions are influenced not only by product quality and price but also by consumption experiences, digital recommendations, the atmosphere of the venue, and visual elements that can be shared on social media.

Overall, this study demonstrates that the adaptive strategies implemented by Kedai Mlenjoy are aligned with changes in Generation Z consumer trends. Kedai Mlenjoy's success in integrating digital marketing, product innovation, collaboration, service diversification, and human resource development indicates that adaptability is essential for maintaining the competitiveness of culinary MSMEs in a dynamic business environment. These findings reinforce the view that comprehensive and sustainable adaptive strategies can help MSMEs understand the needs of young consumers and create competitive advantages relevant to developments in the digital era.

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