

# Service Quality and Consumer Satisfaction at Fore Coffee: A Generation Z Study in Surabaya

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## ABSTRACT

The business world continues to evolve alongside rapid changes, particularly evident in the coffee shop sector's remarkable growth. This study aims to examine how service quality influences consumer satisfaction among Generation Z customers. The research population encompasses all Generation Z consumers in Surabaya, with a sample size of 100 respondents. Service quality serves as the independent variable, while consumer satisfaction functions as the dependent variable. Data collection utilized a questionnaire instrument, subsequently analyzed using SPSS version 26 software. Multiple linear regression was employed for data analysis. The findings demonstrate that service quality exerts a significant positive influence on Generation Z consumer satisfaction at Fore Coffee in Surabaya. The Adjusted R Square value of 64.6% provides empirical validation of these results.

## ABSTRAK

Dunia bisnis terus berkembang seiring dengan perubahan yang begitu cepat, salah satunya adalah perkembangan bisnis di sektor kedai kopi. Tujuan penelitian adalah untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan konsumen. Populasi dalam penelitian adalah seluruh konsumen Generasi Z di Surabaya. Sampel penelitian berjumlah 100 responden. Variabel independen dalam penelitian adalah kualitas pelayanan, sedangkan variabel dependen adalah kepuasan konsumen. Instrumen penelitian menggunakan kuesioner yang kemudian diolah menggunakan perangkat lunak aplikasi SPSS versi 26. Analisis data dilakukan dengan menggunakan regresi linear berganda. Hasil penelitian secara parsial membuktikan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen Generasi Z Fore Coffee di Surabaya. Hasil nilai Adjusted R Square sebesar 64,6% terbukti secara empiris.

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## 1. Introduction

The coffee shop business has experienced remarkable growth, driven by the need to meet consumer demand and follow emerging trends. The primary target market for coffee shops consists largely of young people and middle-to-upper-class consumers. The International Coffee Organization (ICO) recorded that coffee consumption in 2018-2019 reached 50.97% of domestic production. The growth of coffee shop businesses in Indonesia was recorded at 15 to 20%. This growth contributed significantly to domestic absorption at that time, reaching 25 to 30%.

Fore Coffee is an Indonesian local coffee startup established in August 2018, certified Halal Grade A by MUI. All their coffee menu items use premium arabica coffee beans from Aceh Gayo, Toraja, and Preanger regions. This commitment stems from Fore Coffee's aspiration to create the best specialty coffee for customers (Afandi et al. 2024) as a business that continuously pursues innovation (Novita 2025). Fore Coffee has become a favorite destination for meeting colleagues, gathering, and spending leisure time while enjoying various beverage and food products offered. By 2024, Fore Coffee had approximately 240 stores (Kontan, 2024). The company has launched

several campaigns, including the #FOREVOLUTION Campaign, the #FOREssentiallyYou Campaign (focusing on environmental care and youth confidence), and collaborations with HMNS (creating perfume-scented coffee beverages).

Generation Z frequently seeks comfortable places to hang out, work, or simply enjoy coffee before their daily activities. Rapid changes have significantly impacted development patterns (Hutabarat 2021). Fore Coffee has gained popularity among young people, particularly Gen Z students, university students, and young professionals who seek quality coffee that can be enjoyed on-site or taken away at affordable prices. This phenomenon highlights the importance of understanding Gen Z's needs and expectations (Laksmono et al. 2024), including factors that influence consumer satisfaction. Research on the impact of service quality on Fore Coffee consumer satisfaction remains limited, particularly for the Gen Z segment in Surabaya. With numerous service options available, quality becomes the primary determining factor in consumer attitudes (Sjoraida et al. 2024) when attracting Gen Z attention. Therefore, it is crucial to analyze how service quality influences consumer satisfaction among this generation.

Consumer satisfaction can be relative and is heavily influenced by consumer expectations. Consumers represent a vital factor essential for business sustainability (Yusda 2020). When experiences with products or services meet or exceed expectations, consumers feel satisfied and demonstrate high levels of consumer satisfaction (Wahyono et al. 2023). Satisfied consumers feel pleased with products and make repeat purchases, fostering positive relationships between employees and customers (Fadhli and Pratiwi 2021). Marketing strategies are essential for business advancement and development (Nasution 2025), with roles and aspects determining business evaluation (Purwadisastra et al. 2024). Therefore, companies require synergy and collaborative capabilities (Hutabarat 2022) along with dynamism to ensure quality service within the organization (Kusumawardhani 2023).

Consumer satisfaction represents thoughts and feelings that arise from receiving performance results that align with consumer needs or desires (Masrurroh et al. 2023). Consumer satisfaction constitutes a response to evaluating perceptions of differences between initial expectations before purchase and actual performance as perceived after receiving services or consuming products (Suriadi et al. 2024). Consumer satisfaction is viewed as one dimension of market performance in business (Sandro, Akbar, and Haeruddin 2022). Consumer satisfaction represents an overall evaluation or attitude demonstrated by consumers after using services, as it can involve positive consumer feelings toward service experiences (Utomo et al. 2024).

Service quality becomes a consideration factor for consumers regarding consumer satisfaction. Service quality represents efforts to discover specific consumer service desires that align with consumer expectations and evaluations (Trisnawati Kusumawardhani et al. 2023). This approach aims to create added value in services to achieve competitive advantages in the market (Nasution 2025). Service quality focuses on meeting standard needs and timeliness in fulfilling consumer expectations. Service quality generally motivates consumers to commit to specific products and services, ultimately improving company performance (Apriliani, Kartika, and Nadiya 2023).

Service quality is based on five quality dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Lestari, 2018). Service quality plays an important role in meeting each consumer's needs and desires (Aprillia and Fatimah 2021). Service quality represents a reflection of consumers' evaluative perceptions of services received at specific times (Kusumawardhani et al. 2024). High-quality service (Ma'ruf 2025) makes consumers feel satisfied, encouraging them to return for regular purchases (Mahe, Suwarsono, and Nadhiro 2023).

## 2. Methodology

This study employs a descriptive quantitative research approach. The research methodology utilizes quantitative methods as the primary framework for analysis. Quantitative research methods serve as an effective approach for analyzing research problems systematically (Yatimin, Widiyastuti, and Jama 2025). The main objective of this research is to examine the influence of service quality on consumer satisfaction, with the study conducted specifically at Fore Coffee locations in Surabaya. The research sample involves Generation Z consumers, totaling 32 respondents who were carefully selected to represent the target demographic. Data collection was conducted through questionnaires, which served as the primary survey instrument for gathering comprehensive information from participants. The study employs the Likert scale method as the measurement tool to ensure accurate and reliable data collection (Hutabarat, Wulandari, et al. 2025). To ensure data quality and reliability, several preliminary tests were conducted, including validity testing and reliability testing of the scales used in the questionnaire. The analytical method employed in this research is simple linear regression statistical analysis, which allows for a clear examination of the relationship between the independent and dependent variables. Hypothesis testing utilizes individual parameter significance testing tools, specifically the t-statistical test and coefficient of determination test (Hutabarat, et al., 2024). The quantitative analysis is performed using statistical research tools, with all data processing conducted through SPSS Statistics 26 software, ensuring accurate and comprehensive analytical results.

## 3. Results

The validity test aims to determine whether the research questionnaire is valid or invalid. The validity assessment follows two main criteria: first, the Sig. (2-tailed) value for each variable must be less than 0.05, and second, the calculated r-value (rhitung) must be greater than the table r-value (rtabel). The validity test results for statements on service quality and consumer satisfaction indicators show that the calculated r-values are greater than the table r-value of 0.349, indicating that all statements are valid. This demonstrates that the research instrument used in this study is indeed valid and reliable for data collection (Nugraha et al. 2024). The reliability test was conducted using Cronbach's Alpha coefficient. The calculation results show a Cronbach's Alpha value of 0.825 for service quality and 0.820 for consumer satisfaction. According to established standards, a variable is considered reliable when the reliability coefficient is at least 0.60 (Novita, 2024). Both variables clearly exceed this threshold, confirming the reliability of the measurement instruments.

The statistical test for normality was determined using the Kolmogorov-Smirnov test. Normal distribution of the model occurs when the 2-tailed significance value is greater than 0.05 (Hutabarat, et al., 2023). The normality test calculation yielded a result of 0.024. Since the significance value shows  $p > 0.05$ , the residual values in this research meet the requirement for normal distribution (Hutabarat, Gaol, and Zalukhu 2025). This test aims to identify correlation relationships in the regression model. The results show VIF values  $< 10$  and tolerance values  $> 0.1$ , indicating that multicollinearity does not occur in this research (Hutabarat, Harahap, et al. 2025). Therefore, there are no symptoms of multicollinearity present in this study.

Table 1. Multiple Regression Analysis Results

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	14.473	3.449		4.196	.000
	KP	.934	.123	.811	7.583	.000

Source: Processed Data, 2025.

The simple linear regression equation examining the influence of service quality on Fore Coffee consumer satisfaction produces the following regression model:

$$Y = 14.473 + 0.934X$$

When service quality equals zero, consumer satisfaction will be 14.473, assuming service quality remains constant. This baseline value represents the minimum level of consumer satisfaction independent of service quality factors. This positive coefficient indicates that for every one-unit increase in service quality, consumer satisfaction will increase by 0.934 units. This demonstrates a strong positive relationship between service quality and consumer satisfaction. Based on these results, we can conclude that the consumer satisfaction value is 14.473 with the assumption that other variables remain constant. The significant positive relationship between service quality and consumer satisfaction suggests that improvements in service quality directly contribute to enhanced consumer satisfaction at Fore Coffee.

#### 4. Discussion

The statistical calculations demonstrate a t-value for service quality of 7.583 with a significance level of 0.000, which is substantially below the critical threshold of 0.05. This figure provides exceptionally strong statistical evidence that service quality has a positive and highly significant influence on consumer satisfaction, particularly among Generation Z consumers. This finding is crucial because it demonstrates that investing in service quality improvement is not merely a cost expenditure, but rather a business strategy that can deliver tangible impact on customer satisfaction. The strength of this relationship suggests that every effort made to enhance service quality will likely yield measurable improvements in how customers perceive and experience the brand.

The strong positive relationship between service quality and consumer satisfaction can be explained through various factors that are highly relevant to Generation Z consumer characteristics. Consumers from this generation, born between 1997-2012, have unique expectations regarding their shopping experiences that differ significantly from previous generations. They value fast and friendly service because this generation has become accustomed to speed and efficiency in various aspects of their lives, from technology to communication. When Fore Coffee staff can provide responsive service to consumer questions and needs, it creates a satisfying and memorable experience that resonates deeply with their lifestyle preferences. Generation Z consumers in Surabaya report high satisfaction levels when they feel that staff are not only quick in serving them but also demonstrate genuine care and attention in every interaction. This authenticity is particularly important to Generation Z, who have grown up with access to vast amounts of information and can easily detect insincerity or scripted responses.

The responsiveness aspect of service becomes a key factor that is highly valued by Generation Z consumers, reflecting their digital-native characteristics. This generation, which grew up in the digital era, is accustomed to instant communication and rapid responses in their online interactions. When they visit Fore Coffee, they bring the same expectations to their offline service experience. Staff who can respond quickly to

questions, provide appropriate recommendations, and demonstrate understanding of consumer needs create a sense of being valued and understood that goes beyond the transactional nature of the purchase. This doesn't just increase momentary satisfaction but also builds deeper emotional connections between consumers and the Fore Coffee brand. Consumers feel that they are not just buying a product, but also receiving a meaningful experience that acknowledges their individual preferences and needs. This emotional connection is particularly powerful for Generation Z, who often seek brands that align with their values and treat them as individuals rather than just customers.

The consistent service quality standards at Fore Coffee have proven to create a strong foundation for customer loyalty and consumer retention, which is essential in today's competitive market. When Generation Z consumers feel that the service quality they receive meets or even exceeds their expectations, it creates a positive cycle that encourages them to return for future visits. Research shows that consumers satisfied with service quality have a much higher tendency to become loyal customers, and this is especially true for Generation Z who tend to be brand-conscious and value authentic experiences. For this generation, consistency in service quality becomes a determining factor in their decision to continue choosing Fore Coffee over competitors. They also tend to share their positive experiences through social media platforms, which indirectly becomes organic promotion for the brand. This word-of-mouth marketing through social media is particularly valuable because Generation Z consumers tend to trust peer recommendations more than traditional advertising, making satisfied customers powerful brand ambassadors.

The findings of this research receive strong support from various previous academic studies, which strengthens the validity and reliability of the obtained results. These research results align with studies conducted by Masrurroh et al. (2023), which also found significant positive correlations between service quality and consumer satisfaction in the coffee shop industry. This similarity in results indicates that the relationship pattern between service quality and consumer satisfaction is consistent and can be relied upon as a basis for business decision-making across different contexts and locations. Additionally, research by Mahe, Suwarsono, and Nadhiro (2023) provides additional validation, particularly in the context of Generation Z consumer behavior and preferences. The convergence of these research results strengthens our understanding of the critical importance of service quality in the competitive coffee shop market, especially when targeting younger demographics. This academic support provides confidence that the findings are not isolated incidents but represent broader patterns that can inform industry practices.

The coefficient of determination analysis reveals highly valuable insights about the explanatory power of this research model, providing a clear picture of how much service quality contributes to overall satisfaction. The R Square value of 0.657 indicates that the regression model can explain most of the variance in consumer satisfaction, which is considered a strong relationship in social science research. More specifically, the Adjusted R Square value of 64.6% demonstrates that service quality is responsible for nearly two-thirds of the variation in Generation Z consumer satisfaction levels at Fore Coffee. This finding is particularly significant because it shows that service quality is a dominant factor in determining customer satisfaction for this demographic, making it a high-priority area for business investment and improvement efforts. Meanwhile, the 35.4% unexplained variance indicates that there are still other factors contributing to consumer satisfaction that were not examined in this study. These factors might include product quality aspects such as taste and presentation, pricing strategies and perceived value, store atmosphere and ambiance, brand image and social media presence, location convenience and accessibility, and digital experience through mobile apps and online ordering. Understanding this provides opportunities for future research that can explore additional factors to gain a more comprehensive picture of what drives

Generation Z consumer satisfaction in the coffee shop industry, potentially leading to even more effective business strategies that address multiple satisfaction drivers simultaneously.

## 5. Conclusion

Based on the comprehensive research findings and in-depth discussion conducted regarding the influence of service quality on Generation Z consumer satisfaction at Fore Coffee Surabaya, we can draw meaningful conclusions that provide valuable insights for the coffee shop industry. The linear regression test results, which were carefully conducted, demonstrate that there is a positive and significant influence between service quality and Generation Z consumer satisfaction at Fore Coffee Surabaya. This finding confirms the initial research hypothesis and provides strong empirical evidence that investing in service quality improvement is an appropriate and effective business strategy for enhancing customer satisfaction, particularly when targeting the Generation Z consumer segment that possesses unique characteristics and expectations. The strength of this relationship validates the importance of prioritizing service excellence as a core business strategy rather than treating it as a secondary consideration.

The strength of the relationship between these two variables can be observed from the Adjusted R Square value reaching 64.6%, which indicates that service quality is capable of explaining nearly two-thirds of the variation in Generation Z consumer satisfaction levels at Fore Coffee Surabaya. This figure is highly significant in the context of social and business research, as it demonstrates that service quality is a dominant factor influencing consumer satisfaction. This provides clear practical implications for Fore Coffee management that focusing on improving service quality aspects such as speed, friendliness, responsiveness, and consistency will deliver substantial impact on customer satisfaction levels. The emphasis on these specific service dimensions is particularly important because Generation Z consumers have grown up with high expectations for efficiency and authentic interactions, making these service qualities essential for meeting their standards. Meanwhile, the remaining 35.4% that cannot be explained in this research indicates that there are still other factors contributing to consumer satisfaction, such as product quality, pricing, store atmosphere, and digital experience, which can become the focus of future research to provide a more comprehensive understanding of factors influencing Generation Z consumer satisfaction.

The findings of this research have broad strategic implications for the coffee shop industry, particularly in understanding and serving Generation Z consumers who are increasingly becoming the dominant market segment. Generation Z, with their characteristics of valuing speed, authenticity, and meaningful experiences, shows very positive responses to good service quality. This demonstrates that coffee shop businesses wanting to succeed in the long term need to prioritize investments in staff training, development of efficient service systems, and creation of work cultures focused on customer satisfaction. This conclusion also affirms that in an era of increasingly fierce competition in the coffee shop industry, differentiation through superior service quality can become a sustainable competitive advantage that is difficult for competitors to replicate. The research provides actionable insights that can guide business decisions and strategic planning for companies operating in this dynamic and competitive market environment.

Furthermore, this study contributes to the broader understanding of Generation Z consumer behavior in the food and beverage industry, offering insights that extend beyond just coffee shops to other service-oriented businesses. The strong correlation between service quality and satisfaction among this demographic suggests that

businesses across various industries should reconsider their service delivery approaches to better align with Generation Z expectations. As this generation continues to gain purchasing power and influence market trends, understanding their preferences and satisfaction drivers becomes increasingly critical for business success. The research findings provide a foundation for developing customer-centric strategies that not only meet but exceed the expectations of this important consumer segment, ultimately leading to improved business performance and sustainable growth in an increasingly competitive marketplace.

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