



The Effect of Service Quality on Generation Z Customer Satisfaction at Janji Jiwa Outlets in Sorong City

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Keywords	Abstract
Cafe Industry, Customer Satisfaction, Generation Z, Service Quality.	<i>The lifestyle trends of Generation Z, particularly their preference for spending time in cafés, have become an important factor for businesses seeking to enhance customer satisfaction. This study aims to analyze the effect of service quality on the satisfaction of Generation Z customers at Janji Jiwa cafés throughout Sorong City. The research employs a quantitative method with a sample size of 105 respondents. Data were collected using questionnaires with a Likert scale, and analyzed through simple linear regression using SPSS version 20. The results of this study indicate that service quality has a positive and significant effect on the satisfaction of Generation Z customers. This is because Generation Z often seeks comfortable cafés not only as a place to complete academic or professional tasks but also as a means of relaxation. The novelty of this study lies in its contribution to enriching the understanding of consumer satisfaction influenced by service quality, specifically within the context of Generation Z customers.</i>

1. INTRODUCTION

Currently, the coffee shop business is expanding rapidly, particularly as the culture of drinking coffee and socializing among young people continues to grow. The proliferation of cafés today is not merely aimed at fulfilling consumer needs, but is also driven by the increasing lifestyle trends of “hanging out,” especially among Generation Z (Jurnal et al., 2023). Consumer satisfaction is a key element in the success of culinary businesses. According to Kotler in (Lu’Lu & Endang, 2021), consumer satisfaction represents the degree to which consumers feel that the performance they experience meets or exceeds their expectations and desires. Consumer satisfaction can be influenced by multiple factors, one of which is service quality that the extent to which a service effectively understands and meets consumer expectations. As noted by Indrasari (Rohman & Suji’ah, 2021), fulfilling customer needs is the goal of every company. In addition to being vital for the survival of a business, satisfying customer needs also enhances competitive advantage. Customers who are satisfied with a company’s services and services tend to repurchase or reuse those services and services when similar needs arise in the future. This indicates that consumer satisfaction is a critical determinant of repeat purchases, which account for the largest share of a company’s sales volume. One factor that can influence consumer purchasing decisions is employee training aimed at improving service quality.

According to Afandi in (Tarigan et al., 2021), high-quality service can create a distinct and positive impression for consumers. It is a crucial factor in customer satisfaction, as the service provided must leave a favorable impact for consumers to feel satisfied with the service or establishment. Conversely, poor service quality can negatively affect customer satisfaction. Service quality is closely tied to consumer satisfaction, as the quality delivered by a company serves as a key support mechanism in achieving customer contentment. One way to improve service quality for customers is by providing employees with appropriate training (Carmiasih & Fitriaty, 2022). When a company delivers excellent service, customers perceive it as a form of special treatment, which in turn fosters a sense of satisfaction with the company's offerings (Abadi, 2022).

Generation Z refers to individuals born between 1997 and 2013. This generation has been familiar with the digital world since childhood, as their parents have utilized various technological conveniences in daily life. They are considered a truly digital generation because they integrate technology into nearly every aspect of their lives (Muttaqiyathun & Nurmaya, 2021). This group tends to rely heavily on the internet for information to meet their needs, including those related to food and beverages (Siregar & Saadillah, 2020). According to Fitriyani (2019), Generation Z shares similarities with Generation Y; however, they are capable of multitasking effectively, such as using social media on a smartphone, browsing on a PC, and listening to music through a headset simultaneously. Most of their activities are connected to the online world. Since an early age, they have been familiar with advanced gadgets, which has indirectly influenced their personality. Meanwhile, Kristyowati (2021) explains that Generation Z was born into a highly advanced era in which the internet permeates all levels of society. Therefore, they are also referred to as the "Net Generation" (Gen NET). This generation is highly dependent on technology, skilled in utilizing various information tools, and rarely spends time without a smartphone, constantly staying connected online. They can access virtually any information from the devices in their hands, and some members of this generation already possess significant earning potential.

Janji Jiwa Coffee Shop is one of the most popular cafés in Sorong City, well-known for its comfortable and relaxed atmosphere. This café was selected as the object of research due to its strong reputation and consistent appeal among local customers. One of Janji Jiwa's distinctive policies is its one-month training program for new employees before they are appointed as permanent staff. This initiative is intended to enhance service quality and ensure that employees meet the café's service standards.

The business operations of Janji Jiwa prioritize customer satisfaction as a key factor in sustaining competitiveness. Among the crucial aspects to be improved for achieving customer satisfaction are several key indicators: meeting customer expectations, encouraging repeat visits, and fostering willingness to recommend the café to others. Based on preliminary observations, it can be concluded that customers value comfort as an important consideration when purchasing beverages at Janji Jiwa. This is supported by the café's facilities, which provide a pleasant environment for young people to socialize. Customers have also expressed positive assessments of the service quality, noting that the staff generally deliver friendly and prompt service. This level of service quality contributes to customer loyalty and motivates them to recommend Janji Jiwa to friends and family.

However, certain service deficiencies remain, such as errors in delivering orders and instances of less-than-friendly interactions from some employees. Based on the phenomena and issues described, it is evident that satisfactory service quality serves as an essential benchmark for enhancing the satisfaction of Generation Z customers at Janji Jiwa. Improving

service quality can help minimize service errors, increase staff friendliness and responsiveness, and ensure that customers feel valued and receive the attention they require. Such improvements are expected to have a positive impact on customer satisfaction and attract new customers. Considering the suboptimal implementation of employee training at Janji Jiwa Coffee Shop, this study seeks to examine the matter in greater depth under the title: "The Effect of Service Quality on Generation Z Customer Satisfaction at Janji Jiwa in Sorong City."

2. LITERATURE REVIEW

2.1 Constumer Satisfaction

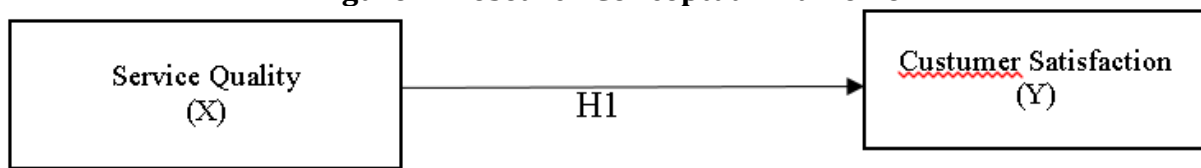
According to Peter in Cesariana et al. (2022), consumer satisfaction can be described as a summary of a psychological state that arises when strong emotions emerge due to unmet expectations, further intensified by the feelings that develop from a consumer's experience with a service or service. Similarly, Kotler in Kasinem (2020) defines satisfaction as a sense of pleasure or disappointment experienced by an individual, which results from comparing the perceived performance of a service with their initial expectations. In addition, Musanto in Gunardi & Erdiansyah (2019) explains that customer satisfaction is the degree to which customers' needs, desires, and expectations are fulfilled, which in turn leads to repeat purchases or ongoing customer loyalty. From these definitions, it can be concluded that consumer satisfaction refers to the extent to which a customer's needs, desires, and expectations are met, potentially resulting in repeat transactions and long-term loyalty. Satisfaction occurs when the outcome matches or even exceeds the customer's expectations, whereas dissatisfaction arises when the outcome falls short of those expectations. Consequently, consumer satisfaction involves a customer's evaluation of the service or service they have chosen. As cited by Hawkins and Lonney in Kasinem (2020), the indicators of customer satisfaction include: (1) expectation conformity, (2) intention to revisit, and (3) willingness to recommend.

2.2 Service Quality

According to Kotler and Armstrong, as cited in Atmanegara (2019), service quality refers to the overall characteristics and attributes of a service or service that influence its ability to satisfy stated or implied needs. This definition emphasizes that service quality is not limited to the functional aspects of a service, but also includes the intangible factors that contribute to customer satisfaction. Similarly, Tjiptono, as cited in Meida et al. (2022), defines service quality as an effort that focuses on fulfilling customer needs and desires, as well as delivering services accurately in order to meet or exceed customer expectations. In another perspective, Tjiptono, as cited in Mutiara et al. (2020), explains that service quality represents the degree of excellence expected, along with the control over such excellence, to ensure that customer preferences and expectations are fulfilled. From these definitions, it can be concluded that service quality is a consumer-centered concept, where the level of quality is determined by the extent to which a service or service can meet or surpass customer expectations. Service quality plays a crucial role in building customer satisfaction and maintaining customer loyalty, as it directly affects the customer's perception of the value they receive. High service quality can create a positive customer experience, strengthen brand reputation, and encourage repeat purchases.

Furthermore, according to Tjiptono and Chandra, as cited in Syahfitri and Kusnanto (2021), service quality is typically assessed through five key dimensions: (1) Tangibles is referring to physical evidence, facilities, equipment, and the appearance of service personnel that create a first impression for customers; (2) Reliability is the ability to deliver services dependably and accurately as promised; (3) Responsiveness is the willingness and readiness of service providers to assist customers and respond promptly to their needs; (4) Assurance is the competence, courtesy, and credibility of employees, which instills trust and confidence in customers; and (5) Empathy is the ability to provide caring, individualized attention to customers, making them feel valued and understood. These five dimensions serve as a comprehensive framework for evaluating and improving service quality across various industries.

Figure 1. Research Conceptual Framework



2.3 Hypothesis

H1 = Service quality has a significant and positive effect on the satisfaction of Generation Z consumers of Janji Jiwa.

Suartina, et al. (2022) emphasize that service quality has a significant positive effect on consumer satisfaction, a conclusion also supported by Ismail and Yusuf (2021), who found that higher service quality consistently leads to improved customer experiences. In line with these findings, Gunardi and Erdiansyah (2019) state that an increase in service quality directly enhances customer satisfaction, highlighting the importance of maintaining consistent service improvements. Similarly, Budiarno et al. (2022) report a direct and positive relationship between service quality and customer satisfaction, while Reza and Karim (2021) confirm its significant influence on consumer perceptions. Collectively, these studies indicate that elevated service quality that achieved through reliability, responsiveness, and customer-oriented delivery that serves as a key driver of satisfaction and loyalty, particularly in competitive markets where the service experience is as critical as the service itself.

3. RESEARCH METHOD

This study aims to examine the effect of service quality on the satisfaction of Generation Z consumers at all Janji Jiwa café branches in Sorong City. The research adopts a quantitative approach, which is considered appropriate for measuring and analyzing numerical data in order to draw objective conclusions. The research design employed is descriptive-causal, intended to identify and explain cause-and-effect relationships between variables through hypothesis testing. The research was conducted across all Janji Jiwa café outlets within Sorong City to ensure the coverage of the entire target population. The population in this study consists of Generation Z consumers of Janji Jiwa cafés in Sorong City, totaling 105 individuals. Since the total population is relatively small and manageable, the study applies a census sampling technique, in which the entire population is used as the sample. Consequently, the sample size is equal to the population size, comprising all 105 respondents.

Data collection was carried out using a structured questionnaire (survey instrument), designed to gather primary data directly from respondents. The questionnaire was developed based on relevant literature and previous research instruments to ensure validity and reliability, and it utilized a Likert scale to measure respondents' perceptions. For data analysis, this research applies simple linear regression, which is used to determine the extent and direction of the influence of the independent variable (service quality) on the dependent variable (customer satisfaction). Data processing and statistical testing were conducted using the Statistical Package for the Social Sciences (SPSS) software, which provides accurate and efficient computation for regression modeling, hypothesis testing, and statistical interpretation.

4. RESULT AND DISCUSSION

4.1 Results

A. Classic assumption test

1. Normality test

According to Ghozali (2018) the normality test is a test that aims to find out whether the independent and dependent variables have a normal distribution or not. A good regression model is data that has a normal or close to normal distribution. The following are the results of the normality test using the Kolmogorov- Smirnov method:

Table 1. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		105
		0E-7
Normal Parameters a, b	3.548930	0E-7
	66	2.55785745
Most Extreme Differences	Extreme	.123
		.123
		.111
		-.123
Kolmogorov-Smirnov Z		1.264
Asymp. Sig. (2-tailed)		.082

a. Test distribution is Normal.

b. Calculated from data.

Data sources processed with SPSS 20.2025

Based on the table above, it can be seen that the normality test using Kolmogorov-Smirnov shows that the significance value is $0.82 > 0.05$. It can be concluded that the data in this study is normally distributed and the regression model is suitable for use because it meets the assumptions of normality.

2. Heteroscedasticity Test

The heteroscedasticity test is carried out to test whether in the regression model there is an inequality of variance from the residuals of one observation to another, using methods, one of which is the Glejser method. The following are the results of the heteroscedasticity test in this study:

Table 2. Heteroscedasticity Test Results

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients	Standardized Coefficients			
		B	Std. Error	Beta		
(Constant)		12.313	1.811		6.801	.000
1	Service quality	.196	.029	.552	6.717	.000

a. Dependent Variable: Consumer Satisfaction

Source: data processed with SPSS 20.2025

Based on the coefficients output table, with the service quality variable serving as the independent variable, the significance value for variable (X) is 0.000, which is less than 0.05. Since this value is smaller than 0.05, and according to the decision-making criteria in the Glejser test, it can be stated that heteroscedasticity symptoms are present in the regression model.

3. Linearity Test

The linearity test aims to find out whether two variables have a significant linear relationship or not. Following are the results of the linearity test:

Table 3. Linearity Test

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Consumer Satisfaction *Service Quality	Between Groups	(Combined)	1519.980	31	49.032	9.845	.000
		Linearity	573.691	1	573.691	115.186	.000
		Deviation from Linearity	946.289	30	31.543	6.333	.000
	Within Groups		363.582	73	4.981		
Total		1883.562	104				

Source: data processed by SPSS 20, 2025

Based on the table above, the Deviation from Linearity sig value is obtained. is 0.00 greater than 0.05. So it can be concluded that there is a significant linear relationship between the service quality variable (X) and the consumer satisfaction variable (Y).

B. Instrument Test

1. Validity test

According to Ghazali (2011) a validity test is the ability of a measuring instrument to measure indicators of a measurement object. The validity test is used to measure whether or not the questionnaire used in research is valid. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure. Following is the validity test:

Table 4. Validity test results

Statement	r Count	Information
Y1.1	0,602	Valid
Y1.2	0,672	Valid
Y2.1	0,605	Valid
Y2.2	0,456	Valid
Y3.1	0,643	Valid
Y3.2	0,632	Valid
X1.1	0,723	Valid
X1.2	0,827	Valid
X2.1	0,879	Valid
X2.2	0,855	Valid
X2.3	0,852	Valid
X2.4	0,877	Valid
X3.1	0,810	Valid
X3.2	0,852	Valid
X4.1	0,833	Valid
X4.2	0,813	Valid
X4.3	0,833	Valid
X5.1	0,850	Valid
X5.2	0,876	Valid
X5.3	0,830	Valid
X5.4	0,844	Valid

Source: data processed by SPSS 20, 2025

Based on the table above, variable Y can be seen that all statement items have a calculated r value greater than r table (0.1966) . So that all statement items for the consumer satisfaction variable are said to be valid. It can be seen that the service quality variable

2. Reliability Test

According to Ghazali (2011) a reliability test is a measuring tool to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if a person's answers to questions are consistent or stable over time. The following is a reliability test:

Table 5. Reliability Test

Variable	Reliability Test	
	Cronbach's Alpha	Information
Service Quality (X)	0,894	Reliable
Consumer Satisfaction (Y)	0,975	Reliable

Source: data processed with SPSS 20.2025

Based on the table above, the Cronbach's Alpha value of each variable, namely the service quality and consumer satisfaction variables is > 0.60 . It can be concluded that all variables in this study are reliable.

C. Simple Linear Regression Analysis

This research uses simple regression analysis techniques because simple regression analysis techniques can draw direct conclusions about one dependent variable (Y) and one independent variable (X). According to Sugiyomo (2017) Simple linear regression analysis is used to determine the influence or linear relationship

between an independent variable and a dependent variable. The following are the results of simple linear regression analysis in this research:

Table 6. Simple linear regression test results

Simple linear regression test results						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.313	1.811		6.801	.000
	Service Quality	.196	.029	.552	6.717	.000

Source: data processed with SPSS 20.2025

From the results of the regression coefficients, a simple linear regression equation is obtained, namely:

$$Y = a + bX$$

$$Y = 12.313 + 0.196$$

Information :

Y = Dependent variable

X = Independent variable

a = Constant (value of Y when x = 0)

b = Regression coefficient (positive or negative influence)

Based on the table above, it can be said that service quality (X) has a positive effect on consumer satisfaction (Y). So the regression equation is $Y = 12.313 + 0.196$

D. Analysis of the Coefficient of Determination (R^2)

Testing the coefficient of determination aims to measure the model's ability to explain how the influence of the independent variables together (simultaneously) influences the dependent variable as indicated by the adjusted R-Square value. A small coefficient of determination value means that the ability of the independent variables to explain the dependent variable is very limited, conversely if the value is close to 1 (one) and away from 0 (zero) it means that the independent variable has the ability to provide all the information needed to predict the dependent variable. The following are the results of the analysis of the coefficient of determination (R^2) in this study:

Table 7. Results of analysis of the coefficient of determination

Results of analysis of the coefficient of determination				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.552 ^a	.305	.298	3.566

a. Predictors: (Constant), Service Quality

Source: data processed with SPSS 20.2025

Based on the table above, it explains the magnitude of the correlation (R) of 0.552. From this output, a coefficient of determination (R^2) is obtained of 0.305, which means that Service quality (X) on consumer satisfaction (Y) is 30.5%, while the remaining 69.5% is influenced by other factors.

E. Test the Regression Coefficient Hypothesis Using the t Test

According to Ghazali (2018), the t-test difference test is used to test how far the influence of the independent variables used in this research individually is in partially explaining the dependent variable. The following are the results of the t test in this research:

Table 8. Hypothesis Test Results t test regression coefficients

Hypothesis Test Results t test regression coefficients					
Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	12.313	1.811		6.801
	Service quality	.196	.029	.552	6.717

a. Dependent Variable: Consumer Satisfaction

Source: data processed with SPSS 20.2025

Based on the table above, the results of the t test show that the regression coefficient value is positive and the significance value for service quality is $a = 0.000 < 0.05$, indicating that service quality has a significant influence on consumer satisfaction.

4.2 Discussion

Based on the test results, the effect of the service quality variable on customer satisfaction among Generation Z patrons of Janji Jiwa cafés in Sorong City shows a t-test significance value of 0.000, which is lower than the threshold of 0.05. This finding indicates that the service quality variable is significantly associated with the customer satisfaction variable. Therefore, it can be concluded that, partially, service quality exerts a significant influence on customer satisfaction. This result confirms the research hypothesis, namely that service quality positively affects customer satisfaction.

The findings of this study are consistent with the research of Binaraesa et al. (2021), who reported that service quality has a positive and significant effect on consumer satisfaction. Similarly, Reza Nurul Ichsan and Karim (2021) found that service quality significantly influences consumer satisfaction. Asti and Ayuningtyas (2020) also demonstrated that service quality has a significant positive effect on consumer satisfaction. Their results further emphasize that the higher the level of service quality received, the greater the level of consumer satisfaction. This interpretation highlights the importance of service excellence as a strategic factor in enhancing customer perceptions and loyalty.

Moreover, the study by Atmanegara et al. (2019) reinforced these conclusions, asserting that there is a positive and significant relationship between service quality and consumer satisfaction, such that improved service quality directly leads to increased customer satisfaction. Taken together, these empirical results not only align with prior literature but also suggest that, within the context of Generation Z consumers, service quality plays a pivotal role in shaping overall satisfaction levels. Given Generation Z's unique behavioral tendencies such as their demand for speed, convenience, and personalized service managers in the café industry should consider continuous service innovation and staff training to maintain high satisfaction levels. This implies that maintaining service quality is not merely a matter of operational efficiency but also a long-term investment in sustaining customer loyalty in a competitive market environment.

5. CONCLUSION

Based on the results of this study, it can be concluded that service quality has a positive and significant influence on customer satisfaction. This finding indicates that better service quality will lead to higher levels of customer satisfaction, particularly among Generation Z consumers. At present, Janji Jiwa cafés serve not only as places to meet basic consumer needs but also as lifestyle hubs, especially given the increasing trend of socializing or "hanging out" among Generation Z. Members of this generation often seek comfortable spaces not only for leisure but also as conducive environments to complete academic or work-related tasks, or simply to relax. Consequently, for Generation Z, visiting a café is not solely about purchasing food and beverages; they are also seeking intangible values such as comfort, ambiance, and the overall service experience provided. Thus, service quality plays a critical role in enhancing the satisfaction of Generation Z customers.

5.1 Suggestion

Based on the findings of this study, several recommendations can be proposed for Janji Jiwa cafés to further improve customer satisfaction through enhanced service quality. First, the café should focus on improving the comfort and functionality of its facilities, ensuring that customers have a pleasant and accommodating environment. Second, delivering consistently high-quality service is marked by attentiveness, friendliness, and efficiency should be prioritized. Third, efforts must be made to minimize errors in service delivery, as mistakes can negatively impact the customer experience. Fourth, ensuring both physical and emotional safety for customers is crucial, as this fosters trust and loyalty. When customers feel secure, valued, and satisfied with the services provided, they are more likely to return frequently and recommend Janji Jiwa to friends, family members, and their wider social networks. By continually enhancing service quality and maintaining a welcoming atmosphere, the café can strengthen its competitive position and achieve sustainable customer loyalty.

5.2 Limitations

This study has certain limitations that should be acknowledged. First, the relatively small sample size of 105 respondents may not adequately represent the diversity of the overall customer base. Increasing the sample size in future studies would improve representativeness and the generalizability of findings. Second, the use of a questionnaire as the sole research instrument carries potential risks, such as respondents providing socially desirable answers or avoiding responses that might cause conflict, which could affect the validity of the data. The results of this study indicate that service quality explains 30.5% of the variance in customer satisfaction, while the remaining 69.5% is likely influenced by other variables not examined in this research. Therefore, it is recommended that future researchers expand the scope of the study, explore additional influencing factors, and use a larger and more diverse sample to obtain more comprehensive and robust results.

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