
THE EFFECT OF SERVICE QUALITY, BRAND IMAGE, AND CUSTOMER PERCEIVED VALUE ON CUSTOMER SATISFACTION KOPI KENANGAN (STUDY ON GEN Z CONSUMERS OF KOPI KENANGAN IN SURABAYA)



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Abstract

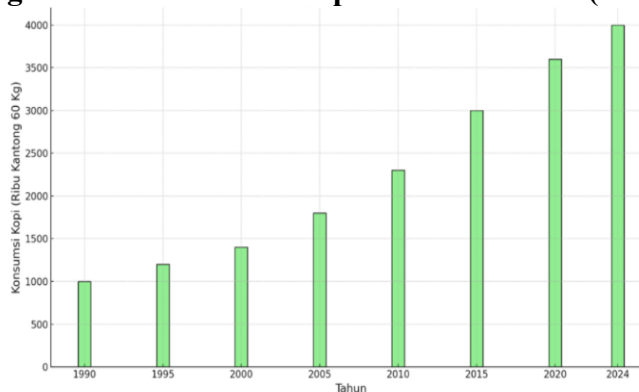
The growth rate of modern coffee shops in Indonesia is accelerating, in line with the changing lifestyles of urban communities, especially Generation Z, who are familiar with hanging out, flexible working, and experience-based consumption. In an increasingly competitive environment, it is not enough for companies to simply sell delicious products; Customer Satisfaction must be built and maintained consistently. This is where Kopi Kenangan, as one of the local coffee brands with a large network, is required to continuously pay attention to Service Quality at its outlets, the Brand Image that sticks in consumers' minds, and the value that is truly felt from each purchase. This study stems from these needs and aims to examine the influence of Service Quality, Brand Image, and Customer Perceived Value on Customer Satisfaction among Generation Z consumers of Kopi Kenangan in the city of Surabaya. The approach used is quantitative with an associative descriptive research type. Data was obtained through a questionnaire survey of 160 respondents who had purchased Kopi Kenangan and resided in Surabaya, then analyzed using multiple linear regression. The results of the analysis show that the three independent variables simultaneously affect Customer Satisfaction. When tested partially, Service Quality, Brand Image, and Customer Perceived Value were also proven to have a positive and significant influence. These findings indicate that good service experience, strong Brand Image, and perceived value commensurate with the price and quality of the product play an important role in shaping the satisfaction of Generation Z Kopi Kenangan consumers.

Keywords: Service Quality, Brand Image, Customer Perceived Value, Customer Satisfaction

INTRODUCTION

The coffee shop industry in Indonesia has grown very quickly, along with increasingly intense competition among brands. This development encourages coffee shop businesses to continuously improve their performance in order to survive and maintain customer satisfaction. Coffee shops are no longer perceived merely as places to purchase beverages, but have also transformed into social and lifestyle spaces, particularly for young consumers. This condition makes customer satisfaction a crucial aspect that must be managed effectively by coffee shop operators.

Figure 1.
Diagram of Coffee Consumption in Indonesia (1990-2024)



Source: Santinocoffee (<https://santinocoffee.co.id/> 2024)

Generation Z represents one of the most dominant consumer segments in the current coffee shop market. This generation is characterized by high consumption intensity, openness to new experiences, and sensitivity to service quality and brand perception. For Generation Z consumers, visiting a coffee shop is not only related to the product consumed, but also to the overall experience offered, including service performance, brand image, and the value perceived from the products and services received. Therefore, understanding the factors that influence customer satisfaction among Generation Z is essential for coffee shop businesses.

Kopi Kenangan is a popular local coffee brand that has grown a lot in Indonesia. With its concept of affordable pricing, modern branding, and wide outlet distribution, Kopi Kenangan has successfully attracted a large number of consumers, especially from the younger generation in urban areas such as Surabaya. However, the rapid expansion of competitors in the coffee shop industry requires Kopi Kenangan to consistently evaluate and improve aspects that influence customer satisfaction in order to maintain its competitive advantage.

Kopi Kenangan is an Indonesian coffee shop company that started in 2017, and its official name is PT Bumi Berkah Boga. The company was started by Edward Tirtanata, James Prananto, and Cynthia Chaerunnisa. Their goal was to offer good-quality coffee at prices that are easy for more people to afford. The business idea is grab-and-go, designed for the fast-paced lives of city dwellers who value quick and easy service.

Kopi Kenangan's flagship product is palm sugar-based milk coffee, such as Kopi Kenangan Mantan, which has successfully attracted the attention of the market, especially

the younger generation. Thanks to its rapid growth, Kopi Kenangan became the first F&B unicorn in Southeast Asia in 2021. To date, Kopi Kenangan has operated hundreds of outlets spread across major cities in Indonesia and continues to expand its reach through international market expansion.

In the city of Surabaya, Kopi Kenangan has many outlets spread across various strategic locations, such as shopping centers, office areas, and educational areas. The accessibility of these outlets strengthens Kopi Kenangan's position as one of the favorite coffee brands among young people and students, making it a relevant subject for research on customer satisfaction. Overall, Kopi Kenangan is known as a strong, innovative local coffee brand that is able to compete with global coffee chains through a combination of product quality, competitive prices, and the use of digital technology.

In this study, the outlets examined, customer reviews for Kopi Kenangan the Avenue, which has a rating of 4.3, mention that customer issues are not addressed. On the other hand, reviews for Kopi Kenangan MERR DT Surabaya, which has a rating of 3.7, state that service facilities such as Wi-Fi and toilets are poor. Regarding taste, many reviews state that the taste differs from the usual taste at various outlets. The differences in ratings and customer reviews at Kopi Kenangan outlets in Surabaya reflect inconsistencies in service quality.

Against this background, the coffee shop industry offers an interesting setting, particularly when focusing on Generation Z consumers who tend to integrate coffee consumption into their daily routines and social activities. This study seeks to examine how service quality, brand image, and customer perceived value affect customer satisfaction among Generation Z customers of Kopi Kenangan in Surabaya. The analysis is conducted both partially and simultaneously, with the aim of capturing not only the individual effects of each variable but also their combined influence within a specific and contemporary consumption context.

REVIEW OF LITERATURE

Marketing

Marketing holds a central position in linking companies with consumers, mainly through the process of recognizing and responding to customer needs and wants. In an increasingly competitive business landscape, marketing does not merely support sales activities, but works as a strategic connector that aligns what producers offer with what the market actually expects. This alignment becomes crucial when consumers are faced with many alternatives and have higher standards for value and experience.

As explained in Kotler et al. (2022), says marketing is a set of actions, organizations, and steps that focus on creating, sharing, providing, and trading products or services. These efforts are meant to offer value to customers, business partners, and society as a whole. When applied to the coffee shop industry, marketing takes on a very practical form. It involves decisions about product concepts, price levels, service quality, and promotional approaches that feel relevant to everyday consumers. All of these elements work together, sometimes subtly, to shape customer satisfaction and, in the long run, support the sustainability of the business itself.

Consumer Behavior Theory

Consumer behavior encompasses the processes by which individuals or groups select,

acquire, utilize, and evaluate goods or services to satisfy their requirements and desires. According to Kotler et al. (2022), this behavior encompasses the internal processes behind consumer decision making, which develop from need recognition to post purchase evaluation and tend to change over time. Firmansyah (2018) adds that consumer behavior reflects key factors influencing purchasing decisions, including motivation, perception, expectations, and lifestyle, all of which continue to evolve along with social and personal dynamics. For companies, understanding these differences is essential, as variations in consumer characteristics require marketing strategies that are adaptable to specific conditions. In the coffee shop industry, particularly among Generation Z consumers, purchasing decisions are closely shaped by service experiences, brand perceptions, and the value perceived during the consumption process.

Service Quality

Service quality refers to a company's ability to provide services that meet, and in some cases exceed, customer expectations. Parasuraman et al. explain that service quality can be evaluated through several dimensions, including reliability, responsiveness, assurance, empathy, and tangibles, which together shape how customers assess a service experience. When these elements are delivered consistently, they tend to create positive interactions and leave customers with a favorable overall impression. In the coffee shop industry, service quality is often experienced in very concrete ways, such as how quickly orders are prepared, how friendly and attentive employees are, how accurate the orders turn out, and how comfortable the physical environment feels. As customers perceive higher service quality, satisfaction is more likely to emerge, followed by more positive attitudes toward the brand.

Brand Image

Brand image refers to the collection of perceptions and associations that consumers hold toward a particular brand. When a brand image is strong, it tends to generate positive impressions, build trust, and clearly distinguish the brand from its competitors. Kotler and Keller (2021) explain that brand image is shaped through consumers' experiences, marketing communications, and repeated interactions with the brand over time. Within the coffee shop industry, brand image often goes beyond product quality and becomes closely linked to lifestyle, modern values, and social identity, especially among Generation Z consumers. When these perceptions align with consumer expectations, a positive brand image can foster emotional connections and play an important role in enhancing overall customer satisfaction.

Customer Perceived Value

Customer perceived value is about how customers think the benefits they get from a product or service compare to the cost they pay for it. Kotler and Keller (2012) highlight that perception often matters more than objective reality, since it is this perception that ultimately guides consumer behavior. When customers feel that what they gain outweighs the price they pay, a higher level of satisfaction is likely to follow. In the context of coffee shops, perceived value is not shaped by a single factor, but rather by the interplay between product quality, pricing, service performance, and the overall atmosphere created by the brand.

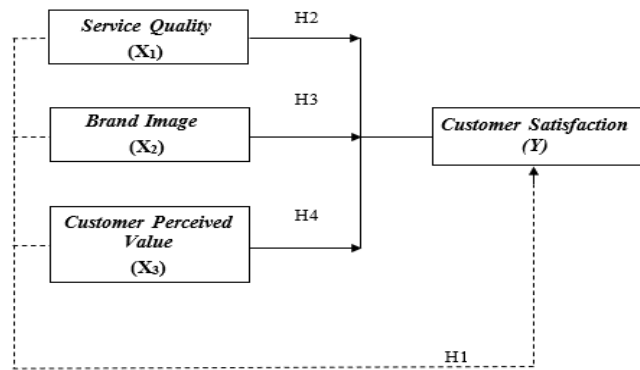
Customer Satisfaction

Customer satisfaction can be understood as a consumer's overall judgment of whether a product or service lives up to, or even goes beyond, prior expectations. When customers feel satisfied, they are generally more inclined to return, repurchase, and share positive experiences with others, either through direct recommendations or everyday conversations.

In the coffee shop industry, satisfaction rarely comes from a single element. It is shaped by how services are delivered, how the brand is perceived, and whether customers feel that the value they receive is worth the price they pay. For coffee shop businesses, gaining a clear understanding of these factors is not just relevant for short term performance, but also essential for building lasting relationships with consumers over time.

Conceptual Framework

Figure 2.
Conceptual Framework



Source: Researcher (2026)

This research proposes the following hypotheses:

- H1: Service Quality, Brand Image, and Customer Perceived Value simultaneously influence Customer Satisfaction among Generation Z consumers of Kopi Kenangan in Surabaya.
- H2: Service Quality partially influences Customer Satisfaction among Generation Z consumers of Kopi Kenangan in Surabaya.
- H3: Brand Image partially influences Customer Satisfaction among Generation Z consumers of Kopi Kenangan in Surabaya.
- H4: Customer Perceived Value partially influences Customer Satisfaction among Generation Z consumers of Kopi Kenangan in Surabaya.

RESEARCH METHOD

The research used a quantitative method, specifically through surveys used to examine the relationships and causal effects among the variables under investigation. This approach was chosen because the study seeks to measure variables in an objective manner and analyze their relationships through statistical procedures. By working with numerical data, the research is able to test hypotheses and generate findings that are empirical and potentially generalizable across similar contexts.

The study used an explanatory research design because the main goal was to show how the independent variables affect the dependent variable. The design lets the analysis go beyond just describing things and instead focuses on figuring out how much the changes in the independent variables affect the dependent variable. This framework was created using important theories and backed by results from past research.

The research was conducted in Surabaya City, an area characterized by high consumer

activity and a strong presence of young consumers, making it a suitable setting for the study. The population consists of Generation Z consumers in Surabaya (born in 1997-2012) who have purchased or used the product at least once. This criterion was intentionally set to ensure that respondents had sufficient experience to provide informed and meaningful responses.

Because not all elements of the population have the opportunity, a non probability sampling technique was applied, specifically accidental sampling because respondents are spread across various locations. Respondents were selected according to criteria that matched the objectives of the research. In total, 160 valid responses were collected Slovin's formula with a margin of error of 8%, a number considered adequate for quantitative statistical analysis.

Data was collected using a structured online survey that was created with a Likert scale to gather respondents' views on each variable in the study. Before starting the analysis, the instrument was tested for validity and reliability to make sure it properly measured the intended ideas and gave dependable results.

Data analysis used both descriptive and inferential statistical methods, with help from SPSS software. Descriptive statistical methods were employed to provide a summary of the respondents and explain how the variables were spread out. Inferential analysis, like multiple linear regression, was used for check all hypotheses that were proposed. To make sure the regression model is reliable, tests were done to check classical assumptions like normality, multicollinearity, and heteroscedasticity.

RESULTS AND DISCUSSION

Instrument Test

Instrument testing was carried out through validity tests to assess the accuracy of the measurement items and reliability tests to examine consistency of the research instruments. Both tests were conducted using SPSS to ensure that the instruments were suitable and dependable for further data analysis.

Table 1.
Validity Test

Variable	Statement	Coefficient Correlation (rcount)	Sig.	rtable 5%	Information
Service Quality (X1)	X 1.1	0,811	0	0,155	Valid
	X 1.2	0,818	0	0,155	Valid
	X 1.3	0,790	0	0,155	Valid
	X 1.4	0,725	0	0,155	Valid
	X 1.5	0,795	0	0,155	Valid

Brand Image (X2)	X 1.6	0,817	0	0,155	Valid
	X 2.1	0,855	0	0,155	Valid
	X 2.2	0,787	0	0,155	Valid
	X 2.3	0,824	0	0,155	Valid
	X 2.4	0,812	0	0,155	Valid
	X 2.5	0,788	0	0,155	Valid
Customer Perceived Value (X3)	X 3.1	0,794	0	0,155	Valid
	X 3.2	0,801	0	0,155	Valid
	X 3.3	0,727	0	0,155	Valid
	X 3.4	0,775	0	0,155	Valid
	X 3.5	0,818	0	0,155	Valid
Customer Satisfaction (Y)	Y 1	0,651	0	0,155	Valid
	Y 2	0,666	0	0,155	Valid
	Y 3	0,725	0	0,155	Valid
	Y 4	0,706	0	0,155	Valid
	Y 5	0,739	0	0,155	Valid

Source: Researcher (2026)

Table 1 shows the results from testing how well each measurement item works. Using a 5 % significance level and degrees of freedom calculated as n minus 2 with 158 participants, the r table value was found to be 0.155. An item is considered valid when its R count is higher than this set limit. As shown in the table, all items for each variable have r count values that are higher than the r table value, which means every statement item meets the needed validity standards.

The validity test was conducted through a correlation significance test to examine whether each item is able to measure the construct accurately. An item is regarded as valid when it demonstrates a positive and notable association with the overall assessment score. Based on the results for the variables Service Quality, Brand Image, Customer Perceived Value, and Customer Satisfaction, all items show r count values greater than r table. This confirms that the research instruments used to examine Kopi Kenangan consumers are valid and appropriate for further statistical analysis.

Table 2.
Reliability Test

	Variable	Cronbach's Alpha Count	Cronbach's Alpha	Information
1	Service Quality (X1)	0.882	0.60	Reliabel
2	Brand Image (X2)	0.872	0.60	Reliabel

3	Customer Perceived Value (X3)	0.842	0.60	Reliabel
4	Customer Satisfaction (Y)	0.735	0.60	Reliabel

Source: Researcher (2026)

The Cronbach’s Alpha methodology was employed for reliability test within this investigation. to check how consistent the research tool is. A variable is seen as reliable if its Cronbach’s Alpha score is higher than the minimum acceptable level of 0.60, which shows that the questions used to measure it give dependable and consistent results. This test helps make sure that every question in the survey truly measures what it is supposed to.

As shown in Table 2, the reliability test results show that every research variable has a Cronbach’s Alpha score higher than 0.60.. These results indicate a satisfactory level of internal consistency across all measurement items. Accordingly, the questionnaire used in this study can be regarded as reliable, possessing adequate measurement accuracy, and suitable for use in further stages of data analysis.

Classical Assumption Test Normality Test

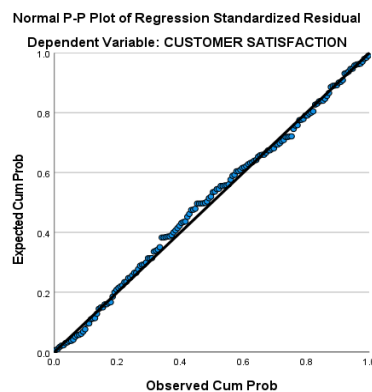
The normality test was used to check if residuals in the regression model followed a normal distribution, an assumption that is important for ensuring the validity and accurate interpretation of regression results. To obtain a clearer picture, this study did not rely on a single approach. Instead, normality was examined through graphical analysis as well as statistical testing, allowing the distribution of residuals to be assessed more comprehensively.

Table 3.
Normality Test

Unstandardized Residuals	
N	160
Asymp. Sig. (2-tailed)	0,200

Source: Researcher (2026)

Figure 3.
Probability Plot



Source: Researcher (2026)

The Normal Probability Plot, also called the Normal P–P Plot, of the standardized residuals shows that the data points are mostly near the diagonal line and tend to follow its path. This visual pattern shows that the residuals don't really differ much from a normal distribution. To back up this point, a Kolmogorov Smirnov test was done as a statistical method. The test results indicate an Asymp. The two-tailed significance value is 0.200, which is higher than the 0.05 significance level. Looking at both the pictures and the numbers, we can say that the residuals follow a normal pattern, which means the assumption of normality needed for the regression model is satisfied.

Multicollinearity Test

The test for multicollinearity was done to check if there are strong relationships the variables that are not dependent on each other in the regression model. This test uses the Variance Inflation Factor (VIF) and Tolerance values to show certain things. A model is considered free from multicollinearity when the Tolerance value is higher than 0.10, which is the same as saying the VIF value is below 10.0. According to these criteria, the results in the table show that there is no multicollinearity found among the independent variables.

Table 4.
Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Service Quality	0,975	1,025
Brand Image	0,948	1,054
Customer Perceived Value	0,933	1,072

Source: Researcher (2026)

The table shows that every tolerance value is higher than 0.10, and the VIF values for each variable are all less than 10. These results show that the variables are not strongly connected to each other. So, based on this, we can say that the regression model used in this research does not retain multicollinearity.

Heteroscedasticity Test

Heteroscedasticity test was done to check if the spread of the residuals stays the same across all data points in the regression model. In this research doing, the Glejser method was used to check for heteroscedasticity. A regression model is free from heteroscedasticity if the significance level between the independent variables and the absolute residuals is more than 0.05, which shows that the assumption of homoscedasticity is satisfied.

Table 5.
Heteroscedasticity Test

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		

					.
Constant	1,705	0,439		3,881	<0,001
Service Quality	0,003	0,012	0,23	0,283	0,778
Brand Image	-0,019	0,015	-0,104	-1,288	0,200
Customer Perceived Value	-0,024	0,015	-0,129	-1,579	0,116

Source: Researcher (2026)

Looking at the results in the table, every variable has a significance value that is higher than 0.05. This means the regression model doesn't have heteroscedasticity. The test for heteroscedasticity was done using the Glejser method, and if the significance value is higher than 0.05, it means the model meets the assumption of homoscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a method to look at how two or more variables are connected and to see how much each of the independent variables affects the dependent variable. By looking at this analysis, we can understand both the direction and the size of these effects. The findings from the multiple linear regression analysis done in this study are shown in the next section.

$$Y = 5,516 + 0,287X_1 + 0,261X_2 + 0,223X_3$$

Table 6.

Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,516	0,735		7,500	<0,001
	Service Quality	0,287	0,020	0,555	14,191	<0,001
	Brand Image	0,261	0,025	0,418	10,532	<0,001
	Customer Perceived Value	0,223	0,025	0,353	8,824	<0,001

a. Dependent Variable: Customer Satisfaction

Source: Researcher (2026)

A multiple linear regression model can be explained like this:

1. The constant value of 5.516 represents the level of Customer Satisfaction when all independent variables Service Quality, Brand Image, and Customer Perceived Value assumed to be zero. In this condition, Customer Satisfaction remains at a baseline value of 5.516, reflecting the influence of factors outside the model.
2. The regression coefficient for Service Quality is 0.287, indicating a positive relationship with Customer Satisfaction. This result suggests that an improvement of one unit in Service Quality will increase Customer Satisfaction by 0.287 units, assuming that Brand Image and Customer Perceived Value remain unchanged. This finding highlights the importance of service performance in shaping customers' overall satisfaction.
3. Brand Image also shows a positive effect on Customer Satisfaction, with a regression coefficient of 0.261. This means that a one-unit increase in Brand Image is associated with an increase of 0.261 units in Customer Satisfaction, while the other independent variables are held constant. In practical terms, a stronger and more favorable brand perception contributes meaningfully to how satisfied customers feel.
4. Meanwhile, Customer Perceived Value has a regression coefficient of 0.223, indicating that it positively influences Customer Satisfaction as well. An increase of one unit in perceived value will raise Customer Satisfaction by 0.223 units, assuming no change in Service Quality and Brand Image. This result confirms that customers' evaluations of the benefits received relative to the costs incurred play a significant role in determining their satisfaction level.

Hypothesis Test

This this research, hypothesis testing is used to examine the effect of the three independent variables on dependent variable, both individually and simultaneously.

Table 7.

Simultaneous Test (F Test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	732,034	3	244,011	171,668	<0,001 ^b
Residual	221,741	156	1,421		
Total	953,775	159			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Customer Perceived Value, Service Quality, Brand Image

Source: Researcher (2026)

The calculated F-statistic, derived from the provided table, is 171.668. This F-statistic was determined utilizing the degrees of freedom (Df) formula: $Df = n - k - 1$. With a sample size (n) of 160 and three independent variables (k), the resulting degrees of freedom is 156. At this level of significance, the critical F-value from the F-distribution table is 2.662. Given that the computed F-value substantially exceeds the critical F-value, the regression model is deemed statistically significant.

Furthermore, the obtained p-value is less than 0.001, which falls beneath the predetermined significance level of 0.05. This outcome leads to the rejection of the null hypothesis. Consequently, it has been established that Service Quality, Brand Image, and Customer Perceived Value collectively exert a significant influence on Customer Satisfaction. These observations lend support to the statistical validity of the regression model, demonstrating that the independent variables, when considered in unison, account for variance in Customer Satisfaction.

Table 8.
Partial Test (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	5,516	0,735		7,500	<0,001
	Service Quality	0,287	0,020	0,555	14,191	<0,001
	Brand Image	0,261	0,025	0,418	10,532	<0,001
	Customer Perceived Value	0,223	0,025	0,353	8,824	<0,001
<i>a. Dependent Variable: Customer Satisfaction</i>						

Source: Researcher (2026)

Statistical analysis was performed using the t-test. A statistically significant outcome was determined when the calculated t-value exceeded the critical t-value from the t-table or fell below its negative counterpart, indicating a p-value less than 0.05. For this investigation, the established t-table value is 1.975, derived from a significance level of 5 % and 156 degrees of freedom. Examination of the data presented in Table 8 reveals that each independent variable exerted a discernible and significant influence on the dependent variable.

1. Service Quality (X1) records a t count value of 14.191, which is far above the t table value of 1.975, accompanied by a significance value below 0.001.
2. Brand Image (X2) also demonstrates a strong effect, with a t count value of 10.532 and a significance value below 0.001, exceeding the required threshold.
3. Similarly, Customer Perceived Value (X3) yields a t count value of 8.824, which is greater than the t table value, with a significance value below 0.001.

These findings indicate that Service Quality, Brand Image, and Customer Perceived Value each have a positive and significant partial effect on Customer Satisfaction.

Table 9.

Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R^2	Std. Error of the Estimate
1	0,876 ^a	0,768	0,763	1,19223

a. Predictors:(Constant), Customer Perceived Value, Service Quality, Brand Image
b. Dependent Variable: Customer Satisfaction

Source: Researcher (2026)

The coefficient of determination quantifies the extent to which independent variables account for variations in the dependent variable. Based on the Model Summary table, the Adjusted R Square derived from this investigation is 0.763. This indicates that 76.3 % of the fluctuations in customer satisfaction levels can be attributed to service quality, brand image, and the perceived value of the product or service.

The residual 23.7 % is influenced by factors external to this research model, encompassing elements such as pricing strategies, promotional offers, brand trust, customer loyalty, product quality, or other pertinent variables. The substantial Adjusted R Square value demonstrates that the regression model effectively accounts for a significant portion of the variance in Customer Satisfaction, signifying its robust performance within the context of this study.

The Effect of Service Quality, Brand Image, and Customer Perceived Value on Customer Satisfaction

The F-test outcomes demonstrate that Service Quality, Brand Image, and Customer Perceived Value collectively exert a significant impact on Customer Satisfaction. This finding suggests that the satisfaction levels experienced by Kopi Kenangan customers are not attributable to a solitary element, but rather to the aggregate effect of service performance, brand perception, and the value apprehended by customers. Within the context of the coffee shop industry, especially concerning Generation Z, satisfaction transcends mere product taste. It is also contingent upon the manner in which services are rendered, the general perception of the brand, and an assessment of whether the comprehensive experience is deemed commensurate with its expenditure.

These results are consistent with the research conducted by Bachri et al. (2023), who established that service quality and brand image collaboratively affect customer satisfaction within the food and beverage industry. Likewise, Putri, Rahman, and Sihombing (2024) determined that perceived value significantly contributes to elevated satisfaction levels when examined in conjunction with service quality. Taken together, these results provide empirical support for **H1, confirming** that the three independent variables collectively shape customer satisfaction.

The Effect of Service Quality on Customer Satisfaction

Statistical analysis using the t-test demonstrates that service quality exerts a partial

positive and significant influence on customer satisfaction. This implies that specific components of service quality, including reliability, responsiveness, assurance, empathy, and tangibles, are instrumental in cultivating customer contentment. For Kopi Kenangan, elements such as prompt service delivery, precise order processing, affable customer interactions, and a pleasant café ambiance demonstrably enhance the overall customer experience.

This observation aligns with previous research by Parasuraman et al. (2021), who established a strong correlation between service quality dimensions and customer satisfaction, mediated by perceptions of service superiority. Similarly, Bahroni and Manggala (2023) reported that improvements in service reliability and responsiveness yield a substantial increase in satisfaction within the café and beverage sector. These findings lend empirical validation to hypothesis **H2, thereby affirming** that service quality is a pivotal factor in determining customer satisfaction.

The Effect of Brand Image on Customer Satisfaction

The t-test results show that Brand Image partially exerts a positive and significant effect on Customer Satisfaction. This indicates that a strong, modern, and trustworthy brand image can strengthen customers' emotional connection and overall satisfaction with Kopi Kenangan. Consumers who view the brand as trendy, reputable, and reliable are more likely to feel satisfied with their purchase and consumption experience.

These findings are in line with Keller (as cited in Pandiangan et al., 2021), who argues that a positive brand image generates favorable perceptions that enhance customer satisfaction. Similarly, Sari and Wahjoedi (2022) found that brand image significantly impacts satisfaction by boosting consumer confidence and pride in using a particular brand. Based on this evidence, **H3 is accepted**, confirming that brand image plays an important role in shaping customer satisfaction.

The Effect of Customer Perceived Value on Customer Satisfaction

Statistical analysis using the t-test has revealed a direct and meaningful relationship between the perceived value of a customer and their level of satisfaction. This finding implies that enhanced customer satisfaction is associated with a favorable perception of value, where the advantages received (e.g., product attributes, equitable pricing, marketing incentives, and accessibility) are considered to be greater than the associated expenditures or trade-offs. For individuals patronizing Kopi Kenangan, the value they perceive is a critical factor influencing their overall sentiment.

This conclusion is consistent with the work of Zeithaml (referenced in Suci Niswatussolihah et al., 2023), who underscored the significance of perceived value as a primary driver of customer satisfaction, positing that customers gauge their satisfaction by comparing the benefits they perceive against the resources they expend. In a parallel vein, research by Purba et al. (2023) demonstrated that an elevated sense of perceived value substantially enhances customer satisfaction across both retail environments and the food service industry, underscoring the crucial role of providing discernible and valued benefits to consumer. Therefore, **the acceptance of H4** is empirically supported by both this study and previous research.

CONCLUSION

The SPSS data analysis shows that Service Quality, Brand Image, and Customer Perceived Value all have a positive and important effect on Customer Satisfaction for Kopi Kenangan consumers. When examined individually, each variable also demonstrates a positive and significant effect, with Service Quality emerging as the most dominant factor in shaping satisfaction.

These findings match what other studies and theories have already shown, which highlight how important service quality, brand image, and customer perceived value think a product is worth are in making consumer satisfaction. They also reflect the actual experiences of Kopi Kenangan consumers especially generations z , confirming that the theoretical framework applied in this research is relevant and applicable. For future research, expanding the analysis to include other locations, consumer segments, or additional variables could provide deeper insights and produce more comprehensive findings.

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