

PENGARUH *PERCEIVED SERVICE QUALITY*, *PERCEIVED VALUE*, DAN KEPUASAN PELANGGAN TERHADAP *BEHAVIORAL INTENTION* GENERASI Z PADA GOHO *COFFEE & EATERY* DI YOGYAKARTA

Humairo Zaini¹, Ari Okta Viyani²

INTISARI

Latar Belakang: Penelitian ini dilatarbelakangi oleh tren konsumsi Generasi Z yang menjadikan kafe tidak hanya sebagai tempat makan dan minum, tetapi juga sebagai bagian dari gaya hidup, tempat belajar, bekerja, dan bersosialisasi. Goho *Coffee & Eatery* di Yogyakarta merupakan kafe yang menasar segmen Generasi Z. Dalam menghadapi persaingan yang ketat di industri kafe, penting untuk memahami faktor-faktor yang memengaruhi *behavioral intention*, seperti *perceived service quality*, *perceived value*, dan kepuasan pelanggan.

Tujuan Penelitian: Penelitian ini bertujuan untuk menguji pengaruh *perceived service quality* terhadap *perceived value* dan kepuasan pelanggan, serta menganalisis pengaruh *perceived value* terhadap kepuasan pelanggan, dan kepuasan pelanggan terhadap *behavioral intention* Generasi Z di Goho *Coffee & Eatery* Yogyakarta.

Metode Penelitian: Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling*. Sebanyak 200 responden Generasi Z dipilih sebagai sampel. Pengumpulan data dilakukan melalui kuesioner online dan dianalisis menggunakan SEM-PLS dengan bantuan software SmartPLS 4.0. Penelitian ini juga menggunakan model konstruk *second-order* formatif.

Hasil Penelitian: Hasil penelitian menunjukkan bahwa *perceived service quality* berpengaruh positif terhadap *perceived value* dan kepuasan pelanggan. *Perceived value* juga berpengaruh positif terhadap kepuasan pelanggan. Selain itu, kepuasan pelanggan berpengaruh signifikan terhadap *behavioral intention*.

Kesimpulan: Ketiga variabel utama berpengaruh signifikan terhadap *behavioral intention* Generasi Z. Namun, nilai R² menunjukkan perlunya variabel tambahan untuk meningkatkan penjelasan model secara menyeluruh.

Kata Kunci: Kualitas Layanan yang Dirasakan, Nilai yang Dirasakan, Kepuasan Pelanggan, Niat Perilaku, Generasi Z.

¹Mahasiswa Manajemen (S-1) Universitas Jenderal Ahdmad Yani Yogyakarta

²Dosen Manajemen (S-1) Universitas Jenderal Ahdmad Yani Yogyakarta

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ABSTRACT

Background: This study was motivated by the consumption trends of Generation Z, which have transformed cafés into more than just places to eat and drink, but also into part of their lifestyle, where they study, work, and socialize. Goho Coffee & Eatery in Yogyakarta is a café targeting the Generation Z segment. In the face of intense competition in the café industry, it is important to understand the factors influencing behavioral intention, such as perceived service quality, perceived value, and customer satisfaction.

Research Objective: This study aims to examine the influence of perceived service quality on perceived value and customer satisfaction, as well as to analyze the influence of perceived value on customer satisfaction, and customer satisfaction on Generation Z behavioral intention at Goho Coffee & Eatery Yogyakarta.

Research Method: This study uses a quantitative approach with purposive sampling technique. A total of 200 Generation Z respondents were selected as samples. Data collection was conducted through an online questionnaire and analyzed using SEM-PLS with the assistance of SmartPLS 4.0 software. This study also uses a second-order formative construct model.

Research Findings: The results indicate that perceived service quality positively influences perceived value and customer satisfaction. Perceived value also positively influences customer satisfaction. Additionally, customer satisfaction significantly influences behavioral intention.

Conclusion: The three main variables significantly influence Generation Z's behavioral intention. However, the R^2 value indicates the need for additional variables to enhance the model's overall explanatory power.

Keywords: Perceived Service Quality, Perceived Value, Customer Satisfaction, Behavioral Intention, Generation Z.

¹Management Student (S-1) Jenderal Achmad Yani Yogyakarta University

²Management Lecturer (S-1) Jenderal Achmad Yani Yogyakarta University