

From consumption space to productivity space: The effects of service quality and facilities on Generation-Z customer loyalty at Kopi Kenangan Surabaya

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Abstract

The growing use of *coffee shops* as productivity spaces among Generation-Z makes service quality and facilities increasingly important in shaping customer loyalty. This study aims to analyze the effects of service quality and facilities on Generation-Z customer loyalty at Kopi Kenangan Surabaya as a productivity space. A quantitative survey was conducted with 80 Generation-Z consumers selected through *purposive sampling*, using a Likert-scale questionnaire and multiple linear regression analysis with IBM SPSS. The results show that service quality has no significant effect on customer loyalty ($\beta = 0.181$, $p = 0.114$), whereas facilities have a positive and significant effect ($\beta = 0.456$, $p < 0.001$). Simultaneously, service quality and facilities significantly affect customer loyalty, with an R^2 of 0.335. These findings indicate that facilities play a more decisive role in Generation-Z loyalty when *coffee shops* are used as productivity spaces, suggesting that productivity-supporting facilities should be prioritized to retain customers.

Keywords: Generation-Z; Kopi Kenangan; Service quality; *Coffee shop* facilities; Customer loyalty.

Abstrak

Perkembangan *coffee shop* sebagai ruang produktivitas bagi Generasi-Z menjadikan kualitas layanan dan fasilitas semakin penting dalam membentuk loyalitas konsumen. Penelitian ini bertujuan menganalisis pengaruh kualitas layanan dan fasilitas terhadap loyalitas konsumen Generasi-Z pada Kopi Kenangan Surabaya sebagai ruang produktivitas. Penelitian menggunakan pendekatan kuantitatif melalui survei terhadap 80 konsumen Generasi-Z yang dipilih dengan *purposive sampling*, dengan pengumpulan data melalui kuesioner skala Likert dan analisis regresi linear berganda menggunakan IBM SPSS. Hasil menunjukkan bahwa kualitas layanan tidak berpengaruh signifikan terhadap loyalitas konsumen ($\beta = 0,181$, $p = 0,114$), sedangkan fasilitas berpengaruh positif dan signifikan ($\beta = 0,456$, $p < 0,001$). Secara simultan, kualitas layanan dan fasilitas berpengaruh signifikan terhadap loyalitas dengan R^2 sebesar 0,335. Temuan ini menunjukkan bahwa fasilitas lebih menentukan loyalitas Generasi-Z dalam penggunaan *coffee shop* sebagai ruang produktivitas, sehingga penyediaan fasilitas yang mendukung aktivitas kerja dan belajar perlu menjadi prioritas.

Kata Kunci: Generasi-Z; Kopi Kenangan; Kualitas layanan; Fasilitas *coffee shop*; Loyalitas konsumen.

Introduction

Coffee shops have evolved from merely being places to purchase beverages into spaces where consumers work, study, discuss, and engage in productive activities. This functional shift means that the consumer experience is shaped not only by the products offered but also by service quality and the condition of the available facilities. Silalahi and Novenson (2024) show that loyalty to local coffee shops in Indonesia is associated with consumer experiences shaped by product quality, store atmosphere, service quality, satisfaction, trust, and *switching costs*. Abdichianto and Ruslim (2024) show that service quality, product quality, and price fairness are associated with satisfaction, which contributes to customer loyalty among coffee shop customers in Jakarta. Therefore, when coffee shops are used as productivity spaces, service quality and facilities become important components of consumers' evaluations of the places they choose and their decisions to continue using them.

Service quality is important because interactions between consumers and service providers directly shape perceptions of the user experience. Afandi et al. (2022) developed a service quality instrument based on SERVQUAL and produced 22 items with evidence of high validity and reliability in clinical forensic services. Amar et al. (2024) also show that service quality can be assessed through customer perceptions across several dimensions, based on a survey of 193 bank customers and seven service dimensions. These findings demonstrate that service quality is not merely a general evaluation but a construct that can be measured through consumers' concrete experiences. In coffee shops, such experiences may emerge through the speed and accuracy of service, employee responsiveness, service assurance, empathy, and tangible elements that support consumer interactions while they are on the premises. Thus, service quality can serve as one of the foundations for the formation of customer loyalty.

In addition to service, facilities become important when coffee shops function as productivity spaces. Consumers who work or study require spaces that support mobility, comfort, connectivity, and the continuity of their activities over a certain period. Noerchoidah et al. (2021) found that facilities significantly affect customer loyalty among 120 customers of Kedai Kopi Kanggo Riko Sidoarjo. Darmawan and Kurniawati (2024) also position *facility service quality* as a factor in shaping coffee shop visitor loyalty through a model involving interactive service quality, satisfaction, and attitudes, based on 219 respondents. These findings confirm that facilities are not merely complementary interior elements but can constitute part of the value received by consumers. For Generation-Z consumers who use coffee shops to work or study, the quality of the space, Wi-Fi, electrical outlets, temperature, parking, and location accessibility can determine their comfort as well as their decision to return to the place.

Research on customer loyalty has shown that service quality, store atmosphere, price, and satisfaction can influence consumers' decisions to continue using a service. Ardiansyah et al. (2021) found that service quality and price affect customer loyalty among J&T Express customers, while Ester et al. (2025) showed that service quality affects customer loyalty at T1311 Bakery and Café through satisfaction. In the coffee shop context, Gunawan and Syahputra (2020) found that *store atmosphere* significantly affects loyalty, while Baharuddin and Sudaryanto (2022) demonstrated that *store atmosphere* affects repurchase decisions and loyalty. Kushenda and Hariasi (2024) also found a positive effect of *service quality* on coffee shop customer loyalty in Pandaan. Meanwhile, Bali (2022) showed that product quality, price, and satisfaction can affect customer loyalty in a different context. Nevertheless, these studies have not specifically examined service quality and facilities simultaneously among Generation-Z consumers who use coffee shops as productivity spaces. Thus, a research gap remains in explaining which factors are more decisive in shaping loyalty when coffee shops are used not only for consumption but also for working, studying, and completing assignments.

Based on this research gap, this study aims to analyze the effects of service quality and facilities on Generation-Z customer loyalty at Kopi Kenangan Surabaya as a productivity space. This study is important because using coffee shops as spaces for working, studying, and completing assignments creates consumer needs that differ from those associated with ordinary consumption activities. Under these conditions, loyalty may be shaped not only by the quality of interactions with employees but also by the ability of facilities to support comfort and the continuity of productive activities. This study examines the partial effect of service quality, the partial effect of facilities, and the simultaneous effect of both variables on customer loyalty. Academically, this study addresses the research gap by examining these two factors simultaneously within the context of Generation-Z and the function of coffee shops as productivity spaces. Practically, the findings can provide a basis for Kopi Kenangan to determine which service and facility aspects should be prioritized to retain Generation-Z customers.

Method

This study employed a quantitative approach using a survey method to analyze the effects of service quality and facilities on Generation-Z customer loyalty at Kopi Kenangan Surabaya as a productivity space. The quantitative approach was used to examine relationships among variables through structured measurement and statistical analysis (Sinambela, 2023). Data were collected through questionnaires administered to consumers who met the research criteria. The study involved consumers at Kopi Kenangan outlets in Surabaya, with a total of 80 respondents. The respondents were Generation-Z consumers aged 14–27 years who were studying or

working in Surabaya and had used a Kopi Kenangan *store* as a productivity space. Respondents were selected using a *non-probability sampling* technique with a *purposive sampling* approach because they were determined based on characteristics relevant to the research focus. The questionnaire was distributed through Google Forms from September 15 to 22, 2026.

The research instrument used a five-point Likert scale with response options of 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree). The instrument development followed the principles of research instrument development to ensure that each question item could obtain data corresponding to the variable being measured (Amalia et al., 2023). The instrument consisted of three variables, namely Service Quality (X1) with 10 items, Facilities (X2) with 14 items, and Customer Loyalty (Y) with 8 items. The operational definitions of the variables were developed by adapting service quality indicators from Lathifa and Silvianita (2023) and facility indicators from Amelia and Safitri (2021), which were then adjusted to the context of consumers at Kopi Kenangan Surabaya as a productivity space. The operational definitions, dimensions, and indicators used in this study are presented in Table 1.

Table 1. Operational Definitions of Variables

Variable	Dimension	Indicator
Service Quality (X1)	<i>Reliability</i>	Speed of order delivery
	<i>Responsiveness</i>	Friendliness of Kopi Kenangan <i>crew</i> in Surabaya in serving customers
	<i>Assurance</i>	Accuracy in order delivery
	<i>Empathy</i>	Promptness of <i>store crew</i> in responding to customer complaints
	<i>Tangible</i>	Communication facilities and media
Facilities (X2)	Spatial considerations (<i>spatial layout</i>)	Layout that facilitates consumer mobility
	Suitability of room size to the number of users	Suitability of room size to the number of users
	Room planning	Cleanliness and tidiness of the spatial layout
		Comfortable room temperature
	Equipment and furnishings	Availability of <i>Wi-Fi</i> and adequate network speed
		Availability of electrical outlets in every corner of the space
	Supporting elements	Availability of parking space
		Location accessibility

Customer Loyalty (Y)	Affective loyalty	Use of other services
	Cognitive loyalty	Brand superiority
	Behavioral loyalty	Repeat purchases
		Recommending the brand to others

Source: Adapted from Lathifa and Silvianita (2023) and Amelia and Safitri (2021).

Data were analyzed using inferential statistics with the assistance of IBM SPSS software. The analytical stages included frequency analysis to describe respondent characteristics, validity and reliability tests to assess instrument adequacy, and classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests. Subsequently, multiple linear regression analysis was used to examine the effects of Service Quality (X1) and Facilities (X2) on Customer Loyalty (Y) using the equation $Y = a + b_1X_1 + b_2X_2$. Hypothesis testing was conducted using the *t*-test to determine the partial effect of each independent variable and the *F*-test to determine the simultaneous effect of the independent variables and assess the adequacy of the regression model. Furthermore, the coefficient of determination (R^2) was used to determine the extent to which Service Quality and Facilities explain the variation in Customer Loyalty. All collected questionnaire data were first screened and classified and then processed through these analytical stages to provide a basis for drawing research conclusions (Sinambela, 2023).

Results and Discussion

Respondent characteristics by sex, age, status, and number of visits

Respondent characteristics are presented to provide an overview of the profiles of the consumers who served as the data sources for this study. This study involved 80 respondents who met the research criteria, namely Generation-Z consumers of Kopi Kenangan in Surabaya who used the coffee shop as a place to engage in productive activities. The characteristics analyzed included sex, age, status, and number of visits. These four characteristics were examined to identify the composition of respondents before discussing the results of the research variables in greater detail. For ease of interpretation, sex and age characteristics are presented together in Table 2, while status and number of visits are presented in Table 3. This presentation provides an initial overview of the respondents involved and their level of experience using Kopi Kenangan as a productivity space.

Table 2. Respondent characteristics by sex and age

Characteristic	Category	Frequency	Percent
Sex	Male	17	21.3%
	Female	63	78.8%
Age	14–18 years	5	6.3%

	19–24 years	74	92.5%
	25–27 years	1	1.3%
Total		80	100.0%

Source: SPSS data analysis (2026)

Based on Table 2, the composition of respondents by sex shows that female respondents constituted the largest group, with 63 respondents or 78.8%, while male respondents accounted for 17 respondents or 21.3%. In terms of age, most respondents were between 19 and 24 years old, comprising 74 respondents or 92.5%. Meanwhile, 5 respondents or 6.3% were aged 14–18 years, and only 1 respondent or 1.3% was aged 25–27 years. This composition indicates that the research data are highly concentrated in the 19–24 age group. Therefore, the findings regarding service quality, facilities, and customer loyalty primarily reflect the experiences of consumers within this age group. This condition should also be considered when interpreting the findings in relation to Generation-Z consumers with more diverse age characteristics.

Table 3. Respondent characteristics by status and number of visits

Characteristic	Category	Frequency	Percent
Status	Worker	4	5.0%
	University student	75	93.8%
	School student	1	1.3%
Number of visits	1–5 times	57	71.3%
	6–10 times	12	15.0%
	>10 times	11	13.8%
Total		80	100.0%

Source: SPSS data analysis (2026)

Based on Table 3, most respondents were university students, comprising 75 respondents or 93.8%. Respondents who were workers accounted for 4 respondents or 5.0%, while only 1 respondent or 1.3% was a school student. Regarding the number of visits, 57 respondents or 71.3% had visited Kopi Kenangan 1–5 times. Furthermore, 12 respondents or 15.0% had visited 6–10 times, while 11 respondents or 13.8% had visited more than 10 times. These data show that the majority of respondents were university students with relatively limited visit experience. This condition is important to consider because the study examines customer loyalty. Differences in visit frequency may indicate differences in consumers' levels of experience when evaluating the service quality and facilities available at Kopi Kenangan.

Overall, the respondent characteristics reveal a clear pattern, with the majority of respondents being female, aged 19–24 years, university students, and having visited Kopi Kenangan 1–5 times. This composition provides important context for

interpreting the research findings because respondents did not have entirely uniform experiences with Kopi Kenangan. Consumers who had visited only a few times may have different usage experiences compared with those who had visited more than 10 times. This distinction is particularly relevant because customer loyalty is one of the main focuses of the study, as loyalty is associated with consumers' tendencies to revisit and make recommendations. Therefore, the subsequent analysis should be interpreted by considering the respondent profiles presented in Tables 2 and 3, rather than relying solely on the results of statistical tests between variables.

The respondent composition also indicates that this study primarily reflects the experiences of Generation-Z consumers who were university students and aged 19–24 years. This condition is consistent with the research context, which positions Kopi Kenangan as a place for productive activities, as respondents were selected based on their experience using the coffee shop for activities such as completing assignments, studying, working, or engaging in other productive activities. However, the dominance of certain groups should be considered when interpreting the findings. Specifically, 93.8% of respondents were university students and 92.5% were aged 19–24 years. This means that the findings provide stronger insight into the experiences of these groups than those of other Generation-Z consumers. Accordingly, the findings should be understood as reflecting the relationships among service quality, facilities, and customer loyalty based on the characteristics of the study respondents, rather than as an absolute representation of all Generation-Z consumers of Kopi Kenangan in Surabaya.

Validity and reliability test of the research instrument

Validity and reliability testing was conducted to ensure that the research instrument was able to measure the variables under investigation accurately and consistently. The validity test in this study employed the Pearson Product Moment Correlation method. An item was declared valid if the calculated r value was greater than the table r value and its significance value was less than 0.05 (Iqbal & Salsabila, 2023). The test was conducted on 10 items for the Service Quality variable (X1), 14 items for the Facilities variable (X2), and 8 items for the Customer Loyalty variable (Y). Before testing, negatively worded statement items were subjected to reverse scoring to ensure that their scoring direction was consistent with that of the positive items. With a total of 80 respondents, the table r value used was 0.220 ($df = n - 2 = 78$, $\alpha = 0.05$). The validity test results are presented in Tables 4 to 6.

Table 4. Validity test results for the Service Quality variable (X1)

Item	Calculated r	Sig. (2-tailed)	Table r	Description
X1.1	0.676	< 0.001	0.220	Valid
X1.2	0.656	< 0.001	0.220	Valid

X1.3	0.753	< 0.001	0.220	Valid
X1.4	0.732	< 0.001	0.220	Valid
X1.5	0.620	< 0.001	0.220	Valid
X1.6	0.650	< 0.001	0.220	Valid
X1.7	0.828	< 0.001	0.220	Valid
X1.8	0.636	< 0.001	0.220	Valid
X1.9	0.689	< 0.001	0.220	Valid
X1.10	0.698	< 0.001	0.220	Valid

Source: SPSS data analysis (2026)

Based on Table 4, all 10 statement items for the Service Quality variable (X1) were declared valid. The calculated r values for each item ranged from 0.620 to 0.828, all of which were greater than the table r value of 0.220. In addition, all items had significance values of < 0.001, which were lower than 0.05. These results indicate that each statement item for the Service Quality variable met the validity criteria and could therefore be used to measure X1 in this study.

Table 5. Validity test results for the Facilities variable (X2)

Item	Calculated r	Sig. (2-tailed)	Table r	Description
X2.1	0.589	< 0.001	0.220	Valid
X2.2	0.590	< 0.001	0.220	Valid
X2.3	0.576	< 0.001	0.220	Valid
X2.4	0.629	< 0.001	0.220	Valid
X2.5	0.644	< 0.001	0.220	Valid
X2.6	0.606	< 0.001	0.220	Valid
X2.7	0.588	< 0.001	0.220	Valid
X2.8	0.613	< 0.001	0.220	Valid
X2.9	0.419	< 0.001	0.220	Valid
X2.10	0.527	< 0.001	0.220	Valid
X2.11	0.634	< 0.001	0.220	Valid
X2.12	0.644	< 0.001	0.220	Valid
X2.13	0.480	< 0.001	0.220	Valid
X2.14	0.592	< 0.001	0.220	Valid

Source: SPSS data analysis (2026)

Based on Table 5, all 14 statement items for the Facilities variable (X2) were declared valid. The calculated r values ranged from 0.419 to 0.644, all of which were greater than the table r value of 0.220. All items also had significance values of < 0.001, thereby

meeting the specified significance criterion. Therefore, all statement items for the Facilities variable could be used as an instrument to measure respondents' perceptions of the facilities at Kopi Kenangan in this study.

Table 6. Validity test results for the Customer Loyalty variable (Y)

Item	Calculated r	Sig. (2-tailed)	Table r	Description
Y.1	0.631	< 0.001	0.220	Valid
Y.2	0.559	< 0.001	0.220	Valid
Y.3	0.776	< 0.001	0.220	Valid
Y.4	0.851	< 0.001	0.220	Valid
Y.5	0.802	< 0.001	0.220	Valid
Y.6	0.813	< 0.001	0.220	Valid
Y.7	0.822	< 0.001	0.220	Valid
Y.8	0.755	< 0.001	0.220	Valid

Source: SPSS data analysis (2026)

The results presented in Table 6 show that all 8 statement items for the Customer Loyalty variable (Y) were declared valid. The calculated r values for each item ranged from 0.559 to 0.851, all of which were greater than the table r value of 0.220. In addition, all items had significance values of < 0.001, which were lower than 0.05. Therefore, all statements used to measure Customer Loyalty met the validity criteria and were suitable for use in the subsequent stages of analysis.

Subsequently, a reliability test was conducted to determine the level of internal consistency of the instrument in measuring each research variable. Reliability testing employed Cronbach's Alpha. The instrument was considered reliable if the Cronbach's Alpha value was above 0.60, while a value above 0.80 indicated a strong level of reliability (Forester et al., 2024). Amalia et al. (2022) also explained that a Cronbach's Alpha value of < 0.5 indicates low reliability, 0.5–0.7 indicates moderate reliability, 0.7–0.9 indicates high reliability, and > 0.9 indicates very high reliability. The reliability test results for the three research variables are presented together in Table 7.

Table 7. Reliability test results for the research instrument

Variable	Cronbach's Alpha	N of Items	Description
Service Quality (X1)	0.874	10	Reliable
Facilities (X2)	0.845	14	Reliable
Customer Loyalty (Y)	0.888	8	Reliable

Source: SPSS data analysis (2026)

Based on Table 7, all research variables had Cronbach's Alpha values above 0.80. The Service Quality variable (X1) obtained a Cronbach's Alpha value of 0.874 with 10 items, the Facilities variable (X2) obtained a value of 0.845 with 14 items, and the Customer Loyalty variable (Y) obtained a value of 0.888 with 8 items. All three values fall within the range of 0.7–0.9, indicating a high level of internal consistency. In addition, all 80 respondents included in the data processing were declared valid, representing 100% of the respondents. Therefore, the instrument used to measure Service Quality, Facilities, and Customer Loyalty can be considered reliable and suitable for use in subsequent research analysis.

Classical assumption tests: normality, multicollinearity, and heteroscedasticity

Classical assumption testing was conducted before multiple linear regression analysis to ensure that the model met the required statistical assumptions. The tests in this study included normality, multicollinearity, and heteroscedasticity. The normality test was used to determine the distribution of the residuals, the multicollinearity test was used to ensure that there were no excessively strong relationships among the independent variables, and the heteroscedasticity test was used to determine whether the residual variance in the regression model was constant. All tests were conducted using SPSS based on data from 80 respondents. The results of these three assumption tests served as the basis for determining the adequacy of the model before conducting multiple linear regression analysis and testing the research hypotheses.

Table 8. One-sample Kolmogorov-Smirnov test results

Description	Value
N	80
Mean	0.0000000
Std. Deviation	4.61519535
Absolute	0.095
Positive	0.095
Negative	-0.064
Test Statistic	0.095
Asymp. Sig. (2-tailed)	0.071
Monte Carlo Sig. (2-tailed)	0.068
99% Confidence Interval – Lower Bound	0.062
99% Confidence Interval – Upper Bound	0.075

Source: SPSS data analysis (2026)

Based on Table 8, the normality test using the One-Sample Kolmogorov-Smirnov test on the *Unstandardized Residual* for 80 respondents produced a *Test Statistic* value of

0.095. The *Asymp. Sig. (2-tailed)* value was 0.071, while the *Monte Carlo Sig. (2-tailed)* value was 0.068. Both values were greater than 0.05, indicating that the residuals in the regression model were normally distributed. With the normality assumption satisfied, there was no indication of a deviation in the residual distribution that could hinder the use of the multiple linear regression model in this study.

Next, the multicollinearity test was conducted to determine whether there was an excessively high correlation between Service Quality (X1) and Facilities (X2). The test results are presented in Table 9.

Table 9. Multicollinearity test results

Variable	Tolerance	VIF
Service Quality (X1)	0.674	1.484
Facilities (X2)	0.674	1.484

Source: SPSS data analysis (2026)

Based on Table 9, both Service Quality (X1) and Facilities (X2) had a *Tolerance* value of 0.674 and a *Variance Inflation Factor* (VIF) value of 1.484. The *Tolerance* values were greater than 0.10, while the VIF values were lower than 10. These results indicate that there was no evidence of multicollinearity between the two independent variables. This means that Service Quality and Facilities could be included simultaneously in the regression model without indicating excessive correlation between the independent variables. Therefore, the model satisfied the assumption of no multicollinearity and could proceed to multiple linear regression analysis.

The next test was the heteroscedasticity test, which was conducted using a *scatterplot* between the *Regression Standardized Predicted Value* on the X-axis and the *Regression Studentized Residual* on the Y-axis. The test results are presented in Figure 1.

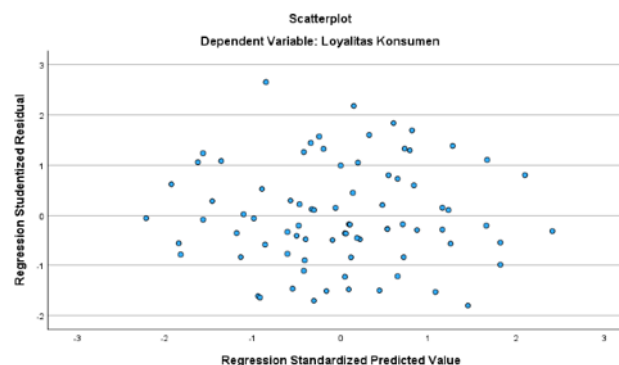


Figure 1. Heteroscedasticity test results

Source: SPSS data analysis (2026)

Based on Figure 1, several characteristics can be directly observed from the distribution pattern of the points. The residual points were distributed on both sides of the 0 line on the Y-axis, with residual values ranging from approximately -1.8 to

2.7. On the X-axis, the points were also distributed across a range of approximately -2.2 to 2.4. The distribution did not show a funnel-shaped pattern from left to right or a systematically widening pattern. In addition, there was no wave-like, curved, or other distinct pattern indicating a systematic relationship between the predicted values and residuals. The points were not concentrated exclusively on one side of the 0 line but were distributed both above and below it. Although several points appeared relatively higher, particularly at residual values of approximately 2 to 2.7, these points did not form a particular pattern and did not indicate an increasingly wider distribution. Based on this pattern, the model did not show evidence of heteroscedasticity.

Overall, the classical assumption test results indicate that all three model requirements were satisfied. The Kolmogorov-Smirnov test showed that the residuals were normally distributed, the multicollinearity test indicated no excessive linear relationship between Service Quality and Facilities, and the *scatterplot* showed no systematic pattern in the residuals. Therefore, the regression model in this study met the classical assumptions and could be used to analyze the effects of Service Quality and Facilities on Customer Loyalty.

Hypothesis testing: multiple linear regression, t-test, F-test, and coefficient of determination

After the research instrument was confirmed to be valid and reliable and all classical assumption tests were satisfied, the next stage was hypothesis testing. The analysis used in this study was multiple linear regression because there were two independent variables, namely Service Quality (X1) and Facilities (X2), tested against one dependent variable, namely Customer Loyalty (Y). This analysis was used to determine the direction and magnitude of the effects of each independent variable on Customer Loyalty, both partially and simultaneously. In addition, the analysis included a t-test to determine the partial effect, an F-test to assess the overall significance of the model, and the coefficient of determination (R^2) to determine the extent to which the model could explain the variation in Customer Loyalty.

Table 10. Multiple linear regression analysis results

Model	B	Std. Error	Beta	t	Sig.
(Constant)	4.345	4.339	—	1.001	0.320
Service Quality (X1)	0.190	0.118	0.181	1.600	0.114
Facilities (X2)	0.342	0.085	0.456	4.027	< 0.001

Source: SPSS data analysis (2026)

Based on Table 10, the multiple linear regression equation is as follows:

$$Y = 4.345 + 0.190X_1 + 0.342X_2$$

The constant value of 4.345 indicates that when Service Quality (X1) and Facilities (X2) are assumed to remain unchanged, the predicted value of Customer Loyalty (Y) is 4.345. The regression coefficient for Service Quality is 0.190, indicating a positive relationship. This means that every one-unit increase in Service Quality is predicted to increase Customer Loyalty by 0.190 units, assuming that Facilities remain constant. Meanwhile, the regression coefficient for Facilities is 0.342, also indicating a positive relationship. This means that every one-unit increase in Facilities is predicted to increase Customer Loyalty by 0.342 units, assuming that Service Quality remains constant. However, the positive coefficients indicate only the direction of the relationships, whereas the significance of the effects of each variable is determined based on the t-test results.

Partial hypothesis testing was conducted using the t-test. With 80 respondents and two independent variables, the table t value was determined using the formula $t(\alpha/2, n - k - 1) = t(0.025, 80 - 2 - 1) = t(0.025, 77)$, resulting in a value of 1.991. Based on Table 10, Service Quality (X1) obtained a calculated t value of 1.600, which was lower than the table t value of 1.991, with a significance value of 0.114, which was greater than 0.05. Therefore, H01 was accepted and H1 was rejected. These results indicate that Service Quality did not have a significant effect on Customer Loyalty in this study. In other words, although the Service Quality regression coefficient showed a positive direction of 0.190, the effect was not statistically strong enough to establish a significant effect on Customer Loyalty.

In contrast to Service Quality, Facilities (X2) obtained a calculated t value of 4.027, which was greater than the table t value of 1.991, with a significance value of < 0.001 , which was lower than 0.05. Based on these results, H02 was rejected and H2 was accepted. Thus, Facilities had a positive and significant effect on Generation-Z Customer Loyalty among consumers who used Kopi Kenangan Surabaya as a productivity space. This finding indicates that the better the facilities perceived by consumers, the higher their tendency toward Customer Loyalty. When compared based on the Beta coefficients, Facilities had a Beta value of 0.456, whereas Service Quality had a Beta value of 0.181. This indicates that within the research model, Facilities made a relatively greater contribution to Customer Loyalty than Service Quality.

Next, the F-test was conducted to determine whether Service Quality (X1) and Facilities (X2) simultaneously affected Customer Loyalty (Y) and to assess the overall significance of the regression model.

Table 11. F-test results (model significance)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	847.285	2	423.643	19.386	< 0.001
Residual	1,682.702	77	21.853	—	—
Total	2,529.988	79	—	—	—

Source: SPSS data analysis (2026)

Based on Table 11, the calculated F value was 19.386 with degrees of freedom of 2 and 77 and a significance value of < 0.001 . The significance value was lower than 0.05, indicating that the regression model was statistically significant overall. These results show that Service Quality and Facilities jointly affected Customer Loyalty. Therefore, the model incorporating both independent variables was suitable for explaining the relationship with Customer Loyalty. However, the F-test does not indicate that both variables had equally strong individual effects. Differences in the effects of each variable were determined through the t-test results, which showed that only Facilities had a significant partial effect.

To determine the extent to which Service Quality and Facilities could explain the variation in Customer Loyalty, a coefficient of determination test was subsequently conducted. The results are presented in Table 12.

Table 12. Coefficient of determination test results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.579	0.335	0.318	4.675

Source: SPSS data analysis (2026)

Based on Table 12, the R value of 0.579 indicates a relationship between Service Quality and Facilities jointly and Customer Loyalty. The R Square value of 0.335 indicates that Service Quality and Facilities simultaneously explained 33.5% of the variation in Customer Loyalty. Meanwhile, 66.5% of the variation in Customer Loyalty was explained by other factors not included in the research model. The Adjusted R Square value of 0.318 indicates that after adjustment for the number of independent variables and sample size, the model explained 31.8% of the variation in Customer Loyalty. The Std. Error of the Estimate value of 4.675 indicates the magnitude of the model's prediction error in estimating Customer Loyalty.

Overall, the hypothesis testing results show that Service Quality did not have a significant effect on Customer Loyalty, whereas Facilities had a positive and significant effect on Customer Loyalty. At the same time, both independent variables had a significant simultaneous effect on Customer Loyalty, as indicated by an F value of 19.386 with a significance value of < 0.001 . The research model had an explanatory capacity of 33.5%, meaning that 66.5% of the variation in Customer Loyalty was

attributable to factors outside the variables analyzed. These findings indicate that, in the context of Generation-Z consumers using Kopi Kenangan as a productivity space, Facilities had a stronger effect than Service Quality.

The effects of service quality and facilities on Kopi Kenangan customer loyalty

Coffee shops now serve broader functions for Generation Z, as they are used not only to purchase and enjoy beverages but also as places to study, work, discuss, and complete various productive activities. This functional shift means that consumer experiences are shaped by both service interactions and the environmental conditions in which these activities take place. Anggawijaya et al. (2026) showed that Generation Z's coffee shop socializing habits in Tangerang are associated with social identity formation and urban lifestyles. This perspective is important for understanding Kopi Kenangan consumers in Surabaya who use the *store* as a productivity space. In this context, loyalty is not only related to how consumers are served during transactions but also to the extent to which the place can support their activities. Therefore, service quality and facilities need to be understood in relation to the functions of coffee shops as used by Generation-Z consumers.

In this context, service quality was not a significant factor determining customer loyalty in this study. The study produced a regression coefficient of 0.190 with a β value of 0.181. The t value of 1.600 and p value of 0.114 indicate that the effect of service quality was not significant at the 5% level, and thus H1 was not supported. This result does not mean that consumers do not need good service. Rather, it indicates that service quality was not a sufficiently strong factor for explaining loyalty when tested together with facilities. This condition may be associated with the characteristics of the respondents, who were predominantly university students aged 19–24 years. Consumers in this group may have needs that extend beyond simply receiving service when purchasing products. When a coffee shop is used for studying or working, consumer experiences are also influenced by the conditions of the place that support their activities while they are inside the *store*.

The findings of this study are consistent with several studies showing that service quality does not always have a direct effect on customer loyalty. Rafli et al. (2025) examined Generation Z at coffee shops in Pangkalpinang and found that service quality did not affect loyalty. This finding is closely related to the present study because both studies focus on Generation Z as a coffee shop consumer group. Taufik et al. (2022), through a study of 100 coffee shop customers, also found that *service quality* did not have a direct effect on *customer loyalty*, although service quality contributed to customer satisfaction. Lim and Sinambela (2022) reported similar findings among coffee shop consumers in Batam. Saputra et al. (2024), through a quantitative survey of coffee shop consumers using *Structural Equation Modeling* (SEM), found that *service quality* did not significantly affect *customer satisfaction*,

whereas *customer satisfaction* had a positive effect on *customer loyalty*. Lim and Sinambela (2022) also showed that coffee shops are not used only for eating and drinking but can also serve as places to spend time and complete work. These similarities strengthen the understanding that the function of a coffee shop may influence which factors consumers consider more important in developing loyalty.

However, service quality can remain an important factor in shaping loyalty in different consumption contexts. Dhisasmito and Kumar (2020) examined 384 customers from 16 coffee shops in Jakarta and found that service quality affected loyalty. The study measured service quality through five dimensions, namely *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*. Monica and Saputra (2021) also found that service quality significantly affected customer loyalty among Maxim consumers in Batam. Kurniawan et al. (2024) reported a positive and significant effect among customers of PT Mass Rapid Transit Jakarta, while Nurulhidayah and Jannah (2025) found a significant effect of service quality dimensions on customer loyalty at Restoran Pringsewu Kota Lama Semarang. These differences indicate that the effect of service quality is closely related to the context of the research object and the characteristics of its consumers. Thus, the nonsignificant effect of service quality in this study should not be interpreted as evidence that service is generally unimportant to customer loyalty.

This difference is also apparent when the present study is compared with research involving the same brand. Lathifa and Silvianita (2023) examined Kopi Kenangan customer loyalty by considering customer experience, service quality, and customer satisfaction. Their study demonstrated a relationship between service quality and Kopi Kenangan customer loyalty. In contrast, the present study found that service quality did not significantly affect loyalty. This difference indicates that the same brand does not necessarily produce the same pattern of relationships among variables. The present study has a more specific context because the consumers examined were Generation Z consumers who used Kopi Kenangan Surabaya as a productivity space. Consumers who visit to complete assignments, study, work, or engage in discussions have different consumption experiences from those who visit only to purchase products. Therefore, the function of the *store* is an important context for explaining these differences in findings.

In contrast to service quality, facilities had a significant effect on customer loyalty in this study. Facilities had a regression coefficient of 0.342 with a β value of 0.456. The t value of 4.027 and p value of < 0.001 indicate that facilities had a positive and significant effect on loyalty, supporting H2. This means that the availability of facilities that support consumer experiences had a stronger relationship with loyalty in the present research model. Amelia and Safitri (2021) found that facilities significantly affected customer loyalty at Café Hangout in Sampit, although their study positioned

customer satisfaction as an intervening variable. Stanley and Sidharta (2023) also found that facilities affected customer loyalty among boarding house customers in West Surabaya. Zulfa et al. (2022) found that facilities contributed to loyalty through customer satisfaction at Rumah Makan Lesehan Ikan Bakar Bu Tatik in Situbondo. These similarities indicate that facilities can constitute an important part of the experience that encourages consumers to continue using a particular place.

The effect of facilities becomes increasingly relevant when a coffee shop is used as a space for activities over a certain period. Pangastuti et al. (2022) examined Kedai Kopi Sor Sawo Ponorogo and included facilities as one of the factors tested in relation to customer loyalty. Their study reflected the context of coffee shops as places where young people can spend time, study, and engage in other activities. This condition is closely related to the present study because consumers use Kopi Kenangan as a productivity space. Purnama and Andajani (2019), through a study of the *limited-service* McDonald's restaurant in Surabaya, also demonstrated the importance of the physical environment through the concept of *servicescape*. Their study found that *servicescape* affected consumer emotions, which were subsequently associated with satisfaction and loyal behavior. These findings indicate that consumer experiences are shaped not only by service interactions but also by the physical environment in which consumption takes place. This perspective further explains why facilities emerged as a more prominent factor in the present study.

The physical environment is also supported by the findings of Purwadi et al. (2020) on Excelso Coffee Shop. Their study linked *store atmosphere*, SERVQUAL, and customer loyalty and showed that service quality had a positive relationship with loyalty. Afyani et al. (2023), through a study of 180 visitors to local coffee shops in Jakarta, found that *store atmosphere* and satisfaction affected loyalty, whereas service quality did not directly affect loyalty. The findings of Afyani et al. (2023) are particularly relevant to the present study because both indicate that environmental aspects may have a stronger position than service quality in explaining loyalty in the coffee shop context. The differences between the findings of Afyani et al. (2023) and Purwadi et al. (2020) also indicate that the effects of environmental and service factors are not uniform. The more dominant factor may vary depending on consumer characteristics, research objects, and the experiences associated with coffee shop use.

The characteristics of the respondents in this study provide additional context for understanding why facilities had a stronger effect. A total of 74 respondents or 92.5% were aged 19–24 years, while 75 respondents or 93.8% were university students. This group is closely associated with studying, completing assignments, engaging in discussions, and various other productive activities. Anggawijaya et al. (2026) showed that Generation Z's coffee shop habits are associated with lifestyle and social identity formation. In this study, facilities such as comfort, cleanliness, spatial layout, internet

access, and support for activities while inside the *store* may constitute important components of the consumer experience. Nevertheless, this interpretation should be made cautiously because the study examined facilities as a single construct. The study did not examine the effects of individual types of facilities separately. Therefore, the findings cannot yet determine which specific facility is the most influential in shaping customer loyalty.

The difference in the contributions of the two variables is further reflected in their β values in the regression model. The study showed that service quality had a β value of 0.181, whereas facilities had a β value of 0.456. These values indicate that facilities made a relatively stronger contribution to loyalty when both variables were tested simultaneously. This pattern is consistent with Afyani et al. (2023), who found that *store atmosphere* and satisfaction affected loyalty, while service quality did not directly affect loyalty among visitors to local coffee shops in Jakarta. In contrast, Dhisasmito and Kumar (2020) found that service quality played a significant role in coffee shop customer loyalty in Jakarta. These differences demonstrate that no single factor consistently determines loyalty across all contexts. In the present study, facilities were more dominant because consumers did not use the coffee shop solely as a place of consumption but also as a space for carrying out productive activities.

The partial test results should be considered together with the overall explanatory capacity of the model. This study produced an F value of 19.386 with a p value of < 0.001 . These results indicate that service quality and facilities simultaneously had a significant effect on customer loyalty in the research model. The R value of 0.579 indicates a moderate relationship. Meanwhile, the R^2 value of 0.335 indicates that service quality and facilities explained 33.5% of the variation in customer loyalty. The *Adjusted R²* value of 0.318 indicates that, after adjustment for the number of variables and sample size, the model explained 31.8% of the variation in loyalty. Therefore, this study does not indicate that service quality and facilities are the only factors shaping customer loyalty. A further 66.5% of the variation in loyalty lies outside the research model. Factors such as price, brand image, product quality, promotion, and customer satisfaction could be considered in future research.

Overall, this study demonstrates that the function of a coffee shop as a productivity space provides an important context for understanding Generation-Z loyalty. Service quality had a β value of 0.181 and did not have a significant effect, with a p value of 0.114, whereas facilities had a β value of 0.456 and had a significant effect, with a p value of < 0.001 . This does not mean that service quality can be disregarded by Kopi Kenangan. Rather, the findings indicate that, in the context of consumers who use coffee shops as productivity spaces, facilities make a relatively stronger contribution to explaining loyalty. This conclusion is supported by Amelia and Safitri (2021), Stanley and Sidharta (2023), Zulfa et al. (2022), Pangastuti et al. (2022), Purnama and

Andajani (2019), Purwadi et al. (2020), and Afyani et al. (2023). Thus, this study demonstrates that the physical experience and facility support are more prominent aspects in maintaining Generation-Z loyalty in the context of coffee shops as productivity spaces.

Conclusion

This study shows that facilities are a more determining factor of Generation-Z customer loyalty among consumers who use Kopi Kenangan Surabaya as a productivity space than service quality. Service quality had a positive but nonsignificant effect on loyalty, with a coefficient of 0.190, a β value of 0.181, and a p value of 0.114. In contrast, facilities had a positive and significant effect, with a coefficient of 0.342, a β value of 0.456, and a p value of < 0.001 . Simultaneously, both variables had a significant effect on loyalty, with an F value of 19.386 and a p value of < 0.001 , and explained 33.5% of the variation in loyalty. These findings indicate that when coffee shops are used for studying, working, completing assignments, or other productive activities, consumers consider not only service interactions but also how facilities support their activities. The greater contribution of facilities is reflected in its higher β value, indicating that loyalty in this context is more strongly explained by an environment that supports productivity.

This study contributes by positioning the function of coffee shops as productivity spaces as a context for explaining Generation-Z loyalty, thereby expanding discussions of service quality and facilities that have previously focused largely on general consumption contexts. Practically, the findings may provide consideration for Kopi Kenangan management to maintain service quality while prioritizing facilities that support consumer productivity. However, this study has limitations in terms of its sample size of only 80 respondents, the use of *purposive sampling*, and the characteristics of respondents, who were predominantly female, university students, and aged 19–24 years, meaning that the findings should be generalized with caution. In addition, facilities were tested as a single construct, so this study cannot yet determine which specific facility is the most influential in shaping loyalty. Future research is recommended to use larger and more diverse samples, compare several coffee shops, and include variables such as customer satisfaction, product quality, price, brand image, or customer experience to explain the variation in loyalty that was not captured by the present research model.

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