

To cite this article: Deivy Z. Nasution, Rianto, Pusparani, Habel A. Koinmanas and Yunita Hammi (2025). Traditional Culinary Tourism in the Modern Era: The Influence of Service Quality on Customer Loyalty of Generation Z at Kedai Tjikini M Bloc Space, Jakarta. International Journal of Education, Business and Economics Research (IJEBER) 5 (6): 92-104

## TRADITIONAL CULINARY TOURISM IN THE MODERN ERA: THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY OF GENERATION Z AT KEDAI TJIKINI M BLOC SPACE, JAKARTA

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<https://doi.org/10.59822/IJEBER.2025.5607>

### ABSTRACT

The study aims to determine the quality of service to generation Z customer loyalty at Kedai Tjikini M Bloc Space. Service quality is one of factors in influencing customer loyalty. This research uses descriptive quantitative methods, with a population studied of 1,935 customers with a sample size based on the Slovin formula, namely 100 respondents. This study uses the analysis of Validity Test, Reliability Test, Descriptive Statistics, Correlation Coefficient, Determination Coefficient, Simple Linear Regression, using SPSS software version 30. The results of this study indicate that the service quality variable is in the very good category with a value of 4.37 and the service loyalty variable with a value of 4.40 is in the very good category. Based on the results of the determination test, service quality has an influence of 88.6% on customer loyalty, while 11.4% is influenced by other factors. Thus it can be concluded that service quality has a significant effect on generation Z customer loyalty at Kedai Tjikini.

**KEYWORDS:** Service Quality, Customer Loyalty, Generation Z, Coffee Shop.

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Published Online: December  
2025

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## 1.0 INTRODUCTION

In the contemporary period, characterized by expansion across several industrial sectors. The tourism sector, especially the gastronomic segment, is witnessing significant potential for future expansion. The culinary business in Indonesia represents a promising area for future development, given the country's diverse array of unique foods and beverages across its regions, which can draw both domestic and international tourists (Winarno in Dewantara, 2021). Culinary tourism attracts visitors not only for dining options but also for venues that satisfy social demands, like mingling, working, or leisurely relaxation. Urban centres such as Jakarta host several culinary enterprises that provide a diverse array of food options, encompassing both traditional and contemporary cuisine. This influences the increase in patronage at diverse dining venues, encompassing restaurants and cafés. The proliferation of new restaurants and cafés presenting numerous culinary experiences, including varying menus and unique concepts from traditional to modern, may result in intensified competition within the culinary industry. The culinary sector encompasses not only competition in product quality and the preparation of delectable cuisine but also the quality of service in delivering a gratifying experience for patrons.

One shop stands out in the M Bloc Space area: Kedai Tjikini, recognized for its classic yet inviting ambiance infused with a contemporary flair. Presenting an assortment of recipes that amalgamate traditional Flavors with contemporary elements. Kedai Tjikini, situated in creative locales such as M Bloc Space, appeals to younger demographics, particularly Gen Z, by providing a distinctive gastronomic experience and an aesthetically pleasing venue for social gatherings. Generation Z constitutes a significant client category, as their engagement might be pivotal for restaurants and cafes to thrive in the increasingly competitive culinary landscape. Maintaining the loyalty of Generation Z necessitates adaptive and innovative service strategies, as customer loyalty is often demonstrated through the quality of service provided, exemplified by instances where a customer purchases a product without considering alternatives and subsequently recommend it to family or friends. The success of a restaurant or café business is reflected in the quality of service provided. The degree of evaluation and the manner in which a product or service fulfils client requirements. Furthermore, consumer reviews on the internet indicate that the service quality of Kedai Tjikini is rated as satisfactory. Review from Fe Fern (August 2024) The establishment is expansive and inviting, featuring a second level and both indoor and outdoor seating options. The service is satisfactory, and the pricing is rather affordable given the establishment and the services rendered. The food quantities are relatively small and unremarkable, although the coffee is commendable. More appropriate as a Work From Cafe (WFC) alternative. Review from Metya, In August 2024, ordered a caramel latte, which found to be delectable; appreciated its sweetness, ordered ricebowl with skipjack tuna, it was satisfactory. The personnel are amiable, and the wait for your meal is minimal. On the second story, numerous tables and chairs are accessible, both inside and outside. Kedai Tjikini continuously endeavors to deliver optimal product and service quality, as evidenced by client reviews, leading to consumer satisfaction and a propensity for repeat patronage. Situated in the M Bloc Space Jakarta, a creative hub and live music venue with a distinctive idea, it officially commenced operations on September 26, 2019. M Bloc Space, despite being relatively young, possesses a development and creative economy-oriented allure that can draw tourists and creative communities (Chairunissa & Bhaskara, 2023). M Bloc Space is strategically situated near prominent locations like as Blok M Square, Blok M Plaza, and Taman Literasi, and is conveniently

close to MRT and Transjakarta (CSW) stops, hence increasing its accessibility and attractiveness.

## 2.0 LITERATURE REVIEW

The International Culinary Tourism Association (ICTA) defines culinary tourism as a concept that, while not novel, is associated with agritourism and emphasizes the appeal of food and beverages as attractions for travelers. Culinary tourism is an activity that people consistently partake in when traveling. In addition to satisfying fundamental requirements, dining and drinking during travel can serve as a source of anticipation for travelers, allowing them to explore, appreciate, and acquire distinctive experiences via the enjoyment of local cuisine. The culinary arts encompass food preparation and presentation techniques, as well as the distinct cultural components associated with food, the creators engaged, and the enjoyment of the cuisine (Rahayu et al., 2002). Culinary tourism is also shaped by the aspiration to explore food-centric destinations, such food festivals, restaurants, or specific sites, with the intent of savoring a particular meal (Harsana, 2021). Culinary tourism is a form of tourism that prioritizes food and beverage as the primary attraction, emphasizing experiences that involve not only flavor and presentation but also incorporate local cultural and historical elements.

Service quality, as defined by Kotler in Hasibuan et al. (2021), refers to the comprehensive excellence and attributes of a product or service that fulfill needs both directly and indirectly. High-quality service items are vital in fostering satisfaction. As the caliber of a product or service enhances, client pleasure escalates. Enhanced customer satisfaction can positively influence corporate profitability. To maintain a firm, whether it provides services or products, it is imperative to constantly deliver greater service quality relative to competitors and fulfill consumer expectations. Service quality is characterized as the endeavor to fulfill client requirements for products and services while ensuring alignment with their preferences (Izzuddin & Muhsin, 2020). Service quality generally denotes an individual's opinion of the congruence between the service delivered and the service anticipated. Service quality is defined as the evaluation of how effectively a product or service meets consumer expectations. Effective service exemplifies the capacity to deliver customer happiness, foster customer loyalty, and ensure congruence between expectations and reality.

Service Quality Indicators According to Parasuraman and Zeithaml (Zain, 2022), there are five service quality indicators: 1. Tangibles (Physical Evidence) encompass physical service components, including premises, necessary equipment, and notably, the appearance of employees. Physical evidence encompasses elements that clients may directly observe and experience, such as the comfort and the cleanliness of the facility. 2. Reliability pertains to a company's capacity to deliver services consistently, punctually, and precisely in accordance with its commitments to clients. 3. Responsiveness refers to employees' capacity to deliver services promptly, address customer needs, and assume complete accountability for service provision, encompassing the ability to reply to all customer inquiries and grievances. 4. Assurance encompasses courtesy and employees' capacity to guarantee service excellence. Employees must possess skills and a comprehensive understanding of the product or service to prevent errors, such as misrepresenting service costs and timetables. 5. Empathy denotes the steadfast, attentive, and perceptive conduct exhibited towards clients. This encompasses how firms exhibit concern for particular client

requirements and engage with them individually. The capacity for precise and straightforward communication might foster a favorable impression on clients. The advantages of service excellence include a favorable influence on the company.

According to Kottler in Purnomo (2022), there are advantages and objectives associated with service quality, as outlined below: 1. Customers exhibit loyalty to the company owing to the exceptional quality of service, leading to recurrent patronage. 2. Customers may participate in a complimentary campaign by expressing satisfaction with the provided service; they can share information or invite colleagues and family, so enhancing the establishment's recognition and reputation. 3. The company's long-term viability can be secured by augmenting the number of devoted clients. The presence of clients ensures stability for the organization, alleviating concerns regarding customer attrition. 4. Customers are indifferent to the price due to their trust in the brand. This trust increases the likelihood that customers will accept the proposed price for a product or service. 5. Customers will experience satisfaction as the quality of the items and services rendered has adequately addressed their demands, leading to a sense of fulfillment. 6. The company's reputation enhances when the quantity of satisfied and loyal clients for a product or service improves, hence elevating the company's public image. 7. The corporation surpasses its competitors due to client trust in its services and product quality.

Customer loyalty is a behavioral response exhibited by a decision-making unit over a designated timeframe towards one or more brands chosen from various alternatives, shaped by psychological processes (Hanny & Krisyana, 2022). Customer loyalty is characterized by a customer's dedication to products and services, evidenced by positive views and consistent repurchase behavior over an extended duration (Chotimah et al., 2022). Customer loyalty is described as a customer's enduring dedication to products and services, evidenced by consistent repurchase behavior and favorable sentiments. Customer loyalty encompasses not only psychological factors such as repeat purchases but also elements like satisfaction, affinity, and commitment. Loyalty is established by positive experiences, robust emotional ties, and consumer choices to persist in selecting the same product or service, despite the availability of competing options in the market.

Advantages of Customer Loyalty according to Srisusilawati (2023), the subsequent advantages of customer loyalty are: 1. Minimizing promotional expenditures is achievable with loyal customers, as they are inclined to repurchase without extensive marketing efforts, and the expense of acquiring new customers surpasses that of retaining existing ones. 2. Offering items or services to loyal consumers will attract new clientele and establish a premium brand image, encouraging purchases and repeat transactions. 3. Attracting new consumers: Satisfied customers who appreciate a product or service can persuade others to make a purchase. This affects customers who have not previously purchased or sampled the product, inciting their curiosity to try it based on recommendations from friends or regular patrons of the brand. 4. Addressing competitive concerns, organizations might cultivate loyalty to their rivals while simultaneously preparing to create superior products or services within a specified date. This is due to the challenges competitors face in swaying their devoted clientele, which requires considerable time. The significance of customer loyalty to a brand, regarded as a corporate asset, profoundly influences profitability and market segmentation. Total long-term expenditure. 5. Long-term pricing strategies aimed at fostering consumer loyalty to

a business's products or services yield lifetime customer value by offering specialized products at reduced prices.

Indicators of Customer Loyalty According to Tjiptono (as cited in Maulidio et al., 2022) include: 1. Loyal clients make repeat purchases of the same product frequently due to their satisfaction with the service or their interest in the given product. A café or store that fosters client loyalty can cultivate a sense of contentment and trust among patrons. 2. Loyal clients are inclined to provide feedback regarding their service or product experiences through social media, online reviews, or word of mouth. Positive remarks serve as an inherent and invaluable marketing asset for a corporation, as devoted customers function as brand advocates voluntarily. They express their happiness with the product or service to others, potentially attracting new consumers. 3. Loyal customers are inclined to promote and invite others, including family and friends, to experience the unique offerings and become active advocates for the shop, so enhancing the quality of goods or services available to consumers. Four. Regular patronage: Devoted customers want satisfaction and comfort in their experiences. A shop regularly frequented by loyal patrons signifies a robust relationship between the clients and the establishment attributable to the quality of the service, ambience or preferred products.

Generation Z, referred to as digital natives, comprises persons born from 1997 to 2012. Generation Z has been raised in the digital age and possesses a profound familiarity with technology and information, enabling them to swiftly access any data. They possess a profound understanding of several social and environmental challenges. Lifestyle refers to the manner in which individuals conduct their lives and allocate their financial resources. It mirrors their preferences and habits as manifestations of their identity and the values they prioritize in life. In a rapid and convenient lifestyle, they depend on technology to obtain information via websites, social media, or other platforms prior to making purchasing selections. (Abiyyu et al., 2023) Generation Z is not only substantial in number but also influential in purchasing decisions. Despite Generation Z's significant reliance on technology and information, they anticipate efficient and contemporary service quality while valuing personal interaction and a distinctive, comfortable environment. This generation will exhibit loyalty to establishments that reliably deliver favorable experiences. Consequently, it is essential to uphold service quality, which is crucial for retaining clients from this generation.

### **3.0 RESEARCH METHODOLOGY**

The unit of analysis refers to the entity being evaluated in the research (Sugiyono, 2020). The unit of analysis may consist of individuals, groups, organizations, or other entities pertinent to the study aims. This research's unit of analysis centers on individual or group clients who have previously purchased products and utilized services at Kedai Tjikini M Bloc Space. Sugiyono (2020) defines a population as a collection of items or persons that has same attributes and characteristics within a designated duration. The study's demographic comprises Generation Z consumers who have purchased products and utilized services at Kedai Tjikini M Bloc Space within the past three months, from June to September 2024, amounting to 1,935 people. Data was collected from the specified target population. This study necessitates 100 respondents to complete the questionnaire, determined by Slovin's formula with a 10% margin of error. This research was done from



September 2024 to December 2024. Data collection was conducted online in October 2024 via surveys utilizing Google Forms. This study is classified as descriptive research employing a quantitative methodology, since it analyzes numerical data to address inquiries on the impact of service quality on the loyalty of Generation Z customers at Kedai Tjikini M Bloc Space. The research measuring instrument is utilized to gather essential data, while statistical or quantitative analysis is employed to evaluate this data to validate the stated hypothesis. This study employs validity tests, reliability tests, descriptive statistical analyses, correlation coefficient assessments, determination coefficient evaluations, simple linear regression analyses, and t-tests for hypothesis testing in data processing.

#### 4.0 RESEARCH FINDINGS

Validity Test Outcomes assesses the precision of a survey. A total of  $N = 100$  individuals participated in this study, resulting in degrees of freedom calculated as  $100 - 2 = 98$ , with a significance level set at 0.05. The r-table outcome from this study is 0.1966, derived from the validity assessment performed using SPSS version 30. In this study, a statement item is deemed genuine if the computed R value (RCount) exceeds the tabulated R value (RTable). If the computed R value is inferior to the tabulated R value, the statement item is deemed invalid.

#### 4.1 Research Finding

**Table 1: Validity Test Table of Service Quality (SERVQUAL) Measurement Items at Kedai Tjikini M Bloc Space**

No.	Statement	Rcount	Rtable	Results
<b>Tangible</b>				
1	Tjikini M Bloc Space shop possesses clean and well-maintained facilities and equipment.	0,955	0,1966	VALID
2	The menu and information presented at Kedai Tjikini M Bloc Space are clear and comprehensible	0,955	0,1966	VALID
3	The appearance of employees at Kedai Tjikini M Bloc Space consistently appears tidy and professional	0,463	0,1966	VALID
<b>Reliability</b>				
4	The service rendered by Kedai Tjikini M Bloc Space is consistently punctual and fulfills expectations	0,955	0,1966	VALID
5	The Tjikini Shop at M Bloc Space continuously delivers superior service to its clientele	0,933	0,1966	VALID
6	The quality of the meals and beverages at Kedai Tjikini M Bloc Space is consistently upheld over time	0,929	0,1966	VALID
<b>Responsiveness</b>				
7	Kedai Tjikini M Bloc Space offers a highly responsive service in meeting customer demands and desires	0,431	0,1966	VALID
8	The employees at Kedai Tjikini M Bloc Space are consistently prompt in their responses and prepared to serve consumers	0,406	0,1966	VALID

9	Nine employees at Kedai Tjikini M Bloc Space consistently deliver prompt and effective resolutions to customers grievance	0,955	0,1966	VALID
<b>Assurance</b>				
10	I am assured that the employees of Kedai Tjikini M Bloc Space possess substantial understanding of products and services	0,955	0,1966	VALID
11	The employees at Kedai Tjikini M Bloc Space consistently exhibit politeness and professionalism in their interactions with customers	0,463	0,1966	VALID
12	I am confident that Kedai Tjikini M Bloc Space offers safe and high-quality meals and beverages.	0,955	0,1966	VALID
<b>Emphaty</b>				
13	Employees at Kedai Tjikini M Bloc Space attentively engages with each customer who arrives	0,463	0,1966	VALID
14	Employees at Kedai Tjikini M Bloc Space exhibit a strong understanding of and attentiveness to customer demands	0,955	0,1966	VALID
15	The employees at Kedai Tjikini M Bloc Space consistently exhibit friendliness and attentiveness to customer comfort	0,933	0,1966	VALID

The validity test findings for the service quality variable (X) indicate that the computed value (RCount) exceeds the tabulated value (RTable) at a significance level of 0.05. The computed value spans from 0.406 to 0.955, above the tabulated value of 0.1966. Consequently, all components of the service quality variable are deemed valid.

**Table 2. Validity Test Results for Customer Loyalty Statements at Kedai Tjikini M Bloc Space**

No.	Statement	Rcount	Rtable	Results
<b>Repeat Purchase</b>				
1	I am content and fulfilled with my experience at Kedai Tjikini and plan to return	0,839	0,1966	VALID
2	I intend to repurchase the product provided by Kedai Tjikini	0,839	0,1966	VALID
3	Tjikini Shop ranks among my preferred establishments for savoring traditional cuisine	0,519	0,1966	VALID
<b>Positive Comments</b>				
4	I am pleased and thrilled to recount my experience savoring the gastronomic offerings at Kedai Tjikini.	0,839	0,1966	VALID
5	I frequently recount my favorable experiences at Kedai Tjikini to relatives and friends	0,84	0,1966	VALID

6	I submitted a favorable review on social media or a review portal regarding Kedai Tjik	0,846	0,1966	VALID
<b>Recommendations to Relatives and Friends</b>				
7	I endorse Kedai Tjikini to relatives and friends seeking to savor traditional cuisine	0,643	0,1966	VALID
8	I consider Kedai Tjikini to be a worthwhile destination for those in my vicinity	0,623	0,1966	VALID
9	I frequently extend invitations to relatives and friends to visit Kedai Tjikini.	0,662	0,1966	VALID
<b>Frequent Visit Customers</b>				
10	I have visited Tjikini Coffee Shop frequently during the past month	0,364	0,1966	VALID
11	I find the things of Kedai Tjikini appealing	0,499	0,1966	VALID
12	I frequently use Kedai Tjikini due to the exceptional service and inviting ambiance	0,662	0,1966	VALID

The validity test findings indicate that Rcount exceeds Rtable at a significance level of 0.05, with Rcount values between 0.364 and 0.846, surpassing Rtable of 0.1966. This indicates that all elements within the customer loyalty variable are deemed valid. Consequently, the aggregate mean test results for the 27 questionnaire statements examine in this study are deemed valid. Instruments with a Cronbach Alpha value exceeding 0.60 are deemed to possess satisfactory dependability. Sudarso (2020) asserts that this tool's superior quality renders it sufficiently reliable for data collection purposes.

#### 4.2 Data Analysis

In this study, all 100 respondents successfully answered all 15 items in the questionnaire. The outcomes of the Reliability Test for Variable X in this study are as follows:

**Table 3. Reliability Test Results for Service Quality Variable (X)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.962	15

The reliability test results for variable X, calculated using SPSS version 30, indicate a Cronbach's Alpha value of 0.962, which above 0.60, confirming that each statement item associated with the independent variable (X) possesses an Alpha coefficient more than 0.60. Consequently, all variable X is deemed Reliable.

**Table 4. Reliability Test Results for Customer Loyalty Variable (Y)**

Reliability Statistics	
Cronbach's Alpha	N of Items
.898	12



The reliability test results for variable Y indicate a Cronbach's Alpha value of 0.898, over the threshold of 0.60, signifying that all statement items in the dependent variable (Y) possess an Alpha coefficient larger than 0.60. It can be inferred that all Y variables exhibit reliability.

#### 4.3 Descriptive Statistics / Mean Results

The mean results derived from the variable (X) service quality questionnaire: Indicator Description N Mean Result Tangibles (physical evidence) 4.38 (Very Good); Reliability 4.24 (Very Good); Responsiveness 4.46 (Very Good); Assurance 4.38 (Very Good); Empathy 4.38 (Very Good); Service Quality 4.37 (Very Good). The data presented in the table indicates that the mean response from participants concerning Service Quality (X) is 4.37, categorizing it as very good. This signifies that the components of service quality statements garnered an excellent reaction from clients. The quality of service is essential for prospective visitors, since numerous consumers are attracted by the exceptional service offered, including the availability of primary and ancillary facilities, and the clarity and thoroughness with which employees perform services, which significantly aids in fulfilling customer requirements.

The mean results derived from the questionnaire concerning variable (Y) Customer Loyalty: Indicator Description N Mean Result Repeat Purchase 100 4.38 Very Satisfied Positive Commenting 100 4.24 Very Satisfied Recommending & Inviting Others 100 4.51 Very Satisfied Frequent Customer Visits 100 4.46 Very Satisfied Customer Loyalty 100 (very Satisfied). The data shown in the table indicates that the mean response about Service Loyalty (Y) is 4.40, categorizing it as highly satisfied according to the intervals established in the preceding table. This signifies that the elements of customer loyalty statements elicit a highly favorable reaction from customers. Customer loyalty is significant for individuals utilizing the service. A multitude of clients provide excellent ratings due to their gratifying experiences, characterized by sufficient amenities and favourable interactions, prompting them to return and share the venue with family and friends. Correlation Coefficient Test Results between the service quality variable (X) and customer loyalty (Y) is 0.941, suggesting a VERY STRONG association, as per the correlation table, which falls within the range of 0.800 – 1.000. The table indicates a significance level of 0.000, demonstrating a highly significant connection between the two variables. Consequently, it may be inferred that service quality influences the loyalty of Generation Z patrons at Kedai Tjikini M Bloc Space.

The Coefficient of Determination Test results indicate that the coefficient of determination quantifies the extent to which a model elucidates the relationship between independent and dependent variables, as stated by Sehangunaung (2023). The R<sup>2</sup> value ranges from 0 to 1; the larger the R<sup>2</sup> value, the better the model explains the variability of the data.

**Table 5. Correlation Coefficient (R) and Coefficient of Determination (R<sup>2</sup>)**

Model Summary Table				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941 <sup>a</sup>	.886	.885	1.647

Based on the table, the R-squared value is 0.886. The coefficient of determination and the relationship between Service Quality and Customer Loyalty of Generation Z at Kedai Tjikini , M Bloc Space can be seen from this formula:

$$Kd = r^2 \times 100\%$$

$$Kd = 0,886 \times 100\%$$

$$Kd = 88,6\%$$

From the previous calculations, the figure of 88.6% represents the percentage contribution of service quality's influence on the loyalty of Generation Z customers at Kedai Tjikini M Bloc Space. The remaining 11.4% is influenced by other factors not included in this study.

Results of Simple Linear Regression Test to determine whether the direction of the relationship between the independent and dependent variables is positive or negative, and also to estimate whether the value of the dependent variable will increase or decrease.

**Table 6. Regression Coefficients for the Effect of Service Quality (X) on Customer Loyalty (Y)**

Coefficients <sup>a</sup> Table						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.400	1.471		8.429	.000
	Kualitas Pelayanan (X)	.616	.022	.941	27.604	.000

The results of the simple linear regression test show that the constant is 8.429. The extent of the influence between service quality (X) and customer loyalty (Y) among Generation Z at Kedai Tjikini M Bloc Space can be seen from the following linear regression formula:

$$Y = a + bX$$

$$Y = 12,400 + 0,616(X)$$

The constant of 12,400 indicates that if the value of X (Service Quality) is zero, the value of customer loyalty is 12,400. The regression coefficient of X is 0.616, which means that for every 1-unit increase in X (Service Quality), the value of Y (Customer Loyalty) will increase by 0.616. Because the regression coefficient is positive, there is a positive influence between variable X (Service Quality) and variable Y (Customer Loyalty).

**Table 7. t-Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.400	1.471		8.429	.000
	Kualitas Pelayanan (X)	.616	.022	.941	27.604	.000

**t-Test Results** Based on Regression Output for the Effect of Service Quality (X) on Customer Loyalty (Y).

**T-Test Results** The T-test is used to determine whether variable X significantly affects variable Y. The results of the t-test show that for variable X (Service Quality), the calculated t-value is 8.429, which is greater than the t-table value of 1.988. There is also a significant value (sig) of 0.000, which means the sig value is less than the probability of 0.05, and the calculated t-value is 27.604. Thus, H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, indicating that the variable (X) Service Quality has a partial influence on the variable (Y) Customer Loyalty of Generation Z at Kedai Tjikini M Bloc Space.

## 5.0 CONCLUSION

Based on the discussion regarding the Influence of Service Quality on Generation Z Customer Loyalty at Kedai Tjikini M Bloc Space, it has been analyzed using SPSS program version 30 in accordance with previous findings and discussions. Next, the following conclusions are drawn based on the research problem and objectives: The findings of the descriptive statistical analysis in this study reveal that the most significant component of the (X) Service Quality variable is the "responsiveness" sub-variable, particularly highlighted by the statement, "The service provided by Kedai Tjikini M Bloc Space is highly responsive to customer needs and requests." This assertion garnered a favorable evaluation from customers, signifying that Kedai Tjikini M Bloc Space effectively addresses customer inquiries and preferences while maintaining high service quality. This makes customers feel valued and their expectations met. The findings of the descriptive analysis in this study indicate that the predominant aspect of variable (Y) is identified in the sub-variable "Recommending and inviting others," particularly in the assertion "Recommending Kedai Tjikini M Bloc Space to family and friends who wish to experience traditional cuisine," which garnered favorable responses from customers. This indicates that customers are satisfied with their dining experience at Kedai Tjikini and therefore trust to recommend Kedai Tjikini to others. Based on the coefficient of determination test, service quality has an influence on the loyalty of Generation Z customers. The results of the simple linear regression test also show that there is a positive and significant influence between the two variables: Service Quality (X) and Customer Loyalty (Y) of Generation Z at Kedai Tjikini M Bloc Space.

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