

The Influence of Price, Service Quality, and Halal Label on Customer Satisfaction with Fore Coffee among Generation Z in Jakarta

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ABSTRACT

Coffee consumption among Generation Z in Jakarta is on the rise, driven by the growth of modern retail and a strong preference for easily accessible, high-quality halal products. The combination of competitive prices, superior service quality, and the presence of a halal label plays a significant role in driving customer satisfaction with Fore Coffee among Generation Z. This study aims to reveal the influence of price, service quality, and halal certification on customer satisfaction with Fore Coffee among Generation Z in Jakarta. A quantitative approach with purposive sampling was used, involving 150 respondents via Google Forms. Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS software. The results indicate that price and service quality have a significant effect on customer satisfaction, whereas the halal label does not have a significant effect on customer satisfaction. These findings imply that Fore Coffee customer satisfaction is influenced by perceptions of price and the quality of service provided, indicating that the higher the perceived price and quality of service, the higher the level of satisfaction among consumers. However, the halal label has not yet emerged as a variable that influences Fore Coffee customer satisfaction.

Keywords: *customer satisfaction, generation z, halal label, price, service quality*

Pengaruh Harga, Kualitas Layanan, dan Label Halal terhadap Kepuasan Pelanggan Fore Coffee pada Generasi Z di Jakarta

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ABSTRAK

Perilaku konsumsi kopi di kalangan generasi z jakarta semakin meningkat, didorong oleh berkembangnya ritel modern dan tingginya preferensi terhadap produk halal yang mudah diakses dan berkualitas. Kombinasi harga yang bersaing, kualitas pelayanan yang unggul, serta keberadaan label halal berperan signifikan dalam mendorong kepuasan pelanggan Fore Coffee pada generasi z. Penelitian ini bertujuan untuk mengungkapkan pengaruh harga, kualitas layanan, dan label halal terhadap kepuasan pelanggan Fore Coffee pada generasi z di Jakarta. Pendekatan kuantitatif dengan *purposive sampling* terhadap 150 responden melalui Google Form. Pengolahan data menggunakan *Structural Equation Modelling-Partial Least Squares (SEM-PLS)* dengan *software* SmartPLS. Hasil penelitian menunjukkan bahwa harga dan kualitas layanan berpengaruh signifikan terhadap kepuasan pelanggan, sedangkan label halal tidak berpengaruh signifikan terhadap kepuasan pelanggan. Temuan ini mengimplikasikan bahwa kepuasan pelanggan Fore Coffee dipengaruhi oleh persepsi harga dan kualitas layanan yg diberikan yang menandakan bahwa semakin tinggi persepsi harga dan kualitas layanan yang diberikan maka memberikan kepuasan yang tinggi pula terhadap konsumen. Meskipun demikian label halal belum menjadi salah satu variabel yang memengaruhi kepuasan pelanggan Fore Coffee.

Kata Kunci: generasi z, harga, kepuasan pelanggan, kualitas layanan, label halal