



Brewing The Experiences: Mapping Service Quality And Consumer Behavior In Coffeeshops Through SERVQUAL And Importance Performance Analysis

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Abstract: This study aims to analyze service quality and consumer behavior among Generation Z customers visiting coffeeshops in Makassar using the SERVQUAL and Importance–Performance Analysis (IPA) models. The research adopts a quantitative descriptive approach with a sample of 100 Gen Z respondents who frequently visit popular and social media–visible coffeeshops. Data were collected using a structured questionnaire adapted from the SERVQUAL framework developed by Parasuraman et al. (1988), comprising 22 indicators distributed across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The validity and reliability tests confirmed all indicators were valid ($r > 0.197$) and reliable (Cronbach's Alpha = 0.903 for perception, 0.866 for expectation). The SERVQUAL analysis revealed negative gap values in all dimensions, indicating that service performance has not fully met customer expectations. The largest gap appeared in responsiveness (–0.49), showing that service promptness and attentiveness require improvement, while tangibles (–0.13) and assurance (–0.05) were relatively better. The IPA results mapped responsiveness indicators into the “Concentrate Here” quadrant, highlighting the need for managerial action, while tangibles and empathy were placed in “Keep Up the Good Work.” Overall, the findings emphasize that Gen Z consumers value fast, interactive, and personalized service experiences, underscoring the urgency for coffeeshop managers to enhance operational agility and technological adaptation to strengthen satisfaction and loyalty.

Keywords: Service Quality, SERVQUAL, Importance Performance Analysis, Gen Z, Coffeeshop Behavior

INTRODUCTION

Over the past decade, coffee consumption has evolved from a habitual beverage activity into a form of cultural identity and social experience. In many urban settings, cafés are no longer perceived as mere places to purchase drinks; they have transformed into lifestyle spaces that blend social interaction, aesthetics, and digital engagement. This evolution represents what (Pine & Gilmore, 2019) describe as the experience economy, in which consumers increasingly seek emotional, sensory, and symbolic value rather than functional utility. Within this shifting landscape, Generation Z has emerged as a pivotal cohort redefining the global coffee culture. As digital natives, Gen Z individuals live in a hybrid ecosystem where online and offline experiences



converge, shaping how they consume, evaluate, and share brand interactions (Francis & Hoefel, 2018; Solomon, 2018). Their coffee consumption behavior reflects not only taste preferences but also self-expression, social belonging, and digital participation.

The growing importance of Gen Z in global consumer markets has significant implications for the coffee and hospitality industries. According to (Intelligence, 2024), Gen Z represents one of the fastest-growing consumer segments in the Southeast Asian coffee market, characterized by high digital engagement, brand fluidity, and experience-driven expectations. This generation values personalization, authenticity, and convenience, often interpreting service quality through cues such as ambience, responsiveness, and staff friendliness rather than operational efficiency alone. Unlike earlier generations, Gen Z consumers are motivated by experiences that allow them to feel connected and inspired transforming cafés into hybrid social spaces for study, work, and social networking (Williams et al., 2021). Consequently, service quality within the coffee sector can no longer be viewed purely as a measure of efficiency but must be interpreted as an experiential construct encompassing physical design, human interaction, and emotional engagement.

In Indonesia, this transformation is particularly evident in rapidly developing cities such as Makassar. Over the last five years, the city has witnessed a surge in specialty coffeeshops that have become central to youth social life. Many of these establishments have gained strong visibility on social media platforms like Instagram and TikTok, turning into urban icons for the Gen Z demographic. Their popularity extends beyond the coffee itself they attract young customers seeking an atmosphere of creativity, comfort, and community. Visiting cafés has become part of everyday identity performance, where aesthetic interiors, music, and social sharing all contribute to the overall consumption experience. As a result, Makassar's coffeeshop scene provides a compelling context to explore how young consumers perceive and evaluate service quality within socially mediated spaces. Understanding this phenomenon is essential not only for business competitiveness but also for advancing theoretical perspectives on consumer behavior in emerging markets.

While research on service quality has been extensive, studies focusing specifically on Gen Z consumer behavior in coffeeshop contexts remain scarce. Traditional service quality frameworks such as SERVQUAL (Parasuraman et al., 1988) and SERVPERF (Cronin & Taylor, 1992) have



long served as dominant models to evaluate customer expectations and perceptions. These models conceptualize service quality as a multidimensional construct involving tangibles, reliability, responsiveness, assurance, and empathy, each of which contributes to satisfaction and loyalty (Ali et al., 2021; Ladhari, 2009) However, existing literature often assumes consumers as a homogeneous group, without accounting for generational or cultural nuances that shape perception and behavior. For Gen Z consumers whose decisions are influenced by digital ecosystems, peer validation, and aesthetic preferences traditional models may not fully capture the subjective and emotional elements of service experience (Kim & Baker, 2019; Li & Tung, 2023).

Empirical studies within the Indonesian coffee industry reveal similar patterns. Research by (Kasmi, 2019) and (Arifin et al., 2020) found that service quality has a significant effect on satisfaction and loyalty in local cafés, yet both studies generalized customer segments without emphasizing generational differences. More recent work by (Rahmawati & Priyono, 2022) and (Pratama & Sutanto, 2023) shows that ambiance, interior design, and barista interaction play a more dominant role in shaping young consumers evaluations than reliability or assurance. These findings suggest a paradigm shift in how service quality should be interpreted moving from operational performance toward the broader domain of experiential and emotional value. Yet, there remains a lack of empirical research that contextualizes this shift within secondary cities like Makassar, where local culture, digital influence, and consumer aspirations intersect in unique ways.

This research seeks to fill that gap by examining service quality perceptions and behavioral tendencies of Gen Z consumers across several popular and socially visible coffeeshops in Makassar City. These venues often minimalist in design yet highly photogenic represent how local entrepreneurship has adapted to the demands of youth culture and digital visibility. Their selection as research sites reflects a deliberate focus on locations that attract high levels of engagement both physically and online, thereby capturing the authentic behavioral dynamics of urban Gen Z consumers. By exploring how young customers interpret and evaluate service quality dimensions, this study aims to provide a comprehensive understanding of consumer behavior in an environment where social identity, digital engagement, and experiential satisfaction are intertwined.



Theoretically, this study draws upon the foundational principles of consumer behavior, which define consumption as a psychological and social process encompassing perception, evaluation, and post-purchase reflection (Schiffman & Wisenblit, 2020). For Gen Z consumers, this process is further mediated by technology, emotion, and symbolic consumption. As (Li & Tung, 2023) emphasize, the younger generation's coffee consumption reflects an ongoing negotiation between lifestyle aspirations and sensory gratification, influenced by visual aesthetics and social recognition. Accordingly, this research conceptualizes service quality not merely as a managerial tool but as a behavioral mirror reflecting how Gen Z constructs meaning through everyday consumption experiences.

Beyond its theoretical contributions, this study provides practical implications for coffee entrepreneurs and service managers in emerging Indonesian cities. As competition intensifies, the ability to understand what service attributes matter most to young consumers becomes a critical determinant of success. For local and franchise coffeeshops alike, aligning service quality with Gen Z expectations can foster stronger customer engagement, enhance brand differentiation, and sustain loyalty in an increasingly experience-driven market. Furthermore, focusing on the city of Makassar adds valuable empirical diversity to existing literature, which is still heavily concentrated in metropolitan areas such as Jakarta or Surabaya. By highlighting an urban context outside Indonesia's primary economic hubs, this study broadens the geographic and sociocultural scope of service quality and consumer behavior research in Southeast Asia.

This research is important because it addresses a timely and underexplored question: how do Gen Z consumers in emerging urban contexts perceive and evaluate service quality within coffeeshop experiences? Previous studies have not adequately integrated generational perspectives or secondary city dynamics into the established framework of service quality research. Therefore, this study contributes to extending service quality theory by embedding it within a behavioral and cultural lens where consumer perception is influenced by identity, lifestyle, and digital participation. In doing so, it offers new empirical evidence and conceptual insights that enrich both academic understanding and practical application. Ultimately, the coffeeshops of Makassar provide more than caffeine; they serve as microcosms of a generation that defines satisfaction not through consumption alone, but through connection, creativity, and experience.



METHOD

This study employs a quantitative descriptive design to analyze how Generation Z consumers in Makassar perceive and evaluate service quality within selected coffeeshops. The research adopts a *non-causal exploratory approach*, focusing on describing and mapping the alignment between customer expectations and perceptions, rather than testing causal relationships. This methodological choice aligns with the objective of understanding consumer behavior through a service quality framework, allowing for the identification of areas where performance meets or fails to meet Gen Z expectations.

Research Design

The study integrates two analytical tools SERVQUAL and Importance–Performance Analysis (IPA) to measure, interpret, and visualize consumer perceptions of service quality. The SERVQUAL model provides a multidimensional assessment of service performance through five core dimensions: *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy* (Parasuraman et al., 1988). These dimensions collectively represent how consumers evaluate both the physical and intangible elements of a service encounter. Meanwhile, the IPA technique complements this framework by mapping the relative importance and performance of each attribute, enabling strategic prioritization of service improvements (Martilla & James, 1977).

This dual approach was chosen for three reasons. First, SERVQUAL effectively captures the gap between what customers expect and what they perceive as delivered. Second, IPA allows researchers and practitioners to translate descriptive data into actionable managerial insight by categorizing attributes into four quadrants of strategic focus. Third, combining these methods aligns with the study’s descriptive goal to interpret patterns of consumer perception and behavioral significance rather than causal influence.

Population and Sampling

The target population consists of Gen Z consumers who regularly visit coffeeshops in Makassar. Given the study’s behavioral orientation, the sampling technique used is purposive sampling, ensuring that participants fit the generational and behavioral profile under investigation. Respondents were required to meet the following criteria: (1) aged between 18 and 27 years old,



(2) visiting coffee shops at least twice a month, and (3) active users of social media platforms where café experiences are shared or reviewed. A total of 100 respondents were selected for participation. This sample size aligns with recommendations for descriptive quantitative analysis and is sufficient to generate reliable averages for SERVQUAL gap analysis and IPA mapping (Hair et al., 2019).

Data Collection Instrument

The service quality construct in this study was measured using 22 indicators adapted from the SERVQUAL framework developed by (Parasuraman et al., 1988). These indicators were modified to suit the coffeeshop environment and the behavioral characteristics of Generation Z consumers in Makassar. The items were categorized under five dimensions tangibles, reliability, responsiveness, assurance, and empathy which collectively represent both the functional and experiential aspects of service quality. The complete set of dimensions and indicators used in this study is presented in Table 1.

No.	Indicator
Tangibles (4 Items)	
T1	The café's interior is attractive and comfortable.
T2	The café provides clean, modern, and well-maintained facilities.
T3	The baristas and staff appear neat, friendly, and professional.
T4	The café provides Wi-Fi and charging spots for customer comfort.
Reliability (5 Items)	
R1	The café serves drinks and food exactly as ordered.
R2	The café provides consistent quality in every visit.
R3	Orders are delivered correctly and without mistakes.
R4	The café delivers service at the promised time.
R5	The menu items listed are usually available when I visit.
Responsiveness (4 Items)	
RS1	The staff responds quickly when I ask for help or make a request.
RS2	The café's service process (ordering, payment, delivery) is fast and efficient.
RS3	The café's staff is always ready to assist when problems occur.
RS4	The café promptly handles customer complaints or errors.
Assurance (4 Items)	
A1	The baristas are knowledgeable about the menu and can explain drink options clearly.
A2	The staff is polite and communicates with confidence.
A3	I feel comfortable and safe while spending time in the café.
A4	The café gives me confidence in the quality of its products and services.
Empathy (5 Items)	
E1	The café's staff shows personal attention and remembers regular customers.
E2	The staff is friendly and makes me feel welcome when I arrive.
E3	The café provides personalized service or recommendations (e.g., drink suggestions).
E4	The staff listens to and understands my specific needs or preferences.
E5	The café creates a friendly and inclusive atmosphere that makes me feel at home.



Table 1. Measurement Items of Service Quality (SERVQUAL)

Data Analysis Procedure

Data were analyzed using a combination of descriptive and inferential techniques. The analytical process consisted of three main stages:

1. Data Cleaning and Reliability Testing

The collected responses were screened for completeness and consistency. The internal reliability of the questionnaire was assessed using **Cronbach's Alpha**, with a threshold of ≥ 0.70 indicating acceptable internal consistency (Nunnally, 1978).

2. SERVQUAL Gap Analysis

The average gap score for each service quality dimension was calculated using the formula:

$$Gap = P - E$$

3. Importance–Performance Matrix Construction

The mean values of *expectation* and *perception* across all attributes were plotted on a two-dimensional grid. The X-axis represents performance (perception), and the Y-axis represents importance (expectation). Each quadrant of the IPA matrix corresponds to a managerial implication:

- a. Quadrant I (Concentrate Here) – High importance, low performance → urgent improvement priority.
- b. Quadrant II (Keep Up the Good Work) – High importance, high performance → maintain current quality.
- c. Quadrant III (Low Priority) – Low importance, low performance → minimal managerial concern.
- d. Quadrant IV (Possible Overkill) – Low importance, high performance → potential resource reallocation.

RESULT AND DISCUSSION

Instrument Validity and Realibility

The validity and reliability analyses were conducted to ensure that the SERVQUAL instrument used in this study was both accurate and internally consistent. The questionnaire



consisted of 22 indicators distributed across five dimensions of service quality Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Data were collected from 100 Gen Z respondents who frequently visited several popular and viral coffeeshops in Makassar.

The validity test was performed using the corrected item total correlation method, comparing each item’s correlation coefficient (r-calculated) with the critical value (r-critical) at a significance level of 0.05 (two-tailed). With a sample of 100 respondents (df = 98), the r-critical value was 0.197. The results summarized in Table 2 show that all indicators in both the Expectation and Perception questionnaires have r-calculated values greater than 0.197, ranging from 0.832 to 0.916, which indicates that all indicators are valid and accurately represent their corresponding SERVQUAL dimensions.

Expectation Questionnaire				Perception Questionnaire			
Item	r calculated	r critical	Validity Status	Item	r calculated	r critical	Validity Status
T1	0.868	0.197	Valid	T1	0.834	0.197	Valid
T2	0.844	0.197	Valid	T2	0.832	0.197	Valid
T3	0.856	0.197	Valid	T3	0.862	0.197	Valid
T4	0.873	0.197	Valid	T4	0.860	0.197	Valid
R1	0.872	0.197	Valid	R1	0.891	0.197	Valid
R2	0.866	0.197	Valid	R2	0.855	0.197	Valid
R3	0.864	0.197	Valid	R3	0.896	0.197	Valid
R4	0.865	0.197	Valid	R4	0.905	0.197	Valid
R5	0.861	0.197	Valid	R5	0.864	0.197	Valid
RS1	0.867	0.197	Valid	RS1	0.873	0.197	Valid
RS2	0.861	0.197	Valid	RS2	0.874	0.197	Valid
RS3	0.876	0.197	Valid	RS3	0.867	0.197	Valid
RS4	0.892	0.197	Valid	RS4	0.863	0.197	Valid
A1	0.871	0.197	Valid	A1	0.873	0.197	Valid
A2	0.865	0.197	Valid	A2	0.894	0.197	Valid
A3	0.889	0.197	Valid	A3	0.847	0.197	Valid
A4	0.868	0.197	Valid	A4	0.868	0.197	Valid
E1	0.916	0.197	Valid	E1	0.862	0.197	Valid
E2	0.913	0.197	Valid	E2	0.884	0.197	Valid
E3	0.901	0.197	Valid	E3	0.874	0.197	Valid
E4	0.881	0.197	Valid	E4	0.869	0.197	Valid
E5	0.882	0.197	Valid	E5	0.899	0.197	Valid

Table 2. Results of the Validity Test

The reliability test was conducted to determine the Cronbach’s Alpha coefficient of the SERVQUAL instrument. The Cronbach’s Alpha value indicates the internal consistency of the items used in the questionnaire. A questionnaire is considered reliable if the Cronbach’s Alpha value is greater than 0.6, and not reliable if it is below this threshold.



The analysis results show that the Perception (Actual Experience) Questionnaire obtained a Cronbach’s Alpha value of 0.903, while the Expectation Questionnaire achieved a value of 0.866. Since both values exceed 0.6, it can be concluded that the questionnaires are reliable and have high internal consistency. Therefore, the measurement instrument used in this study is suitable for further analysis of service quality using the SERVQUAL and Importance–Performance Analysis (IPA) approaches.

SERVQUAL Analysis

This study employed the SERVQUAL method developed by (Parasuraman et al., 1988) to measure the level of service quality in coffeeshops based on the gap between customer expectations and perceptions. The model evaluates five key dimensions of service quality: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Each dimension was measured through 22 indicators that reflect specific aspects of the customer experience.

In this analysis, the Expectation (E) scores represent the importance level that customers place on each service attribute, while the Perception (P) scores indicate how customers evaluate the actual performance they experienced. The difference between these two values ($Gap = P - E$) shows whether the service meets or falls short of expectations. A negative gap suggests that service performance is below expectations, whereas a positive gap indicates that performance exceeds expectations.

The following tables present the mean scores of Expectation and Perception for each indicator and dimension, along with the calculated SERVQUAL gap values to identify areas where service improvement is required.

Items	Average Perception	Average Expectation	Gap Value
T1	3.91	4.10	-0.19
T2	3.99	4.12	-0.13
T3	3.89	4.11	-0.22
T4	3.97	4.12	-0.15
R1	3.69	3.94	-0.25
R2	3.84	3.96	-0.12
R3	3.72	3.92	-0.20
R4	3.75	3.88	-0.13
R5	3.77	3.94	-0.17
RS1	3.55	4.01	-0.46
RS2	3.63	4.07	-0.44
RS3	3.68	4.06	-0.38



RS4	3.57	4.06	-0.49
A1	3.82	3.87	-0.05
A2	3.74	3.82	-0.08
A3	3.70	3.89	-0.19
A4	3.83	3.96	-0.13
E1	3.83	3.95	-0.12
E2	3.85	4.02	-0.17
E3	3.81	3.99	-0.18
E4	3.85	4.07	-0.22
E5	3.75	3.97	-0.22

Table 3. Calculation of GAP Values

Table 3 presents the calculation results of the GAP values obtained from the difference between perception and expectation scores for each service quality indicator. The findings show that all indicators have negative GAP values, ranging from -0.05 to -0.49 , which indicates that the actual service performance of coffeeshops in Makassar has not fully met customer expectations.

The Responsiveness dimension recorded the largest negative gap ($RS4 = -0.49$), showing that the promptness of staff and their attention to customer needs remain the weakest aspects. Meanwhile, the smallest gap was found in Assurance ($A1 = -0.05$), meaning that customers perceive baristas as polite, confident, and knowledgeable.

Overall, the total GAP value of -4.69 and the average GAP of -0.21 reflect that the perceived quality is generally good but still slightly below the expectations of Gen Z consumers. These results highlight the need for coffeeshops to improve response time and service consistency while maintaining strengths in customer assurance and the overall café atmosphere.

Importance Performance Analysis (IPA)

Based on the results of the Importance–Performance Analysis (IPA), each service quality indicator was plotted on a two-dimensional Cartesian diagram, where the x-axis represents performance (perception) and the y-axis represents importance (expectation). This mapping provides a visual overview of how customers evaluate the relative significance and actual performance of each service attribute.

The intersection point of the average expectation and perception scores serves as the crosshair of the diagram, dividing it into four quadrants: *Concentrate Here*, *Keep Up the Good Work*, *Low Priority*, and *Possible Overkill*. Each quadrant indicates a different strategic implication for managerial action.



Through this diagram, coffeeshops can clearly identify which aspects are performing well and which ones need immediate improvement. Indicators located in the Concentrate Here quadrant represent the most critical issues that should be prioritized, while those in the Keep Up the Good Work quadrant highlight areas of strength that contribute most to customer satisfaction.

This visual analysis provides an effective framework for managers to allocate resources efficiently and design targeted improvement strategies to better meet the expectations of Gen Z customers in Makassar.

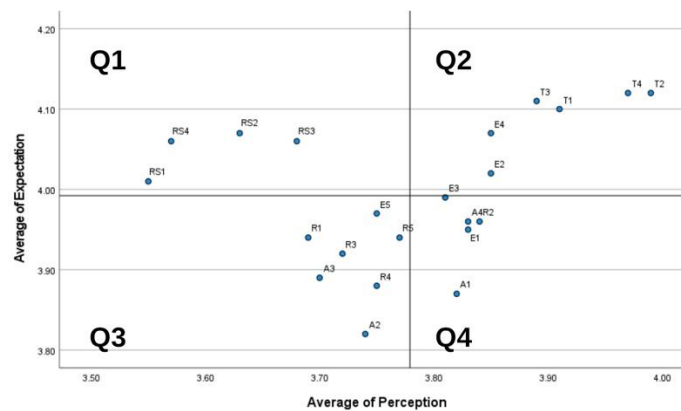


Figure 1. Importance Performance Analysis (IPA) Diagram

Figure 1 illustrates the results of the Importance–Performance Analysis (IPA), which maps each service quality indicator based on the average scores of Expectation (Importance) and Perception (Performance). The horizontal axis represents the *average perception (performance)*, while the vertical axis represents the *average expectation (importance)*. The intersection point of both averages divides the diagram into four quadrants (Q1–Q4), each with distinct managerial implications.

Indicators located in Quadrant 1 (Q1 – “Concentrate Here”) such as RS1, RS2, RS3, and RS4 show high importance but low performance. These attributes represent the most critical areas that require immediate attention and improvement, particularly in terms of staff responsiveness and the promptness of service delivery.

Quadrant 2 (Q2 – “Keep Up the Good Work”) includes indicators such as T1, T2, T3, T4, E2, and E4, which have both high importance and high performance. These results indicate that



the cafés are performing well in tangible aspects (e.g., comfortable ambience and attractive interior) and empathy-related factors (e.g., personalized service and friendliness), which should be maintained as competitive strengths.

Indicators in Quadrant 3 (Q3 – “Low Priority”), including items such as A3, R3, and R4, have relatively low importance and low performance. Improvements in this area are less urgent because these attributes have minimal influence on customer satisfaction.

Finally, Quadrant 4 (Q4 – “Possible Overkill”) contains indicators such as A1 and A2, which demonstrate low importance but high performance. This suggests that resources allocated to these areas may exceed customer expectations and could potentially be redirected to more critical attributes in Quadrant 1.

Overall, the IPA results highlight that responsiveness remains the most significant area for improvement among Makassar coffeeshops serving Gen Z customers, while tangibles and empathy continue to be the strongest contributors to customer satisfaction and loyalty.

Discussion

The combined results of the SERVQUAL and Importance–Performance Analysis (IPA) provide a comprehensive understanding of how Gen Z consumers evaluate service quality in coffeeshops across Makassar. The SERVQUAL results revealed that all five dimensions : Tangibles, Reliability, Responsiveness, Assurance, and Empathy produced negative gap values, indicating that the actual service performance did not fully meet customer expectations. Meanwhile, the IPA results mapped the indicators across four strategic quadrants, showing that responsiveness attributes such as promptness in service, staff attentiveness, and timely order fulfillment were located in the *Concentrate Here* quadrant, meaning they require immediate managerial improvement.

These findings align with the foundational theory of (Parasuraman et al., 1988), which emphasizes that service quality is determined by the gap between customer expectations and perceptions. The negative SERVQUAL gaps observed in this study confirm the persistence of this expectation–perception discrepancy in hospitality contexts, particularly among younger customer segments. As (Cronin & Taylor, 1992) further explain, service quality is a significant determinant



of customer satisfaction, and sustained gaps in responsiveness and reliability can directly hinder repurchase intention and word-of-mouth behavior.

In contrast, the Tangibles and Empathy dimensions, which appeared in the *Keep Up the Good Work* quadrant, indicate that the coffeeshops have successfully delivered an appealing physical environment and friendly, personalized service. These results are consistent with the Experience Economy concept proposed by (Pine & Gilmore, 2019), where consumers especially younger generations seek experiential and emotionally engaging environments rather than mere functional benefits. The cafés' ambiance, design, and social atmosphere appear to resonate strongly with Gen Z's value orientation, as described by (Francis & Hoefel, 2018), who characterize this cohort as digitally fluent, experience-driven, and socially expressive.

The IPA mapping further underscores that Responsiveness remains the most critical determinant of perceived service quality for Gen Z. This aligns with (Kim & Baker, 2019) and (Li & Tung, 2023), who found that younger consumers in hospitality settings prioritize real-time responsiveness and personalized interaction as indicators of professionalism and respect. In the context of Makassar, this finding suggests that even though coffeeshops have developed strong visual and social appeal, they must improve operational agility especially in handling orders, responding to customers promptly, and managing peak-time crowding.

From a managerial perspective, the combined use of SERVQUAL and IPA presents both diagnostic and strategic implications. SERVQUAL identifies the gap magnitude, while IPA visualizes where managerial focus should be directed. The fact that several responsiveness indicators fell into Quadrant 1 (*Concentrate Here*) suggests the need for staff training, workflow redesign, and technology integration such as digital ordering systems or service tracking to enhance efficiency and consistency. Meanwhile, maintaining strengths in tangibles and empathy is essential to preserve customer satisfaction and differentiation in an increasingly competitive café market.

The novelty of this study lies in its application of the SERVQUAL–IPA integration specifically to the Gen Z coffeeshop consumer segment in Makassar, Indonesia an area where empirical evidence remains limited. Previous studies on service quality in Indonesia (Arifin et al., 2020; Kasmi, 2019) primarily focused on general customer groups, whereas this research isolates



the behavioral characteristics of Gen Z, highlighting their demand for immediacy, personalization, and experiential engagement. The findings thus contribute to both theoretical enrichment and managerial insight by contextualizing global service quality models within the emerging digital and social culture of Southeast Asian youth.

In summary, this study confirms that while the overall service quality of Makassar coffeeshops is satisfactory, there remains a service delivery gap that undermines responsiveness and reliability the very attributes most valued by Gen Z consumers. Addressing these gaps through technological adaptation and staff competency enhancement is not only urgent but also strategic, as it directly supports long-term customer satisfaction, loyalty, and brand differentiation in the modern café industry.

CONCLUSION

This study analyzed the service quality of coffeeshops in Makassar through the integration of the SERVQUAL and Importance–Performance Analysis (IPA) models, focusing on Gen Z consumers as the primary customer segment. The SERVQUAL results revealed that all five dimensions : Tangibles, Reliability, Responsiveness, Assurance, and Empathy produced negative gap values, indicating that the overall service performance has not fully met customer expectations. Among them, the Responsiveness dimension showed the largest gap, highlighting the need for improvement in staff promptness, attentiveness, and service efficiency.

The subsequent IPA results supported these findings by positioning most responsiveness-related indicators in the “Concentrate Here” quadrant, signaling that these attributes are both important and underperforming. Conversely, tangible and empathy attributes were located in the “Keep Up the Good Work” quadrant, suggesting that coffeeshops have successfully created a comfortable physical environment and maintained good interpersonal relations with customers.

From a managerial standpoint, these findings emphasize the need for service process optimization, staff training, and technology-based solutions such as digital ordering and faster response systems to meet the dynamic expectations of Gen Z customers. Theoretically, this research confirms the validity of the SERVQUAL and IPA frameworks in assessing service quality within contemporary youth-driven markets, particularly in Southeast Asia.



The novel contribution of this study lies in applying the SERVQUAL–IPA approach to the context of Gen Z consumers in Makassar, revealing how responsiveness and personalization have become critical determinants of satisfaction in café culture. Future research is encouraged to explore digital service innovations and behavioral differences among other generational cohorts to provide a more comprehensive understanding of evolving consumer expectations in the hospitality sector.

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