

**IDENTIFYING KEY FACTORS AND OUTCOMES OF CUSTOMER
SATISFACTION**

A CASE STUDY OF STARBUCKS SOUTH TANGERANG

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of many other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

IDENTIFYING THE KEY FACTORS AND OUTCOME OF CUSTOMER SATISFACTION *A CASE STUDY OF STARBUCKS COFFEEHOUSES IN SOUTH TANGERANG*

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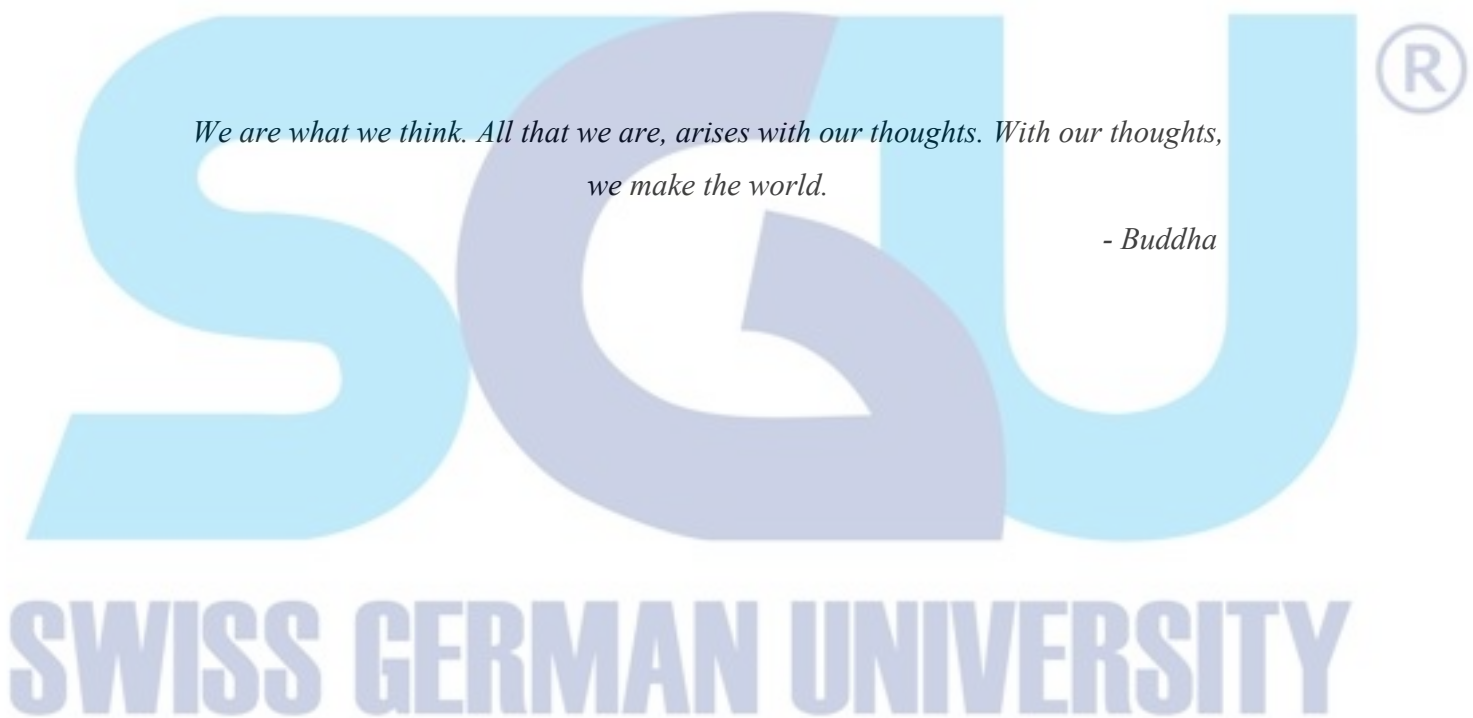
Anis Hamidati, Thesis Advisor

The purpose of this research is mainly concentrated in examining the correlation between the concept of customer satisfaction and customer loyalty, identify the extent level of customer loyalty and determine which key factors consider as having the most dominant influence towards customer satisfaction and customer loyalty.

A quantitative survey was conducted as the method in data collection, in which questionnaires were distributed to 100 respondents in Starbucks South Tangerang. However, only 85 questionnaires are valid and apt for further analysis. Furthermore, the data were analyzed by using descriptive and simple linear regression analysis.

The result indicates that customer satisfaction (X) has a positive and significant correlation with customer loyalty (Y). The research result also found out that store atmosphere consider as the most influencing key factors while word-of-mouth is the most favorable outcomes of customer satisfaction.

Keyword: *Customer Experience, Customer Satisfaction, Product Quality, Service Quality, Store Atmosphere, Customer Loyalty*



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TABLE OF CONTENTS

STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
ACKNOWLEDGEMENTS.....	5
TABLE OF CONTENTS.....	6
LIST OF TABLES.....	9
LIST OF FIGURES.....	10
CHAPTER 1 – INTRODUCTION.....	11
1.1 Introduction.....	11
1.2 Research Problem.....	14
1.3 Research Questions.....	15
1.4 Hypotheses.....	15
1.5 Research Purpose.....	15
1.6 Scope and Limitations.....	16
1.7 Significant of Study.....	16
1.8 Thesis Outline.....	16
CHAPTER 2 – LITERATURE REVIEW.....	18
2.1 Introduction to Experience Economy.....	18
2.2 Introduction to Customer Experience.....	19
2.2.1 The Implementation of Customer Experience.....	20
2.2.1.1 Product Quality.....	22
2.2.1.2 Service Quality.....	23
2.2.1.3 Store Atmosphere.....	25
2.3 Customer Satisfaction.....	27
2.3.1 Conceptualizations of Customer Satisfaction.....	28
2.3.2 Measuring Customer Satisfaction.....	28
2.4 Customer loyalty.....	29
2.4.1 Stages of Customer Loyalty.....	31

2.5 The Link between Customer Satisfaction and Loyalty.....	32
2.6 Conceptual Framework.....	34
CHAPTER 3 – METHODOLOGY.....	36
3.1 Type of Study.....	36
3.2 Unit of Analysis.....	37
3.3 Population and Sample.....	38
3.4 Data Collecting Technique.....	39
3.5 Designing The Questionnaire.....	40
3.6 Data Analysis Technique.....	43
3.6.1 Descriptive Statistics Analysis.....	43
3.6.2 Simple Linear Regression.....	43
3.7 Validity and Reliability Test.....	43
CHAPTER 4 – RESULT AND DISCUSSIONS.....	45
4.1 Brief of Starbucks Company Background.....	45
4.1.1 Starbucks’ Store Expansion.....	46
4.1.2 Starbucks in Indonesia.....	47
4.1.3 Starbucks Customer Satisfaction Strategy.....	48
4.1.3.1 The High Quality of Products.....	48
4.1.3.2 The High Quality of Services.....	48
4.1.3.3 The Third Place.....	51
4.2 Process of Data Collection.....	51
4.2.1 Pre – Test.....	52
4.2.3 Post – Test.....	52
4.3 Validity and Reliability Test.....	52
4.3.1 Pre – Test.....	53
4.3.2 Post – Test.....	56
4.4 Analysis of Research Results.....	58
4.4.1 Descriptive Statistics.....	58
4.4.1.1 Demographic Profile of the Respondents.....	58

4.4.1.2 The Extent of Customer Satisfaction in Starbucks South Tangerang.	62
4.4.1.3 The Extent of Customer Loyalty in Starbucks South Tangerang.	69
4.4.2 Simple Linear Regression	71
4.4.2.1 Assumption of Linearity.....	71
4.4.2.2 Assumption of Normality.....	72
4.4.2.3 The Correlation between Customer Satisfaction and Customer Loyalty.....	74
CHAPTER 5 – CONCLUSION AND RECOMMENDATIONS	78
5.1 Conclusion	78
5.1.1 Correlation between Customer Satisfaction and Customer Loyalty....	78
5.1.2 The Extent of Product Quality, Service Quality and Customer Loyalty.....	79
5.1.3 The Extent of Customer Loyalty.....	80
5.2 Recommendations	80
GLOSSARY	83
REFERENCES	84
APPENDICES	92
Appendix A – Survey Questionnaire.....	92
Appendix B- Pre-Test Questionnaire Results.....	95
Appendix C – Post-test Questionnaire Results.....	98
Curriculum Vitae.....	107
