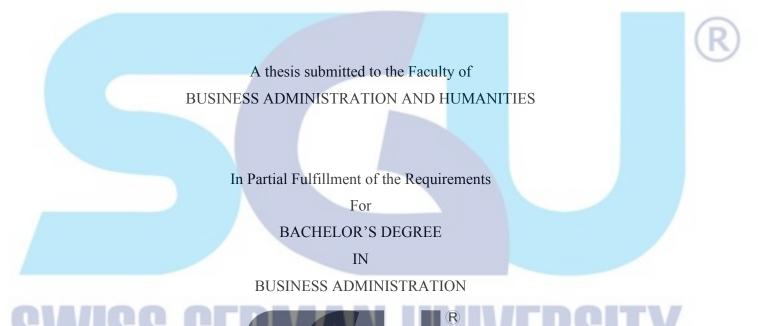# IDENTIFYING KEY FACTORS AND OUTCOMES OF CUSTOMER SATISFACTION

SATISFACTION

A CASE STUDY OF STARBUCKS SOUTH TANGERANG

By

Wafi Dirayati

Student ID: 1-6109-010

A thesis submitted to the Faculty of

BUSINESS ADMINISTRATION AND HUMANITIES

In Partial Fulfillment of the Requirements

For

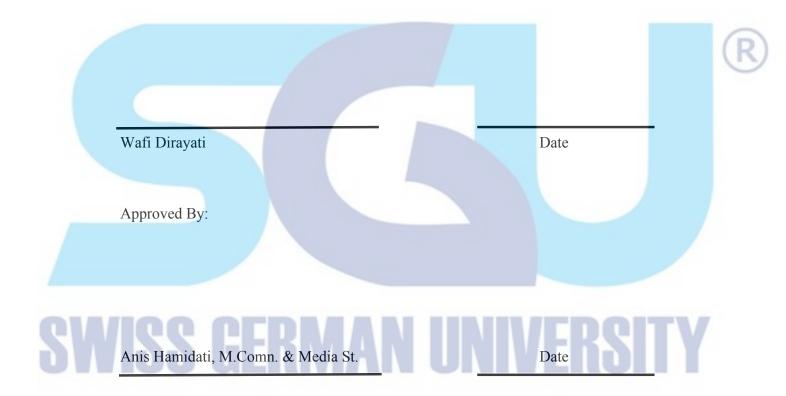BACHELOR'S DEGREE

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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.

_____   _____
Wafi Dirayati   Date

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ABSTRACT

IDENTIFYING THE KEY FACTORS AND OUTCOME OF CUSTOMER SATISFACTION

A CASE STUDY OF STARBUCKS COFFEEHOUSES IN SOUTH TANGERANG

By

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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

We are what we think. All that we are, arises with our thoughts. With our thoughts, we make the world.

- Buddha

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