

**AN ANALYSIS OF QUALITY PRODUCTS AND CUSTOMER EXPERIENCE
TO CUSTOMER BUYING DECISION MAKING: A CASE STUDY AT
STARBUCKS ALAM SUTERA (FLAVOR BLISS)**

By

Felix Yunardo
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SWISS GERMAN UNIVERSITY
SGU[®]

SWISS GERMAN UNIVERSITY
EduTown BSD City
Tangerang 15339
Indonesia

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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, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Felix Yunardo

Student

Date

Approved by:

Pudyotomo A Saroso

Thesis Advisor

Date

Parhimpunan Simatupang, MBA

Thesis Co-Advisor

Date

Parhimpunan Simatupang, MBA

Dean

Date

Felix Yunardo

ABSTRACT

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By

Felix Yunardo

Pudyotomo A Saroso, Advisor
Parhimpunan Simatupang, MBA Co-Advisor

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Today, hospitality industry is growing bigger and fast. However, the customers are not as simple as in the past when their needs and want were easy to indentify. They are smarter and more sophisticated in choosing a certain hospitality product. Hence, it's necessary that the hospitality industries having well knowledge about their customer buying decision behaviour. The purpose of it is to avoid the industries lost their sight about their customers' needs and wants while running in the tight competitions in coffee stores.

The objective of this research was to examine whether the quality of products and customer experience influences the customer buying decision or not. Descriptive research method was used to survey 118 customers at Starbucks Alam Sutera. The result of the analysis reveals a positive correlation between quality products and customer experiences to the customer buying decision at Starbucks.

Keyword: Customer Buying Decision, Quality Products, Customer Experiences.



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DEDICATION

I dedicate this works for my parents who always support, care and taught me how to do the right thing. To my beloved father who always keeps me motivated and taught me from his experience. To my beloved mother who always prays, love, care, and understand me. To my beloved sister and brother who is being my motivation to do this paper. I dedicate this work to all of you and hope you proud of me for what I have done.

To whoever people who need this paper for future testing or as guidance in running your business. I hope this helps you.

To Starbucks Alam Sutera that give me permission to do this paper in their stores. I hope the result and information's in this paper can help your stores in order to obtain profitable sales.

My greatest gratitude to my God for his blessing, the healthy and being the most merciful that giving me the chance when I made mistakes. Because of him I able to perform and finished this research. He is the grandest and almighty and the most gracious. My greatest gratitude to Jesus Christ for his indefinite loves to me and everyone around the world. Thank you to him for being my lovely father, friend, mentor, teacher and everything that I need from him.

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