

**ANALYZING THE AFFECT OF BRAND IMAGE, SERVICE QUALITY,
AND CUSTOMER SATISFACTION TOWARD CUSTOMER LOYALTY IN
A PREMIUM COFFEEHOUSE RETAILER - CASE OF STARBUCKS
INDONESIA IN TANGERANG AREA**

By

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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.

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ABSTRACT**ANALYZING THE AFFECT OF BRAND IMAGE, SERVICE QUALITY, AND
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Customer is the key driving of the consistent market share. Once customers feel positive brand performance, it will be embedded in their mind. Customers might get positive experience when they are satisfied. By enhancing positive image and excellent service quality will lead customer to the satisfaction. The sense of satisfaction will influence customers to become loyal. This thesis identifies the affect of brand image, service quality, customer satisfaction toward customer loyalty of Starbucks Indonesia. It determines the strategy in order to maintain and continually increase their market in Indonesia as well as build a stronger relationship with their customers. This thesis using quantitative approach by distributed questionnaire to 100 respondents and the data was analyzed using SPSS software and AMOS. Overall, all dependent variables included shown significant affect toward customer satisfaction. However, there are not directly affect from brand image and service quality toward customer loyalty of Starbucks. Moreover, the result shown that college students in all inspected Starbucks location are shifting from the secondary market to primary market and they considering as a latent loyal customers.

Keywords: Coffeeshouse, Starbucks Indonesia, Brand Image, Service Quality, Customer Satisfaction, Customer Loyalty



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DEDICATION

This thesis work is dedicated to all people who love the serenity in a coffeehouse.

Especially, I dedicate this work to my amazing parents for their endless love,
support, and encouragement.



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