

The relationship between brand equity, customer satisfaction, and brand loyalty on coffee shop: study of excelso and starbucks. / Aries Susanty, Eirene Kenny

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Abstrak

This study investigates the effect of the Brand Equity on the Customer Satisfaction and the Brand Loyalty of Starbucks

and Excelso coffee shops' customers. Starbucks is the strongest competitor of Excelso. Data used in this study was

primary data which were collected through closed questionnaires with 1-5 Likert scale. A sample of this study was 270

respondents; 135 respondents for each brand. The study used Structural Equation Modelling (SEM) operated by LISREL

program to analyze the hypothesis. The results of this study showed that The Physical Quality, the Ideal Self-Congruence,

and the Lifestyle Congruence have a positive and significant impact on the Customer Satisfaction on Excelso and Starbucks.

Staff behaviour only have a positive and significant impact on the Customer Satisfaction in the Excelso; whereas,

brand identification only have a positive and significant impact on the Customer Satisfaction in the Starbucks. However,

in both of coffee shop brand, the Consumer Satisfaction have a positive and significant impact on the Brand Loyalty.

Penelitian bertujuan menguji dampak brand equity terhadap customer satisfaction dan brand loyalty pada konsumen Kedai

Kopi Excelso dan Starbucks. Dalam hal ini, Excelso merupakan kompetitor terkuat dari Starbucks.

Penelitian menggunakan data

primer yang dikumpulkan melalui pengisian kuesioner tertutup menggunakan skala Likert 1-5. Total responden yang menjadi

sampel dalam penelitian ini adalah 270 orang; 135 orang diantaranya merupakan konsumen dari Excelso dan 135 orang merupakan

konsumen dari Starbucks. Penelitian ini dilakukan dengan menggunakan Structural Equation Modelling (SEM) dan diolah dengan

bantuan Software LISREL. Hasil penelitian menunjukkan bahwa physical quality, ideal self-congruence, dan lifestyle congruence

merupakan faktor-faktor yang berpengaruh positif secara signifikan terhadap customer satisfaction di Excelso dan Starbucks. Staff

behaviour hanya memiliki pengaruh positif secara signifikan terhadap customer satisfaction di Excelso;

adapun brand identification

hanya memiliki pengaruh positif secara signifikan terhadap customer satisfaction di Starbucks. Baik di Excelso maupun di Starbucks, customer satisfaction memiliki pengaruh positif secara signifikan terhadap brand loyalty.