

## ABSTRACT

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### **THE EFFECT OF ETHNOCENTRISM ON BRAND IMAGE THAT AFFECTS BRAND LOYALTY TOWARDS STARBUCKS BRAND IN INDONESIA**

(xvi + 99 pages; 7 figures; 34 tables; 5 appendices)

The purpose of this study was to determine the effect of consumer ethnocentrism on brand image which will affect consumer satisfaction, brand trust and brand loyalty. The object to be examined in this study is the Starbucks brand. This study uses a quantitative approach with a questionnaire as a data collection method. Respondents of this study are people who know Starbucks products and live in Java and Bali, and are over 10 years old. Testing in this study uses SmartPLS 3.3.2 which produces measurement models in the form of outer and inner models. The outer model will consist of measurements of validity and reliability, while the inner model will consist of measurements of R-square, T-statistics, and P-value. This research is used to analyze the relationship of each variable. The results obtained from this study are that consumer ethnocentrism has a negative relationship with brand image, while brand image, brand trust, consumer satisfaction, and brand loyalty have a significant positive relationship.

***Keywords:** Consumer Ethnocentrism; Global Brand Image; Consumer Satisfaction; Brand Trust; Brand Loyalty; Starbucks; Indonesia*

**References:** 78 (2002 – 2020)