

ABSTRAK

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PENGARUH *VALUE CONGRUITY*, *CUSTOMER BRAND IDENTIFICATION*, *AFFECTIVE BRAND COMMITMENT*, *CUSTOMER BRAND ENGAGEMENT* TERHADAP *BRAND LOYALTY* KEDAI KOPI: KASUS STARBUCKS

(xii + 97 halaman: 8 gambar, 19 tabel, 3 lampiran)

Seiring dengan tingginya pertumbuhan bisnis *coffee shop* di Indonesia menyebabkan semakin tinggi pula kompetisi di industri *coffee shop*. Hal ini mengakibatkan sulit untuk *brand* meningkatkan jumlah *customer* dari pasar yang ada. Hal ini juga menjadi salah satu tantangan bagi Starbucks karena Starbucks saat ini memiliki pesaing berupa *brand* lokal yang memiliki harga jual lebih rendah dibandingkan Starbucks. Menjadi penting bagi Starbucks untuk meningkatkan loyalitas konsumen ditengah persaingan ini.

Menurut studi yang dilakukan oleh Rather (2018), terdapat berbagai faktor yang dapat mempengaruhi loyalitas konsumen yaitu *Value Congruity*, *Customer Brand Identification*, *Affective Brand Commitment*, dan *Customer Brand Engagement*. Penelitian tersebut melihat pengaruh dari faktor tersebut pada loyalitas pada industri perhotelan di India. Pada penelitian ini, dilakukan uji terhadap faktor-faktor tersebut pada loyalitas konsumen kedai kopi Starbucks di Indonesia.

Penelitian ini dilakukan di Jakarta dengan melibatkan 200 responden yang merupakan konsumen Starbucks yang melakukan pembelian selama enam bulan terakhir. Pengumpulan data dilakukan dengan menyebarkan kuesioner yang disebarkan secara *online*, berisi 32 pertanyaan dengan Skala Likert 1 – 7. Data dianalisis dengan metode SEM berbasis PLS. Hasil penelitian ini menyatakan bahwa *value congruity* memiliki pengaruh positif terhadap *customer brand identification*, *affective brand commitment* dan *customer brand engagement*. *Customer brand identification* dan *customer brand engagement* juga memiliki pengaruh positif terhadap *brand loyalty*. Sedangkan *affective brand commitment* tidak memiliki pengaruh signifikan terhadap *brand loyalty*.

Referensi: 44 (2006-2021)

Kata kunci: *Value Congruity*, *Customer Brand Identification*, *Affective Brand Commitment*, *Customer Brand Engagement*, *Brand Loyalty*.

ABSTRACT

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EFFECT OF VALUE CONGRUITY, CUSTOMER BRAND IDENTIFICATION, AFFECTIVE BRAND COMMITMENT, CUSTOMER BRAND ENGAGEMENT TOWARDS COFFEE SHOP BRAND LOYALTY: CASE OF STARBUCKS

(xii + 97 pages: 8 figures, 19 tables, 3 appendixes)

Along with the increasing growth of coffee shop business in Indonesia, it may impact the increasing competition in the coffee shop industry. It also may result challenges for a brand to gain new customers in the market. This challenges also faced by Starbucks because Starbucks, nowadays, competes tightly with the local brands that offer cheaper product price. It is essential for Starbucks to gain customer loyalty in the middle of the competition.

Based on study that composed by Rather (2018), there were factors influencing customer loyalty, such as value congruity, customer brand identification, affective brand commitment and customer brand engagement. This study was composed to analyse the effect of those factors toward customer brand loyalty in hospitality industry in India. However, in this study, researcher analyzed the effect of value congruity, customer brand identification, affective brand commitment and customer brand engagement towards Starbucks brand loyalty in Indonesia

This research held in Jakarta, involving 200 respondents who was the Starbucks' customers who purchased Starbucks in the last six months. Data gathered by spreading online-based questionnaire, included 32 questions with 1 - 7 Likert Scale. Data was analyzed by using SEM-PLS. The results of the research were value congruity has positive effect toward customer brand identification, affective brand commitment and customer brand engagement. Customer brand identification, and customer brand engagement also has positive effect toward brand loyalty. Meanwhile, affective brand commitment does not have significant effect toward brand loyalty.

References: 44 (2006-2021)

Keywords: Value Congruity, Customer Brand Identification, Affective Brand Commitment, Customer Brand Bngagement, Brand Loyalty.