

## ABSTRAK

### **ANALISIS PENGARUH *CUSTOMER BRAND IDENTIFICATION*, *SELF-CONGRUITY*, *SERVICE VALUE*, *BRAND INVOLVEMENT* TERHADAP *BRAND LOYALTY* MELALUI *BRAND SATISFACTION* KONSUMEN STARBUCK COFFEE DI GALAXY MALL**

Industri kopi di Indonesia memiliki peluang yang sangat besar dengan semakin meningkat target pasar luar negeri dan domestik, namun hal ini harus di dukung dengan ketersediaan pasok kopi untuk memenuhi dalam kebutuhan pasar dalam negeri atau luar negeri. Starbuck salah satu perusahaan kedai kopi tersedar di dunia dengan 17.400 kedai yang tersebar di 60 negara salah satunya di Indonesia. Starbuck menjual espresso, tea, minuman dengan berbagai caman variant rasa, tea, makanan ringan, tumbler, cangkir dan biji kopi. Starbuck tetap menjadi produk unggul di dalam pasar dapat dilihat pada tahun 2018 hingga tahun 2020 starbuck coffee menduduki peringkat pertama dalam Top Brand Award dalam kategori café coffee.

Tujuan penelitian dilakukan yaitu untuk menganalisis pengaruh *customer brand identification*, *self-congruity*, *service value*, *brand involvement* terhadap *brand loyalty* melalui *brand satisfaction* konsumen Starbuck Coffe di Galaxy Mall. Penelitian ini diharapkan dapat memberikan manfaat dalam menambah ilmu pengetahuan dalam manajemen, terutama mengenai faktor yang variabel *customer brand identification*, *self-congruity*, *service value*, *brand involvement*, *brand satisfaction* dan *brand loyalty*.

Penelitian kausal dan metode kuantitatif akan digunakan dalam penelitian ini dengan melakukan pengolahan data pada aplikasi AMOS versi 22.0. Data akan dikumpulkan dengan melakukan pengedaran kuesioner terhadap 105 responden dengan karakteristik pria dan wanita, berusia 18 - 60 tahun, bertempat tinggal di Surabaya, serta telah membeli dan mengkonsumsi produk Starbucks Coffee pada Starbuck Galaxy Mall langsung lebih dari 2 kali dalam enam bulan terakhir.

Hasil penelitian menunjukkan bahwa 1) *customer brand identification* terbukti berpengaruh signifikan terhadap *brand involvement*, 2) *self-congruity* terbukti berpengaruh signifikan terhadap *brand involvement*, 3) *service value* terbukti berpengaruh signifikan terhadap *brand involvement*, 4) *brand involvement* terbukti berpengaruh signifikan terhadap *brand satisfaction*, 5) *brand involvement* terbukti berpengaruh signifikan terhadap *brand loyalty*, 6) *brand satisfaction* terbukti tidak berpengaruh signifikan terhadap *brand loyalty*.

Kata Kunci : *customer brand identification*, *self-congruity*, *service value*, *brand involvemen*, *brand satisfaction*, *brand loyalty*

Referensi : 26 (1998-2020)

## **ABSTRACT**

### ***ANALYSIS OF THE EFFECT OF CUSTOMER BRAND IDENTIFICATION, SELF-CONGRUITY, SERVICE VALUE, BRAND INVOLVEMENT ON BRAND LOYALTY THROUGH STARBUCK COFFEE CONSUMER BRAND SATISFACTION AT GALAXY MALL***

*The coffee industry in Indonesia has enormous opportunities with increasing target markets abroad and domestically, but this must be supported by the availability of coffee supplies to meet the needs of the domestic or foreign market. Starbucks is one of the most popular coffee shop companies in the world with 17,400 stores spread across 60 countries, one of which is in Indonesia. Starbuck sells espresso, tea, drinks with various flavors, tea, snacks, tumblers, cups and coffee beans. Starbucks remains a superior product in the market, as can be seen from 2018 to 2020 Starbucks coffee was ranked first in the Top Brand Award in the café coffee category.*

*The purpose of this research is to analyze the influence of customer brand identification, self-congruity, service value, brand involvement on brand loyalty through Starbucks Coffee's consumer brand satisfaction at Galaxy Mall. This research is expected to provide benefits in increasing knowledge in management, especially regarding the variables that are customer brand identification, self-congruity, service value, brand involvement, brand satisfaction and brand loyalty.*

*Causal research and quantitative methods will be used in this study by processing data on the AMOS version 22.0 application. Data will be collected by distributing questionnaires to 105 respondents with male and female characteristics, aged 18-60 years, residing in Surabaya, and have purchased and consumed Starbucks Coffee products at Starbuck Galaxy Mall directly more than 2 times in the last six months.*

*The results showed that 1) customer brand identification proved to have a significant effect on brand involvement, 2) self-congruity proved to have a significant effect on brand involvement, 3) service value proved to have a significant effect on brand involvement, 4) brand involvement proved to have a significant effect on brand satisfaction, 5) brand involvement has a significant effect on brand loyalty, 6) brand satisfaction has no significant effect on brand loyalty.*

*Keywords : customer brand identification, self-congruity, service value, brand involvemen, brand satisfaction, brand loyalty*

*Reference : 26 (1998-2020)*