

ABSTRAK

PENGARUH *TRUST*, *SATISFACTION*, *VALUE*, DAN *BRAND IMAGE* TERHADAP *LOYALTY* PADA PELANGGAN STARBUCKS JABODETABEK

Penelitian ini dilakukan untuk menganalisis pengaruh antara *trust*, *satisfaction*, *value*, dan *brand image* terhadap loyalitas pelanggan terhadap perusahaan Starbucks di JABODETABEK. Penelitian ini menggunakan metode *purposive sampling* dengan mengambil sampel sebanyak 385 orang yang berada di JABODETABEK dan membeli sebanyak satu hingga dua produk Starbucks dalam 1 bulan terakhir. Lalu diproses dengan menggunakan *SmartPLS*. Dari hasil penelitian yang telah dilakukan mengungkapkan bahwa *trust*, *satisfaction*, *value*, dan *brand image* berpengaruh terhadap loyalitas pelanggan Starbucks. Tujuan penelitian ini dilakukan untuk menunjukkan bahwa ada beberapa faktor yang mempengaruhi loyalitas pelanggan terhadap Starbucks. Sehingga Starbucks diharapkan memiliki cara-cara untuk mempertahankan loyalitas pelanggan.

Kata kunci : *Trust*, *Satisfaction*, *value*, *brand image*, *loyalty*



ABSTRACT

THE EFFECT OF TRUST, SATISFACTION, VALUE, AND BRAND IMAGE ON LOYALTY TO STARBUCKS JABODETABEK CUSTOMERS

This study was conducted to analyze the effect of trust, satisfaction, value, and brand image on customer loyalty to Starbucks companies in JABODETABEK. This study uses a purposive sampling method by taking a sample of 385 people in JABODETABEK and have ever buy one or two Starbucks products in the last 1 month. Then processed the total sample by using SmartPLS. The results of the research have shown that trust, satisfaction, value, and brand image have an effect on starbucks customer loyalty. The purpose of this study was to show that there are several factors that influence customer loyalty to Starbucks. Hopefully Starbucks has ways to maintain customer loyalty.

Key words : Trust, Satisfaction, value, brand image, loyalty

