

ABSTRACT

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IMPACT OF LOCATION ADVANTAGE, BRAND EQUITY, AND CUSTOMER EXPERIENCE ON PURCHASE INTENTION AT STARBUCKS COFFEE INDONESIA

(xv + 14 pages; 37 tables, 4 images, 3 appendices)

This research was conducted with the aim of knowing the influence of Location Advantage on Purchase Intention, then knowing the influence of Brand Equity on Purchase Intention, and the last one is to find out the influence of Brand Equity on Purchase Intention, and the last one is to find out the influence of Customer Experience to Purchase Intention. The research problem is that there is a Starbucks counter in Malang, which actually, in terms of price, quality is the same as other Starbucks counters, but this Starbucks counter is empty of customers, different from other Starbucks counters. This research is a quantitative research and uses a collection method, namely by questionnaire where this questionnaire is distributed online which has been made through Google Form. The distribution channel for distributing this questionnaire uses social media such as Line, Instagram, and Whatsapp. The technique used in sampling is to use a non-probability sampling technique, namely purposive sampling. The total number of respondents who filled in was 250 respondents. The result of hypothesis testing is that all hypotheses are supported, namely there is a positive influence of Location Advantage on Purchase Intention, then there is a positive influence of Brand Equity on Purchase Intention, and lastly there is a positive influence of Customer Experience on Purchase Intention.

Keywords: Location Advantage; Brand Equity; Customer Experience; Purchase Intention.