ABSTRAK

Perkembangan industri makanan dan minuman terus berkembang pesat di seluruh dunia, termasuk di Indonesia. Sektor yang berkembang dalam industri makanan dan minuman dalam beberapa tahun terakhir adalah kedai kopi (*coffee shop*). Salah satu perusahaan global yang memenuhi standart kualitas produk yang baik adalah *coffee shop* Starbucks. Starbucks merupakan perusahaan kopi dari Amerika yang sekarang menjadi salah satu pemimpin pasar terbesar gerai kopi di dunia, Tidak terkecuali, Starbucks juga ikut meramaikan pasar kedai kopi di Indonesia dan berhasil meraup banyak pelanggan setia. Oleh karena itu, penelitian ini dilakukan untuk menganalisa pengaruh *quality of product, brand image, quality of service* terhadap *customer trust* dan *customer loyalty* dengan objek penelitian Starbucks Coffee. Hasil penelitian ini diharapkan dapat digunakan oleh Starbucks Coffee dalam mengembangkan strategi yang tepat untuk meningkatkan pembelian produk Starbucks Coffee.

Dalam mengolah dan menganalisis data, penelitian ini menggunakan pendekatan kuantitatif dengan model regresi linear berganda dan program SPSS 17.0. Kuesioner disebarkan kepada 150 orang pelanggan Starbucks Coffee di Medan dengan berbagai karakteristik, yang digunakan sebagai sampel dalam penelitian ini dengan menggunakan *non probability sampling* dengan metode *Purposive Sampling.*

Hasil penelitian ini menunjukkan bahwa variable *quality of product, brand image,* berpengaruh signifikan terhadap variabel *customer loyalty.* Berpengaruh signifikan terhadap variabel *customer trust.* Selain itu, variabel *quality of product, brand image, quality of service* juga berpengaruh signifikan terhadap variabel *customer loyalty.* Terakhir variabel *customer trust* berpengaruh signifikan terhadap variabel *customer loyalty.* Hasil temuan empiris tersebut mengindikasikan bahwa variabel *quality of service* memiliki pengaruh terbesar terhadap *customer loyalty* dengan nilai sebesar 0,405.

Kata kunci: *Quality of product, brand image, quality of service, customer trust, customer loyalty*, Starbucks Coffee.

ABSTRACT

The development of the food and beverage industry continues to grow rapidly throughout the world, including in Indonesia. The sector that has developed in the food and beverage industry in recent years is the coffee shop. One of the global companies that meet the standard of good quality product is Starbucks coffee shop. Starbucks is a coffee company from America which is now one of the biggest market leaders in coffee shops in the world. No exception, Starbucks also enlivened the coffee shop market in Indonesia and managed to reap many loyal customers. Therefore, this study was conducted to analyze the effect of quality of product, brand image, quality of service on customer trust and customer loyalty with the Starbucks Coffee research object. The results of this study are expected to be used by Starbucks Coffee in developing the right strategy to increase the purchase of Starbucks Coffee products.

In processing and analyzing data, this study uses a quantitative approach with multiple linear regression models and SPSS 17.0 program. Questionnaires were distributed to 150 customers of Starbucks Coffee in Medan with various characteristics, which were used as samples in this study by using non probability sampling with the purposive sampling method.

The results of this study indicate that the variable quality of product, brand image, has a significant effect on customer loyalty variables. Significant influence on customer trust variables. In addition, variable quality of product, brand image, quality of service also significantly influence customer loyalty variable. Last customer trust variable has a significant effect on customer loyalty variable. These empirical findings indicate that the variable quality of service has the greatest influence on customer loyalty with a value of 0.405.

Keywords: *Quality of product, brand image, quality of service, customer trust, customer loyalty,* **Starbucks Coffee.**