

ABSTRAK

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**“FAKTOR - FAKTOR YANG MEMPENGARUHI DAN DAMPAKNYA
TERHADAP *BRAND EVANGELISM* DI STARBUCKS JABODETABEK ”**

(134 halaman; 8 gambar; 28 tabel; 17 lampiran)

Penelitian ini bertujuan untuk melihat dan memahami apakah *interaction quality*, *physical environment quality*, *result quality*, *brand image*, *brand symbolism*, *customer satisfaction* mempengaruhi dan dampaknya terhadap *brand evangelism* di Starbucks Jabodetabek. Penelitian ini termasuk dalam jenis penelitian deskriptif kuantitatif. Data yang diperoleh berasal dari target populasi yang memiliki Starbucks Card, melakukan pembelian minimal 2 kali dalam seminggu, pernah merekomendasikan Starbucks kepada teman ataupun saudara, dan berdomisili di Jabodetabek. Pengumpulan data dilakukan dengan menggunakan pengambilan sampel kuesioner, yang digunakan pada penelitian ini berjumlah 201 responden, selanjutnya, data tersebut diolah dan dianalisis menggunakan pendekatan *Partial Least Square Structural Equation Modeling (PLS SEM)* dari Smartpls 3.0. Analisis data menggunakan regresi berganda. Hasil penelitian menunjukkan *interaction quality*, *physical environment quality*, *result quality*, *brand image*, *brand symbolism*, *customer satisfaction* berpengaruh secara positif terhadap *brand evangelism* di Starbucks Jabodetabek. Menurut pengukuran *IPMA (Importance-Performance Map Analysis)*, variabel *customer satisfaction* dianggap memiliki tingkat penting yang tinggi, namun performansnya dinilai rendah. Oleh karena itu, disarankan agar Starbucks dapat meningkatkan kinerja kepuasan pelanggan guna meningkatkan *brand evangelism* di wilayah Jabodetabek.

Keywords : *interaction quality*, *physical environment quality*, *result quality*, *brand image*, *brand symbolism*, *customer satisfaction*, *brand evangelism*

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ABSTRACT

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FACTORS INFLUENCING AND THEIR IMPACT ON BRAND EVANGELISM AT STARBUCKS JABODETABEK

(134 pages; 8 images; 28 tables; 17 attachments)

This research aims to examine and understand whether interaction quality, physical environment quality, result quality, brand image, brand symbolism, and customer satisfaction influence and impact brand evangelism at Starbucks Jabodetabek. The study falls under the category of quantitative descriptive research. Data were collected from the target population consisting of individuals with Starbucks Cards, making purchases at Starbucks twice a week, have ever recommended Starbucks to friends or family, and residing in the Jabodetabek area. Data collection involved the distribution of questionnaires, with a total of 201 respondents participating in the study. Subsequently, the data were processed and analyzed using the Partial Least Square Structural Equation Modeling (PLS SEM) approach from Smartpls 3.0. Multiple regression analysis was employed in the data analysis. The research findings indicate that interaction quality, physical environment quality, result quality, brand image, brand symbolism, and customer satisfaction positively influence brand evangelism at Starbucks Jabodetabek. According to the Importance-Performance Map Analysis (IPMA), the variable of customer satisfaction is deemed to have a high level of importance, but its performance is assessed as low. Therefore, it is recommended that Starbucks enhance customer satisfaction performance to increase brand evangelism in the Jabodetabek region.

Keywords : interaction quality, physical environment quality, result quality, brand image, brand symbolism, customer satisfaction, brand evangelism

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