

## ABSTRAK

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### **ANALISIS PENGARUH *BRAND IMAGE*, *STORE IMAGE*, *PROCESSING TECHNOLOGY*, *PACKAGING*, *COUNTRY OF ORIGIN*, *PRODUCT INFORMATION*, *ADVERTISING* TERHADAP *PERCEIVED VALUE* DAN *CUSTOMER LOYALTY* PADA PELANGGAN STARBUCKS SUN PLAZA MEDAN DAN STARBUCKS DIPONEGORO MEDAN**

(xvi + 210 halaman: 19 gambar; 72 tabel; 4 lampiran)

Dalam beberapa tahun terakhir, dunia bisnis dari bidang makanan dan minuman telah berkembang dengan sangat pesat. Salah satu usaha kuliner yang sedang berkembang di Indonesia untuk saat ini adalah *coffee shop*. Bisnis *coffee shop* untuk sekarang ini bisa dikatakan sebagai salah satu bisnis yang menjanjikan. Hal ini dapat dilihat dari adanya peningkatan dalam tren mengkonsumsi kopi di Indonesia dalam 10 tahun terakhir.

Tujuan dari penelitian ini adalah untuk menguji dan menganalisis pengaruh dari *brand image*, *store image*, *processing technology*, *packaging*, *country of origin*, *product information*, dan *advertising* terhadap *customer loyalty* melalui *perceived value* pada pelanggan Starbucks Sun Plaza Medan dan Starbucks Diponegoro Medan. Metode penelitian yang digunakan adalah metode penelitian kuantitatif dengan jenis penelitian kausal dan pengumpulan data dilakukan dengan cara menyebarkan kuesioner yang telah dirancang dengan menggunakan *snowball sampling* kepada 150 pelanggan Starbucks Sun Plaza Medan dan 150 pelanggan Starbucks Diponegoro Medan.

Hasil empiris pada Starbucks Sun Plaza Medan menunjukkan bahwa *brand image*, *store image*, *packaging*, *country of origin*, *product information*, dan *advertising* berpengaruh signifikan terhadap *perceived value*; *processing technology* tidak berpengaruh terhadap *perceived value*. Sementara itu, hasil empiris pada Starbucks Diponegoro Medan menunjukkan bahwa *brand image*, *store image*, *packaging*, *country of origin*, dan *advertising* berpengaruh signifikan terhadap *perceived value*; *processing technology* dan *product information* tidak berpengaruh terhadap *perceived value*. Selanjutnya, *perceived value* pada Starbucks Sun Plaza maupun Starbucks Diponegoro Medan ditemukan memiliki pengaruh signifikan terhadap *customer loyalty*.

**Kata kunci:** *Brand Image, Store Image, Processing Technology, Packaging, Country of Origin, Product Information, Advertising, Perceived Value, Customer Loyalty*

## ABSTRACT

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***ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, STORE IMAGE, PROCESSING TECHNOLOGY, PACKAGING, COUNTRY OF ORIGIN, PRODUCT INFORMATION, ADVERTISING ON PERCEIVED VALUE AND CUSTOMER LOYALTY OF STARBUCKS SUN PLAZA MEDAN AND STARBUCKS DIPONEGORO MEDAN***

(xvi + 210 page; 19 figures; 72 tables; 4 appendixes)

*In recent years, the business world in the food and beverage sector has developed very rapidly. One of the culinary businesses that is currently developing in Indonesia is the coffee shop. Currently, the coffee shop business can be said to be a promising business. This can be seen from the increase in the trend of consuming coffee in Indonesia in the last 10 years.*

*The purpose of this research is to test and analyze the influence of brand image, store image, processing technology, packaging, country of origin, product information, and advertising on customer loyalty through perceived value among customers of Starbucks Sun Plaza Medan and Starbucks Diponegoro Medan. The research method used was a quantitative research method with causal research and data collection was carried out by distributing questionnaires using snowball sampling to 150 customers of Starbucks Sun Plaza Medan and 150 customers of Starbucks Diponegoro Medan.*

*Empirical results at Starbucks Sun Plaza Medan show that brand image, store image, packaging, country of origin, product information, and advertising have a significant influence on perceived value; processing technology has no influence on perceived value. Meanwhile, empirical results at Starbucks Diponegoro Medan show that brand image, store image, packaging, country of origin, and advertising have a significant influence on perceived value; processing technology and product information have no influence on perceived value. Furthermore, perceived value at Starbucks Sun Plaza and Starbucks Diponegoro Medan is found to have a significant influence on customer loyalty.*

***Keywords:*** Brand Image, Store Image, Processing Technology, Packaging, Country of Origin, Product Information, Advertising, Perceived Value, Customer Loaylty