

ABSTRAK

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Pengaruh *Brand Experience* terhadap *Customer Satisfaction* dan Dampaknya terhadap *Brand Trust* dan *Brand Loyalty* Pada Pelanggan Starbucks
(xvi + 140 Halaman + 7 Gambar + 23 Tabel + 2 Lampiran)

Penelitian ini bertujuan untuk menguji dan memvalidasi model penelitian yang dikembangkan dari studi sebelumnya dengan fokus pada pelanggan Starbucks di wilayah Jabodetabek. Model penelitian ini mencakup variabel independen Brand Experience, yang dimediasi oleh Customer Satisfaction dan Brand Trust serta Brand Loyalty sebagai variabel dependen. Penelitian ini menggunakan pendekatan kuantitatif dengan data cross sectional dan metode sampling purposive sampling. Populasi penelitian adalah pelanggan Starbucks dan sampelnya adalah pelanggan regular Starbucks yang melakukan pembelian minimal satu kali dalam satu bulan terakhir sejumlah 257 responden. Analisis data menggunakan metode PLS-SEM. Analisis menunjukkan bahwa Affective, Sensory, dan Intellectual Brand Experience secara signifikan memengaruhi Customer Satisfaction, sementara Behavioral Brand Experience tidak. Customer Satisfaction berpengaruh positif pada Brand Trust dan Brand Loyalty, dengan mediasi signifikan. Brand Trust juga secara langsung memengaruhi Brand Loyalty. Temuan ini memberikan wawasan strategis bagi Starbucks untuk meningkatkan Brand Loyalty melalui optimalisasi Brand Experience yang terintegrasi dengan Customer Satisfaction dan Brand Trust.

Kata Kunci: *Brand Experience, Customer Satisfaction, Brand Trust dan Brand Loyalty*

ABSTRACT

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The Influence of Brand Experience on Customer Satisfaction and Its Impact on Brand Trust and Brand Loyalty Among Starbucks Customers
(xvi + 140 Pages + 7 Figures + 23 Tables + 2 Appendices)

This study aims to examine and validate a research model developed from previous studies, focusing on Starbucks customers in the Jabodetabek area. The research model encompasses Brand Experience as the independent variable, mediated by Customer Satisfaction and Brand Trust, with Brand Loyalty as the dependent variable. This quantitative research employed a cross-sectional data approach, with purposive sampling as the sampling techniques. The populations are Starbucks customers and the sample are regular Starbucks customers who made at least one purchase in the past month with the total of 257 respondents. Data analyzed using PLS-SEM method. The study found that sensory, affective, and intellectual brand experiences significantly impact customer satisfaction, while behavioral brand experience does not. Customer satisfaction positively influences brand trust and loyalty, with brand trust also directly enhancing loyalty. These insights suggest Starbucks can boost brand loyalty by focusing on sensory, affective, and intellectual brand experiences, strengthening customer satisfaction and trust.

Keywords: Brand Experience, Customer Satisfaction, Brand Trust, Brand Loyalty.