

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	v
APPROVAL PAGE BY FINAL PAPER ADVISOR	vii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	viii
ABSTRACT	ix
ABSTRAK	x
PREFACE	xi
TABLE OF CONTENTS	xiii
LIST OF FIGURES	xvi
LIST OF TABLES	xvii
LIST OF APPENDICES	xix
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Limitation.....	13
1.3 Problem Formulation.....	14
1.4 Objective of the Research.....	14
1.5 Benefit of the Research.....	15
1.5.1 Theoretical Benefit	15
1.5.2 Practical Benefit	15
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	17
2.1 Theoretical Background.....	17
2.1.1 Entrepreneurial Marketing.....	17
2.1.2 Customer Value	19
2.1.3 Brand Trust.....	22
2.1.4 Brand Image	24
2.1.5 Customer Loyalty	26
2.1.6 The Influence of Customer Value on Customer Loyalty	30
2.1.7 The Influence of Brand Trust on Customer Loyalty	31

2.1.8	The Influence of Brand Image on Customer Loyalty.....	32
2.2	Previous Research.....	32
2.3	Hypothesis Development.....	35
2.4	Research Model	36
2.5	Framework of Thinking.....	38
CHAPTER III RESEARCH METHODOLOGY		39
3.1	Research Design.....	39
3.2	Population and Sample	40
3.2.1	Population.....	40
3.2.2	Sample	40
3.3	Data Collection Method	41
3.4	Operational Definition and Variabel Measurement.....	42
3.5	Data Analysis Method	46
3.5.1	Test of Research Instrument.....	46
3.5.2	Descriptive Statistics	47
3.5.3	Classical Assumption Test	49
3.5.4	Multiple Linier Regression Analysis.....	51
3.5.5	Hypothesis Test	52
CHAPTER IV RESEARCH RESULT AND DISCUSSION		54
4.1	General View of Research Object	54
4.1.1	Brief Overview of Starbucks Coffee	54
4.1.2	Vision and Mission.....	55
4.1.3	Organizational Structure.....	56
4.2	Research Result	58
4.2.1	Test of Research Instrument.....	58
4.2.2	Descriptive Statistic.....	60
4.2.3	Classical Assumption Test	75
4.2.4	Multiple Linear Regression Analysis	79
4.2.5	Result of Hypothesis Testing.....	80
4.2.6	Determination Coefficient.....	81
4.3	Discussion.....	82
CHAPTER V CONCLUSION		89
5.1	Conclusion	89

5.2 Recommendation 90
REFERENCES..... 93



LIST OF FIGURES

Figure 1.1 US Starbucks revenue.....	4
Figure 1.2 Starbucks Boycott Effect.....	6
Figure 2.1 Research Model.....	36
Figure 2.2 Framework of Thinking.....	38
Figure 4.1 Organizational Structure of Starbucks (2025).....	58
Figure 4.2 Gender Respondent.....	61
Figure 4.3 Age Respondent.....	61
Figure 4.4 Occupation Respondent.....	62
Figure 4.5 Histogram Graph.....	76
Figure 4.6 Normal P-Plot of Regression Standardized Residual.....	76
Figure 4.7 Scatterplot Graph.....	78

LIST OF TABLES

Table 1.1 Evaluation of Customer Loyalty in Starbucks Coffee: A Study on Medan Customers (Pre Liminary Survey)	7
Table 1.2 Negative sentiment towards Starbucks from social media source X.....	8
Table 1.3 Evaluation of Customer Value in Starbucks Coffee	9
Table 1.4 Evaluation of Brand Trust in Starbucks Coffee	10
Table 1.5 Evaluation of Brand Image in Starbucks Coffee	11
Table 3.1 Operational Variable Customer Value (X ₁)	43
Table 3.2 Operational Variable Brand Trust (X ₂)	44
Table 3.3 Operational Variable Brand Image (X ₃)	44
Table 3.4 Operational Variable Customer Loyalty (Y)	45
Table 3.5 Likert Scale	46
Table 4.1 Validity Test Result	59
Table 4.2 Reliability Test Results	60
Table 4.3 Customer Value (X ₁) – Item 1	62
Table 4.4 Customer Value (X ₁) – Item 2	62
Table 4.5 Customer Value (X ₁) – Item 3	63
Table 4.6 Customer Value (X ₁) – Item 4	63
Table 4.7 Customer Value (X ₁) – Item 5	63
Table 4.8 Customer Value (X ₁) – Item 6	64
Table 4.9 Customer Value (X ₁) – Item 7	64
Table 4.10 Customer Value (X ₁) – Item 8	64
Table 4.11 Brand Trust (X ₂) – Item 1	65
Table 4.12 Brand Trust (X ₂) – Item 2	65
Table 4.13 Brand Trust (X ₂) – Item 3	65
Table 4.14 Brand Trust (X ₂) – Item 4	66
Table 4.15 Brand Trust (X ₂) – Item 5	66
Table 4.16 Brand Trust (X ₂) – Item 6	66
Table 4.17 Brand Image (X ₃) – Item 1	67
Table 4.18 Brand Image (X ₃) – Item 2	67

Table 4.19 Brand Image (X3) – Item 3	67
Table 4.20 Brand Image (X3) – Item 4	68
Table 4.21 Brand Image (X3) – Item 5	68
Table 4.22 Brand Image (X3) – Item 6	68
Table 4.23 Customer Loyalty (Y) – Item 1	69
Table 4.24 Customer Loyalty (Y) – Item 2	69
Table 4.25 Customer Loyalty (Y) – Item 3	69
Table 4.26 Customer Loyalty (Y) – Item 4	70
Table 4.27 Customer Loyalty (Y) – Item 5	70
Table 4.28 Customer Loyalty (Y) – Item 6	70
Table 4.29 Customer Value Interval Class	71
Table 4.30 Brand Trust Interval Class	71
Table 4.31 Brand Image Interval Class	72
Table 4.32 Customer Loyalty Interval Class	72
Table 4.33 Mean, Median, and Mode Statistic	72
Table 4.34 The Interval Class	73
Table 4.35 Questionnaires Analysis of Customer Loyalty (X1)	73
Table 4.36 Questionnaires Analysis of Brand Trust	74
Table 4.37 Questionnaires Analysis of Brand Image	74
Table 4.38 Questionnaires Analysis of Customer Loyalty	75
Table 4.39 One-Sample Kolmogorov-Smirnov Test	Error! Bookmark not defined.
Table 4.40 Multicollinearity Test	77
Table 4.41 Glejser Test	78
Table 4.42 Multiple Linear Regression Analysis	79
Table 4.43 Partial Hypothesis t-Test	80
Table 4.44 Simultaneous Hypothesis F-Test	81
Table 4.45 Simultaneous Determination Coefficient Test	82

LIST OF APPENDICES

APPENDIX A : QUESTIONNAIRE.....	A-1
APPENDIX B : PRE-TEST SURVEY RESULTS.....	A-1
APPENDIX C : PRE-TEST SPSS RESULT	B-1
APPENDIX D : MAIN TEST SURVEY RESULTS	C-1
APPENDIX E : MAIN TEST SPSS RESULTS	D-1
APPENDIX F : STARBUCKS COFFEE	E-1

