

CHAPTER II

GENERAL DESCRIPTION STARBUCK

2.1. History Company

2.1.1. Starbucks

Starbucks is one of the global brands that is interesting to study in the context of the development of experience-based businesses. According to the company's historical records, Starbucks was founded in 1971 in the historic Pike Place Market area of Seattle, United States. In its early stages, the company focused on selling freshly roasted coffee beans, tea, and spices imported from various countries, which were then sold to customers in the form of take-home products. The name “Starbucks” was inspired by the classic novel *Moby-Dick*, which represents the seafaring traditions of coffee traders during the early days of the commodity trade.

Starbucks' market expansion has been progressive. After opening stores in Chicago and Vancouver (Canada), the company expanded its reach to California, Washington D.C., and New York. In 1996, Starbucks entered the international market by opening a store in Japan, followed by expansion into Europe in 1998 and China in 1999. Over the next two decades, Starbucks grew rapidly to have tens of thousands of stores in various countries, serving millions of customers every week, and becoming an integral part of various local communities around the world.

Starbucks is not only influenced by the quality of its products, but also by the company's consistency in carrying out its mission: With every cup, with every conversation, with every community – we nurture the limitless possibilities of human connection. This mission reflects the company's strategy of placing human

interaction as its core value, thereby strengthening the brand's position in the global market through an emotional approach and a deep consumer experience.

2.1.2. Starbuck Indonesia

PT Sari Coffee Indonesia (Starbucks Coffee Indonesia) is realized through the relationship between Starbucks Coffee Company and PT Mitra Adiperkasa Tbk, one of the leading department store and branded goods companies in the country. PT Sari Coffee Indonesia is also the only company that has the exclusive license to establish and operate Starbucks in Indonesia.

Starbucks Coffee Indonesia opened its first store at Plaza Indonesia on May 17, 2002. The Starbucks Coffee Indonesia network has grown to more than 500 stores in 59 major cities in Indonesia by the end of 2023. Recognized as the premier roaster and retailer of specialty coffee in the world, and the industry benchmark in Indonesia, Starbucks strives to deliver exceptional heritage and experiences in every cup. In Indonesia, all food and beverages sold in stores have gone through the Halal certification process by the Halal Product Guarantee Agency (BPJPH) with Certificate Number ID00410007748310723.

2.2. Mission, Values and Promises

2.2.1. Misson

With every cup, with every conversation, with every community – we nurture the limitless possibilities of human connection.

2.2.2. Value

We deliver performance through the lens of humanity:

Craft

- We delight in the rigor of the details-no matter what our job is.
- We learn and teach in the pursuit of growth.
- We deliver excellence with passion and creativity.

Results

- We consistently achieve our goals with focus, integrity, and drive.
- We continuously innovate to stay ahead.
- We exceed the expectations of the people we serve.

Courage

- We embrace difficult conversations, with respect, to make us all better.
- We pursue audacious ideas beyond our comfort zone.
- We do the right thing, even when it's hard.

Belonging

- We actively listen and connect with warmth and transparency.
- We recognize and appreciate every person for who they are.
- We treat each other with dignity and care.

Joy

- We take pride in our work and have fun while doing it.
- We celebrate each other and our wins.
- We create great vibes to bring the best out of others.

2.2.3. Promise

The mutual success we collectively commit to:

- Our Partner Promise — Bridge to a better future.
- Our Customer Promise — Uplift the everyday.

- Our Farmer Promise — Ensure the future of coffee for all.
- Our Community Promise — Contribute positively.
- Our Environmental Promise — Give more than we take.
- Our Shareholder Promise — Generate long-term returns.

2.3. Logo and Philosophy

Here is Starbucks's logo and philosophy:



Figure 2. 1 Starbucks's Logo

Source: Starbucks, 2025

The Starbucks logo is a visual representation of deep meaning and philosophy. The main icon in the logo is a two-tailed siren or mermaid of Greek mythology, depicting the alluring appeal of the coffee aroma that seduces coffee lovers around the world.

- The siren symbolizes the power to attract attention and provide a memorable experience for anyone who comes by.
- The green color that dominates the logo reflects the values of freshness, growth, and sustainability-values that Starbucks holds strongly as a global brand.

Since 2011, Starbucks has even removed the text in its logo, signifying that their visual identity has become so strong, it is widely recognized without the need for additional text. Overall, the logo is not just a symbol, but a reflection of the

brand's philosophy that puts charm, quality, and customer experience at the center of every cup of coffee served.

2.4. Organizational Structure

The organizational structure of a Starbucks store is designed to ensure efficient operations, high-quality customer service, and effective communication across all levels of staff. Generally, the store adopts a hierarchical structure with a top-down management structure, where each position has specific roles, responsibilities, and authority levels to ensure smooth operations and consistent customer service. Here is Starbuck Dr Wahidin's organizational structure:

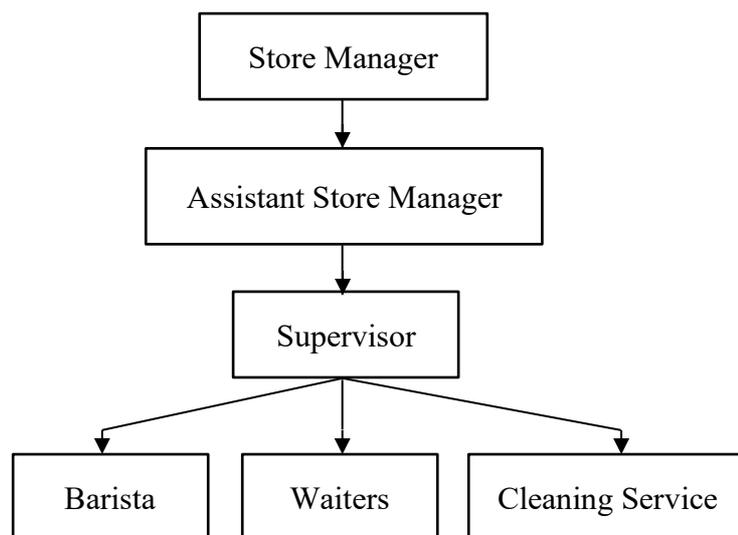


Figure 2. 2 Starbuck Dr Wahidin's Organization Structure

Source: Starbuck Dr Wahidin (2025)

Task and responsibility

1. Store Manager: Fully responsible for store operations, sales target achievement, human resource management, and ensuring service and product quality standards are in line with Starbucks guidelines.
2. Assistant Store Manager: Assist the Store Manager in running daily

operations. Focus on employee shift scheduling, inventory management, training new employees, and ensuring smooth customer service activities.

3. Supervisor: Lead and supervise store operations during each shift. Responsible for ensuring team performance is effective, customer service is optimal and handling operational issues directly.
4. Barista: Preparing food and beverage according to standards, training new baristas, and maintaining the quality and consistency of the products served.
5. Waiters: Providing direct service to customers, such as delivering orders to tables, assisting customers in selecting menu items, and ensuring customer comfort while in the outlet. Also acts as a liaison between baristas/cashiers and customers.
6. Cleaning Service: Responsible for maintaining the cleanliness of the entire outlet area, including the service area, customer lounge, restrooms, and back area.

2.5. Starbuck's Product

Starbucks offers a range of exceptional products that customers enjoy in our stores, at home, and on-the-go.

Table 2. 1 Starbuck's Product

| No | Category | Product Types |
|----|-----------------------|--|
| 1 | Coffee | More than 30 blends and single-origin premium coffees, including Pike Place® Roast, Espresso Roast, and Sumatra. |
| 2 | Handcrafted Beverages | Freshly brewed coffee, hot and iced espresso beverages, Starbucks® Cold Brew, Frappuccino® Blended Beverages, Starbucks Refreshers®, Teavana® hot and iced teas. |
| 3 | Fresh food | Baked pastries (croissants, muffins, danish), sandwiches, salads, protein boxes, oatmeal, yogurt, and snacks. |

| No | Category | Product Types |
|----|----------------------------------|--|
| 4 | Consumer Packaged Coffee & Tea | Whole-bean and ground coffee, Starbucks VIA® Instant, Starbucks K-Cup® pods, Starbucks by Nespresso, Starbucks and Teavana Verismo® pods. |
| 5 | Ready-to-Drink (RTD) Beverages | Bottled Frappuccino® coffee drinks, Starbucks Discoveries® chilled cup coffees, Starbucks Iced Coffee, Starbucks Doubleshot® Espresso & Energy drinks, Starbucks Bottled Cold Brew, Starbucks Refreshers®, Teavana® Craft Iced Teas. |
| 6 | Seasonal & Limited-Edition Items | Holiday beverages (Peppermint Mocha, Gingerbread Latte), Summer Refreshers, seasonal food offerings. |
| 7 | Merchandise | Tumblers, mugs, reusable cups, coffee brewing equipment, accessories. |

Source: www.starbucks.com (2025)

2.6. Respondent Identity

Respondent Identity explains the profile of the sample used in this study. Respondent selection using purposive sampling technique. This study used 100 respondents. These respondents are consumers of Starbucks Dr. Wahidin, with a minimum consumption period of 1 month.

The questionnaire was completed by directly approaching all respondents to answer the questions. Based on the data obtained from respondents, a recapitulation of identity according to gender, age, education level, occupation, average income and allowance per month, and frequency of buy product in 6 – 31 July 2025.

2.6.1. Respondent Identity by Age

Age is one of the important demographic factors that can provide an understanding of the differences in respondents' needs and expectations of services. By grouping respondents by age, it can be identified which age group is most dominant in using the service. The method of determining the age group interval in this data is as follows using the Sturges formula (Sugiyono, 2007):

$$K = 1 + 3,3 \log N = 1 + 3,3 \log 100 = 7.6 \approx 8$$

$$R = \text{nilai max} - \text{nilai min} = 55 - 17 = 38$$

$$I = \frac{R}{K} = \frac{38}{8} = 4,75 \approx 5$$

Description:

K: number of classes

R: range

I: class interval

The following are Starbuck Dr Wahidin's consumers by age:

Table 2. 2. Respondent by Age

| No | Age | Frequency | Percentage |
|--------------|---------|------------|-------------|
| 1 | 17 – 21 | 22 | 22 % |
| 2 | 22 – 26 | 30 | 30 % |
| 3 | 27 – 31 | 15 | 15 % |
| 4 | 32 – 36 | 11 | 11 % |
| 5 | 37 – 41 | 8 | 8 % |
| 6 | 42 – 46 | 3 | 3 % |
| 7 | 47 – 51 | 5 | 5 % |
| 8 | 52 - 56 | 6 | 6 % |
| Total | | 100 | 100% |

Source: Primary data processed (2025)

Based on Table 2.1, it can be seen that the most common age of respondents is 22 – 29 years old, with 30 respondents (30%), while the least common ages is 42 – 46 years old, with 3 respondent (3%). Therefore, it can be concluded that 22 – 29 years old is more likely to purchase Starbuck Dr Wahidin's products. This age distribution indicates that the largest consumer segment for Starbucks Dr. Wahidin's products consists predominantly of young adults, most of whom are high school students and S1.

The result aligns with a general trend that younger consumers, particularly

college students, have higher Starbucks visits due to lifestyle preferences, social interactions, and the need for a comfortable space to study or work. Coffee shops like Starbucks are often perceived as a suitable environment for studying, discussing, or spending leisure time.

2.6.2. Respondent Identity by Gender

Gender is a demographic factor that influences differences in respondents' preferences and needs for services. By grouping respondents by gender, patterns of service use can be analyzed and the possibility of domination by one group can be seen. The following are Starbucks Dr Wahidin's consumers by gender:

Table 2. 3. Respondents by Gender

| No | Gender | Frequency | Percentage |
|----|--------------|------------|-------------|
| 1 | Male | 44 | 44 % |
| 2 | Female | 56 | 56 % |
| | Total | 100 | 100% |

Source: Primary data processed (2025)

Based on Table 2.2, the most common gender of respondents is male, with 56 respondents (56%), while the least common gender is female, with 44 respondent (44%). Therefore, it can be concluded that male is more likely to purchase Starbucks's Dr Wahidin products.

2.6.3. Respondent Identity by Education Level

The level of education is a factor that affects the knowledge and attitudes of respondents in using services. By grouping respondents by education level, differences in needs and expectations for services can be analyzed according to their respective educational backgrounds. The following are Starbucks Dr Wahidin's consumers by education level:

Table 2. 4. Respondent by Education Level

| No | Education Level | Frequency | Percentage |
|--------------|-----------------|------------|-------------|
| 1 | High School | 35 | 35 % |
| 2 | S1 | 36 | 36 % |
| 3 | S2 | 23 | 23 % |
| 4 | S3 | 6 | 6 % |
| Total | | 100 | 100% |

Source: Primary data processed (2025)

Based on Table 2.3, the most common education level of respondents is S1/S2/S3, with 65 respondents (57%), while the least common education level is Junior High School, with 35 respondent (35%). Therefore, it can be concluded that S1/S2/S3 is more likely to purchase Starbuck's Dr Wahidin products.

2.6.4. Respondent Identity by Occupation

The identity of respondents by occupation provides an overview of how professional background can influence respondents' responses. Employment is often closely related to mindset, leisure time, and access to information. The following are Starbuck Dr Wahidin's consumers by occupation:

Table 2. 5. Respondent by Occupation

| No | Occupation | Frequency | Percentage |
|--------------|-----------------|------------|-------------|
| 1 | Student | 49 | 49 % |
| 2 | Entrepreneur | 32 | 32 % |
| 3 | Military/Police | 8 | 8 % |
| 4 | Civil Servant | 11 | 11 % |
| Total | | 100 | 100% |

Source: Primary data processed (2025)

Based on Table 2.4, the most common occupation of respondents is student, with 49 respondents (49%), while the least common occupation is military/police and civil servant, with 8 respondent (8%). Therefore, it can be concluded that student is more likely to purchase Starbuck's Dr Wahidin products.

2.6.5. Respondent Identity by Average Income / Allowance per Month

This data is used to identify respondents' economic capabilities that may influence their preferences, consumption habits and decisions in using a product or service. Income or pocket money categories are grouped by a certain nominal amount to facilitate the analysis of the relationship between financial conditions and behavior patterns in this study. The following are Starbuck Dr Wahidin's consumers by average income/allowance per month:

Table 2. 6. Respondent by Average Income/Allowance per Month

| No | Average Income / Allowance per Month | Frequency | Percentage |
|----|--------------------------------------|------------|-------------|
| 1 | < Rp1,000,000 | 21 | 21 % |
| 2 | Rp1,000,000 – Rp5,000,000 | 36 | 36 % |
| 3 | Rp 5,000,001 – Rp 10,000,000 | 31 | 31 % |
| 4 | > Rp10,000,001 | 12 | 12 % |
| | Total | 100 | 100% |

Source: Primary data processed (2025)

Based on Table 2.5, the most common average income/allowance per month of respondents is Rp1,000,000 – Rp5,000,000, with 36 respondents (36%), while the least common average income/allowance per month is > Rp10,000,001 with 12 respondent (12%). Therefore, it can be concluded that student is more likely to purchase Starbuck's Dr Wahidin products.

Based on the survey results, respondents with an income of Rp1,000,000 – Rp5,000,000 are generally students. This source of income generally comes from monthly allowances given by parents to students. These allowances are generally allocated to meet various living needs during their education, such as food and drink expenses, transportation, entertainment needs, and so on. Students typically have

higher purchasing power because they often hang out with friends or work on academic assignments.

2.6.6. Respondent Identity by Frequency of Buy Product at least last week

The frequency of use reflects the respondent's level of engagement and experience with the service. This information is important for analyzing the relationship between intensity of service use and respondents' perception or satisfaction with the service. The following are Starbuck Dr Wahidin's consumers by frequency of buy product at least last week:

Table 2. 7. Respondent by Frequency Buy Product At In 6 – 31 July 2025

| No | Frequency Buy Product At Least Last Week | Frequency | Percentage |
|----|--|------------|-------------|
| 1 | Once | 44 | 44 % |
| 2 | Twice | 26 | 26 % |
| 3 | > Twice | 30 | 30 % |
| | Total | 100 | 100% |

Source: Primary data processed (2025)

Based on Table 2.6, the most common frequency buy product at least last week of respondents is once, with 44 respondents (44%), while the least common frequency buy product at least last week is > twice, with 30 respondent (30%). Therefore, it can be concluded that the frequency of consumers purchasing Starbucks products is once