

ABSTRACT

One of the most competitive industries today is the competition among coffee shops or cafés. Many coffee shops have been driven by the rising competition to improve their experience in order to make customers loyal as well as earn their trust and satisfy them. In the industry, one of the renowned coffee shop chains is Starbucks. This study aims to examine the effect of brand experience, brand trust, and customer satisfaction on brand loyalty of Starbucks in Indonesia.

To analyze the relationship between brand experience, brand trust, customer satisfaction, and brand loyalty, a research framework was created using the Theory of Reasoned Action. The study uses 120 samples of Starbucks customers in Indonesia, aged 18 and over. The data collection is done using an online questionnaire. The analysis method used in this study is Partial Least Square Structural Equation Modelling (PLS-SEM) using SmartPLS 3.0.

The results indicate that Brand Experience significantly and positively affects Customer Satisfaction. Then, Brand Experience significantly and positively affects Brand Trust. Moreover, Brand Trust significantly and positively affects Brand Loyalty and Brand Experience significantly and positively affects Brand Loyalty. However, Customer Satisfaction does not have a significant effect on Brand Loyalty. Accordingly, Brand Experience has the most influence on Brand Trust.

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

