



## THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY MEDIATED BY BRAND TRUST

by

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### ABSTRACT

This research aims to analyze the influence of Service Quality, Brand Trust, and Loyalty of Starbucks customers. Through this research, the researcher can find out the magnitude of influence that occur on customer loyalty. Based on the purpose of this research, the hypotheses are; H1: Service quality influences on brand trust; H2: Service quality influences on customer loyalty; and H3: Brand trust influences on customer loyalty. Judgmental sampling is non-probability sampling technique that has been used for this research. The data was gathered through the communication method as the data are collected from 100 respondents by distributed questionnaire and for essential measurements using Likert Scale. The research method was validated through construct validity and reliability test, and for hypotheses test Structural Equation Model (SEM) analysis was used. The result of this research indicates that service quality significantly influences toward brand trust. Service quality doesn't influence toward customer loyalty. Then, brand trust also doesn't influence toward customer loyalty. After the processes conducted in this research, it can be concluded that only service quality give positive influence to brand trust in Starbucks. For the suggestion, much better if there is availability to give any feedback, the purpose is to know about lacks of Starbucks

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## 1. INTRODUCTION

In this day and age, busy schedules and high mobility make urban people need a place to unwind after doing their daily routines. Usually the activities that are often used to spend time relaxing are eating, drinking, listening to music, or just spending time chatting with relatives or colleagues. Coffee has become a basic need for consumers who love coffee. Coffee is a drink that has its own charm among coffee lovers, coffee can be a friend to relax in carrying out activities. With the increasing demand for coffee, many business people build coffee shops starting from roadside coffee shops, cafes, or coffee shops that have international and local licenses from Indonesia, such as Bengawan Solo, Starbucks, Caribou Coffee, The Coffee Bean & Tea Leaf (Trans Food & Beverage), J.CO (Jhonny Andrean Group), and Anomali Coffee to a coffee shop from Thailand Black Canyon Coffee. Starbucks has become one of the coffee shops that has been trusted by the public because of its high-tasting coffee and has various types of coffee from various parts of the world that have been processed into delicious coffee. The growing and increasing number of business people in the coffee sector, the more they are challenged to be able to create a unique differentiation and *positioning* so that consumers can differentiate from their

competitors. Competitive and dynamic market conditions will result in every company having to always observe the competition in its business environment. Starbucks is an American coffee company and global coffee shop chain Union headquartered in Seattle, Washington. Starbucks is a store company the world's largest coffee shop, with 20,336 stores in 61 countries, including 13,123 in America United States, 1,299 in Canada, 977 in Japan, 793 in the United Kingdom, 732 in China, 473 in Korea South, 363 in Mexico, 282 in Taiwan, 204 in the Philippines, and 164 in Thailand. Starbucks take a lot of various coffee beans around the world including countries Indonesia. The more famous the Starbucks name among the public, the more people are also interested in the Starbucks namethis can be an opportunity for Starbucks itself to be able to improve the quality of Starbucks services, trust in

brand and customer loyalty so that the Starbucks name will be increasingly recognized. Indonesia has become a coffee producer and also the largest coffee exporter after neighboring countries such as Brazil, Vietnam, Columbia, Eutopia. Coffee itself is the fourth largest foreign exchange earnings after palm oil, rubber, cocoa. At this time, coffee plantations Indonesia covers a total area of approximately 1.24 million hectares, 933 hectares of plantations robusta and 307 hectares of arabica plantations. More than 90% of the total plantation cultivated by small-scale farmers. Almost all cities in the world providing coffee is not left behind with the city of Bekasi. In the city of Bekasi already many business people build coffee shops, whether just to become business people or just trying their luck. but what is certain is that the coffee business is now growing and promising good profits.

In facing an increasingly strong and tight competitive environment, every company is required to be able to optimize its economic resources in order to increase the competitiveness of its products in the market, as well as be able to formulate a series of

effective marketing strategies and always develop these marketing strategies continuously and sustainably so that they can become characteristic of a company. This is done as an effort to gain a competitive advantage against competing companies. In order to survive and develop, business managers are required to be able to create competitive advantages over service quality, brand trust in an effort to satisfy customers and face competition in this business. If these demands are not met then this business will not survive.

When opening a new business people have to build a character that consumers will never forget. Like how we should provide good service quality, create brand trust so that consumers believe in *brand*, and how do we make these customers loyal. Para business people or entrepreneurs trying to provide good quality service to customers its customers don't miss Starbucks either. This is all meant to be able to make consumers feel valued and also make consumers not think twice to visit Starbucks. The quality of a particular company or institution is usually determined from how a company meets the wants or needs of the customer. A company that satisfies most of its customers' needs over time is called a quality company. The point is when we see a Our company sees how the reality seen by consumers is adjusted with the consumer's expectations.

Trust comes from consumers' expectations of the fulfillment of brand promises. When their expectations are not met, trust will decrease or even disappear (Ferrinadewi, 2008; 153). Trust will arise where the other party tries to fulfill these wants and needs. With trust, it will make people more trust in a brand that is circulating. Trust in a

brand is very important, this is intended so that a brand can compete with other brands. A brand is a name, term, sign, symbol, or design, a combination of these, which is intended to identify the goods or services of a person or group of sellers to differentiate them from those of competitors (Kotler, 2003:575). The role of the brand is no longer just a name or differentiator with competing products, but has become one of the important factors in competitive advantage. Brands are becoming more considered by companies, especially in conditions of increasingly sharp brand competition. Companies are increasingly realizing the importance of brands for the success of a product. With trust in the brand, customers who will buy the brand will no longer hesitate to buy it because in the consumer's mind he already believes and does not want to move to another brand. A brand that is maintained by professionalism will make consumers feel confident and believe in a brand. With brand trust, a brand will benefit from a trusted brand. Consumers will feel more confident to use the brand without thinking twice.

Loyalty Literally means loyal, or loyalty can be interpreted as a faithfulness. With consumers being loyal, these consumers will continue to do repeat purchase. With high loyalty from consumers, it is expected that be profitable for the company. In the long run become the goal for strategic planning as the basis for developing excellence sustainable competitiveness, the entry of innovative products into the market on the one hand, and saturated market conditions for certain products on the other hand, then the task of managing customer loyalty is not an easy challenge. Customer loyalty will be the key to success, not only in the short term but competitive advantage globally This is sustainable because customer loyalty has strategic value for the company. Boulding (Ali Hasan, 2008:83) suggests that the occurrence of brand loyalty in

consumers is caused by the influence of satisfaction and dissatisfaction with the brand. that accumulates continuously in addition to the perception of product quality. With high loyalty from consumers, these consumers can also provide recommendations for business partners or other families to make repeat purchases at Starbucks. Behavior after product purchase is determined by satisfaction or dissatisfaction with a product as the end of the sales process. And from the end of the process we can find out whether the consumer can be loyal to the product or not, at the end of the process the consumer will make a statement about the product or service they use whether it has met their expectations or is still far from meeting their expectations.

Based on the description above, the researcher formulates several research problems as follows: "does service quality and brand trust affect Starbucks Coffee customer loyalty"?

## 2. LITERATURE REVIEW

### 2.1. Quality of Service



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#### a. Definition and Concept of Service Quality

In a book written by Philip Kotler and Kevin Lane Keller (2008:143) said quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs. This is definitely a customer-centric definition. We can say that a seller has delivered quality when his product or service meets or exceeds customer expectations.

According to Tjiptono and Chandra (2016:113) explained that *service quality* contributes significantly to the creation of differentiation, *positioning*, and competitive strategies for every marketing organization, both in the form of manufacturing companies and service providers. The perspective of quality measurement can be grouped into two types, namely *internally* and *externally*. *perspective internal* defined as *zero defect* ("doing it right the first time" or conformity to the requirements), while the *external*

understands quality based on customer perceptions, customer expectations, customer satisfaction, customer attitudes.

From these two meanings, it can be concluded that service quality is determined by the ability of a particular company or institution to meet needs in accordance with what is expected or desired based on the needs of customers or visitors. A company that satisfies most of its customers' needs over time is called a quality company. In short, when we define service quality, it is a measure of how good the level of service provided by the company is in accordance with customer expectations.

In the perspective of TQM (*Total Quality Management*) quality is seen broadly, namely not only the outcome aspect that is emphasized, but also includes processes, environment and human resources. This perspective is formulated in more detail by Goeth and Davis quoted by Tjiptono and Chandra (2016:115) defining quality as "dynamic conditions related to products, services, human resources, processes, and the environment that meet or exceed expectations".

According to Garvin quoted by Tjiptono and Chandra (2016:117) the quality perspective can be classified into five different groups. These five perspectives can explain why quality is interpreted differently by each individual in different contexts. Following are each of these perspectives:

##### a. *Transcendental Approach*

Quality is seen as something that can be felt or known, but is difficult to define, formulate or operationalize. Ordinary people sometimes find it difficult to understand the quality of paintings, poems, songs or films that have been praised by art critics and observers.

##### b. *Product Based Approach*

Quality is an objective characteristic or attribute that can be quantified and can be measured. Differences in quality reflect differences in the amount of some elements or attributes that the product has.

##### c. *Used Based Approach*

The idea that quality depends on the person who judges it, so the product that best satisfies one's preferences is the highest quality product.

##### d. *Manufacturing Based Approach*

Adjustment of production and operating specifications prepared *internally*, which is often triggered by a desire to increase productivity and emphasize costs.

##### e. *Value Based Approach*

This approach looks at quality from the aspect of value and price. Quality in this perspective is relative, so the product with the highest quality is not necessarily the most valuable product. But the most valuable are the goods or services that are most appropriate to buy.

Service quality emphasizes aspects of customer satisfaction and revenue. According to Crosby quoted by Tjiptono and Chandra (2016: 120) states that quality can also reduce costs. It further states that the cost to realize a quality product is much smaller than the costs incurred if the company fails to meet quality standards.

According to Tjiptono and Chandra (2016; 123) revealed that to achieve the level of service excellence, every employee must have superior skills including understanding products/services in depth, looking neat and attractive, being friendly and friendly, showing commitment and responsiveness in serving customers, not h Even though the effort to make it happen is not an easy job, but if all organizations can do it, then the benefits will be great, both for the company, employees and customers.

Service quality provides an impetus to customers or in this case visitors to establish strong ties with institutions or agencies providing services. This good relationship bond will enable service institutions to understand carefully the expectations of customers or visitors and their needs. Thus

service providers can increase visitor satisfaction by maximizing a pleasant visitor experience and minimizing an unpleasant visitor experience. If the service received or perceived is in accordance with customer expectations,

then the service quality is perceived as ideal quality, but on the contrary if the service received or perceived is lower than expected, the service quality is perceived as low.

#### **b. Dimensions of Service Quality**

According to Kotler and Keller (2016: 442) there are five main dimensions that are arranged in order of their relative importance as follows:

1. *Reliability* or reliability, relating to the company's ability to provide accurate services from the first time without making any mistakes and delivering services at the agreed time.
2. *Responsiveness* or responsiveness, with regard to the willingness and ability of employees to help customers and respond to their requests, and inform when services will be provided and then provide services quickly.
3. *Assurance*, namely the behavior of employees is able to foster customer trust in the company and the company can create a sense of security for its customers. Assurance also means that employees are always courteous and have the knowledge and skills required to deal with any customer questions or concerns.
4. *Empathy* or empathy, means that the company understands the problems of its customers and acts in the interests of customers, and gives personal attention to customers and has comfortable operating hours.
5. *Tangibles* or physical evidence, relating to the attractiveness of physical facilities, equipment, and materials used by the company, as well as the appearance of employees.

#### **c. Measuring Service Quality**

There are many ways to improve service quality, one of which is by evaluating and making regular improvements. Some ways that can be done to improve service quality are as follows:

##### **1) Getting feedback from customers**

There are many ways that can be done to get *feedback* from customers, such as conducting surveys to customers, and *up* on customers after providing service, this method can be done by *mail*. Other ways are product testing to customers, being active on social media, giving discounts or *benefits* to customers for the feedback that has been given, and utilizing technology to monitor business developments such as through *websites*, *google analytics*, and so on.

##### **2) Evaluating the company**

The ways that can be done to carry out evaluations include through surveys by focusing on the things that are most important to know. Surveys can be carried out to determine empathy or concern for customers, measure the level of a company's ability related to reliability and responsiveness, and find out service and product quality based on direct consumer experience such as product function, level of cleanliness, employee appearance, and so on.

##### **3) Improving company services**

Improving service quality can be done by providing clear company service standards to employees, training employees to become responsible, responsive, and have a high work ethic. If possible, it can be done by giving bonuses to employees who excel. In addition, making it easy for customers to convey their input is something that needs to be done. However, it would be better if all efforts to improve the quality of this company's services were carried out on an ongoing basis.

### **2.2. Brand Trust**

#### **a. Understanding Trust**

Ali Hasan (2014: 712) Trust, is the ability to predict the actions of the other party in the relationship and the belief that the other partner will not act opportunistically if given the opportunity to do so. Trust is an important foundation in building relationships. Trust is formed by the ability to keep promises, improve RQ

(*Relationship Quality*). Trust in exchange partners both B2B, and B2C, customers seek to reduce risk from the choice of trusted providers or dealers and demonstrate a desire for the well-being of customers. In the service industry, when buyers can recognize RQ, trust, and satisfaction with service providers, customers will move towards positive behaviors, such as repeat purchases and positive word of mouth recommendations. Various empirical studies show that trust has a stronger impact on repurchase and positive word of mouth recommendations than satisfaction. Trust in customers is a key prerequisite for quality relationships and successful long-term relationships.

According to Philip Kotler and Gary Armstrong (2008: 275) a brand is a name, term, sign, symbol, or design, or a combination of these, which indicates the identity of the maker or seller of a product or service. Brand characteristics play a very important role in determining whether customers decide to believe in a brand or not. Brands that are well managed and professionally only are able to attract consumers' attention and encourage and stimulate consumers to make purchases and even repurchase decisions. According to Delgado in Ferrinadewi (2008: 150), brand trust is an expectation of reliability and good intentions of a brand because brand trust reflects 2 (two) things, namely *brand reliability* and *brand intentions*. *Brand reliability* or brand reliability stems from consumer

confidence that the product is able to meet the promised value or in other words the perception that the brand is able to meet needs and provide satisfaction.

#### **b. Brand Trust Factors**

*Brand Trust* According to Lau and Lee quoted from Tjiptono (2014: 398), *Brand Trust* is the willingness of consumers to believe in a brand even though it is risky because there is an expectation that the brand will give positive results. According to Lau and Lee (1999:344), there are three factors that influence

brand trust, namely;

1. The brand itself,
2. The company making the brand, and
3. Consumers.

Furthermore, Lau and Lee propose that trust in a brand will lead to brand loyalty. The relationship of these three factors with brand trust can be described as follows:

1) *Brand Characteristics*, Brand characteristics have an important role in determining consumer decision making to trust a brand, this is because consumers make an assessment before buying it. Brand characteristics related to brand trust include:

a) *Brand reputation*, refers to the opinions of others about whether or not a brand is good or trustworthy.

b) *Brand predictability*, closely related to the group's ability to predict the behavior of other groups. A predictable brand is one that allows consumers to anticipate possibilities with

reasonable confidence. This predictability can be related to the level of consistency of product quality. Shapiro et al describe three trusts that can be found in business relationships; belief based on denial, trust based on knowledge, and trust based on identification.

c) *Brand competence*, is a brand that has the ability to solve problems faced by consumers and fulfill all their needs. Ability refers to the skills and characteristics that allow a group to have a dominant influence. Sitkin and Roth consider that ability is an important element that influences trust.

2) *Company Characteristics*, the characteristics of the company behind a brand can also affect the level of consumer confidence in the brand. A consumer's knowledge of the company behind a brand may influence

his judgment of the brand. The characteristics of the company that are expected to affect consumer confidence in the company (*trust in the company*) are *company reputation*, motivation felt by the company (*perceived motives of the company*), and perceived *company integrity* (*company integrity*).

3) *Consumer-Brand Characteristics*, the totality of individual thoughts and feelings with reference to himself as an object so that in the context of marketing the brand is often analogous to a person. Consumers

often interact with brands as if the brand is a human being so that the similarity between the consumer's self-concept and the brand can build trust in the brand. These characteristics include the similarity between the consumer's emotional concept and brand personality (*Similarity between Consumer Self-Concept and Brand Personality*), *brand liking* and *brand experience*.

#### **c. Brand Trust Measures**

According to the European *Journal of Marketing*, a measure that is often used to measure trust is a multi-item type scale that describes the dimensions of the specific behavioral concept of "keeping promises" and attributes (honest, attracted to). More specifically the brand trust scale consists of 6 items that represent several characteristics of the brand related to its ability to be trusted and its intention to consumers. The 6 items are:

1. Offering a product with a constant level of quality.
2. Help to solve problems that may arise when product users use the product.
3. Offering new products that may be needed by product users.
4. Care about product user satisfaction.
5. Seeing consumers as someone of value.
6. Offer recommendations and suggestions to maximize the use of the product.

Experience is a learning process for consumers because from experience consumers get a lot of information. Where information about products is obtained from direct experience with products such as consumption because of the creation of brand trust through experience there will be a learning process that allows the establishment of associations, thoughts and conclusions that are more relevant to the individual or consumer.

### **2.3.Customer Loyalty**

#### **a. Understanding Customers**

Customers who are loyal because they are satisfied and want to continue buying relationships, customer loyalty is a measure of customer proximity to a brand, customers like the brand, the brand is *top of mind* (the first brand that appears) when considering a product category, deep brand commitment forces preference the choice to



make a purchase, helps customers identify quality differences, so that when shopping they will be more efficient. This argument strengthens and becomes important for customers to make repeat purchases.

Customer loyalty is a behavior related to the brand of a product, including the possibility of renewing brand contacts in the future, in the form of several possibilities for customers to change their support for the brand, how many customers are likely to increase the positive image of a product. If the product is not able to satisfy the customer, the customer will react by *exit* (the customer states he has stopped buying the brand or product) and *voice* (the customer expresses dissatisfaction directly with the company).

Customers leave or change their support for the product has an effect on *revenue* long-term. To build a loyalty requires challenges that must be faced and takes a very long time. However, once customer loyalty can be built, it will provide great benefits for the company, including:

1. Reducing marketing costs
2. *Trade leverage*
3. Attracting new customers
4. Responding to competitor threats
5. The cumulative value of sustainable business

Literally loyal means loyal, or loyalty can be interpreted as a loyalty. This loyalty arises without coercion, but arises from self-awareness in the past. Efforts made to create consumer satisfaction are more likely to influence consumer attitudes. While the concept of consumer loyalty emphasizes more on buying behavior.

#### **b. Measuring Loyalty**

Ali Hasan (2014: 139) there is no agreement on the measures that should be used to measure loyalty, but the various ways that are done are as follows:

1. Customer loyalty can be traced through measures such as *defection-rate*, quantity and continuity core customers, *longevity of core customers*, and value for core customers (in the form of savings earned by core customers as a result of quality, productivity, cost reductions and short cycle times).
2. Loyalty data is obtained from customer feedback which can be collected in various ways with varying degrees of effectiveness: active and passive observation, cards and suggestion boxes, toll-free telephone lines, surveys (via mail, telephone, e-mail, in-person interviews), *focus group* or customer panel, *visit top management*.
3. *Lost customers analysis*, non-customer analysis, input from front line employees, input from distributors or retailers, *one-on-one in depth interviews*.
4. Analyze feedback from customers, former customers, non customers, competitors.
  - a. Ex-customers and non-customers are researched, the company's concentration is to create lasting relationships with customers.
  - b. Analyze the reasons for switching former customers to competitors, then trying to win them back, including analyzing the causes of non-customers not using the company's products.
  - c. Better understand the factors that support customer loyalty, as well as the negative factors that have the potential to cause *customer defections*. Based on this understanding, anticipatory and corrective actions can be taken quickly, accurately, and efficiently

#### **c. Customer Loyalty Concept**

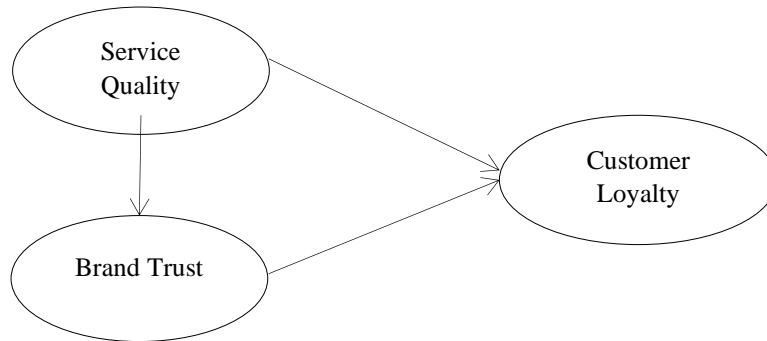
Ali Hasan (2014: 123) the term loyalty has often been heard by marketing experts and business practitioners, loyalty is a concept that seems easy to

talk about in everyday contexts, but becomes more difficult when its meaning is analyzed. In many literatures, loyalty refers to: 1) The generic concept, brand loyalty shows the tendency of consumers to buy a certain brand with a high level of consistency. 2) The concept of behavior, repurchase is often associated with brand loyalty (*brand loyalty*). The difference is, if brand loyalty reflects a psychological commitment to a particular brand, repurchase behavior involves buying the same brand over and over again. 3) The concept of repurchase, is the result of the dominance of companies that have succeeded in making their products the only alternative available and which continuously carry out promotions to lure and persuade customers to repurchase the same brand.

Customers who are truly loyal, have the potential to become *word-of-mouth advertisers*. Loyal customers not only repurchase a product (goods, services) but also have a positive commitment and attitude towards the company, for example recommending others to buy. An attitude commitment can result in four possible loyalties, namely true loyalty, false or pretend (double) loyalty, hidden loyal, and any disloyalty. Loyalty is actually a habit of repeat buying behavior, linkage and high involvement in the choice, which begins with external information seeking and alternative evaluation of existing products. Therefore, operationally, loyalty at least shows:

1. The existence of a sequence of purchases and the proportion of purchases, or the probability of purchase.

2. The degree or measure of customer proximity to a brand.
3. The existence of positive feelings towards the brand, and
4. The use of the same brand on a regular basis.



- H1: Service Quality has a positive effect on Customer Loyalty.  
H2: Service quality has a positive effect on brand trust.  
H3 : Brand trust has a positive effect on Customer Loyalty.

### 3. RESEARCH METHODS

In this study, the object studied was Starbucks in Bekasi with the research subject being Starbucks customers. The variables studied were service quality as an independent variable, brand trust as a mediating variable, and customer loyalty as the dependent variable.

The sampling technique used is *non-probability sampling* with a *convenience sampling*, where the sample size is 100 Starbucks customers based on Hair (2013).

The data collection technique used is a communication technique by distributing questionnaires. The data obtained in this study is primary data, which is obtained from the first source, namely from sources who fill out questionnaires filled out by respondents. The questionnaire contains a number of written statements to which respondents will respond in the form of a level of agreement. The level of approval will be given a score as follows:

Strongly Disagree	Strongly agree	Sufficiently	Agree	Strongly agree
		Agree		
1	2	3	4	5

Strongly disagree Disagree 1 2 3 4 5

Data analysis techniques to obtain the information needed to answer and test research hypotheses include descriptive statistical analysis by calculating the average value , make a range of categories, analysis of structural equation modeling which consists of analysis of measurement models for checking validity and reliability, then analysis on structural models for testing research hypotheses.

### 4. Results and Discussion

#### 4.1. Descriptive Analysis

The results of descriptive analysis by determining the average value and determining the category of each research variable are presented in table 1.

**Table 1 . Descriptive Analysis of Service Quality**

Variable	Average	Category
Customer Loyalty	3.89	Loyal

<b>Brand trust</b>	<b>4.05</b>	<i>Trust</i>
<b>Service quality</b>	<b>3.98</b>	<b>Good</b>

Source: processed data.

Table 4.1 shows that customers are Starbucks customers who are already in the loyal category, customers have *trust* in the Starbucks brand, and Starbucks service quality is good.

#### 4.2.SEM analysis

##### 4.2.1. Validity

test Validity test was conducted on 100 respondents using the Lisrel 8.80 program. The statement indicator is declared valid if the value of  $t_{uji} > 1.96$  or *factor loading* > 0.361. Valid indicators indicate that the indicators really measure what you want to measure in this study. Of the 100 respondents have the following results:

**Table 2. Testing the Validity of Service Quality Variables**

No.	Question Items	$t_{uji}$	Loading Validity Factor	1.
2.	Starbucks has good cleanliness of physical facilities	2.64	0.28	valid
3.	has employees who look neat and attractive	5.83	0.57	valid
Starbucks	Starbucks has state-of-the-art facilities	5.08	0.51	valid
4.	Starbucks employees give personal attention to their customers	4.91	0.50	valid
5.	Starbucks is easy to place an order	6.95	0.66	valid
6.	Starbucks understands customer needs seriously -really	6.83	0.65	valid
7.	Starbucks provides good service	4.74	0.48	valid
8.	Starbucks has an accurate handling or administration of records/documents (eg purchase receipts)	3.90	0.40	valid
9.	Starbucks service as promised	4.68	0.48	valid
10.	Willingness of Starbucks employees to provide fast	6.03	0.59	valid



11.	The willingness of Starbucks employees to help customer difficulties is always fast	4.72	0.48	valid
12.	Starbucks employee time to men assume that consumer demand is always fast	5.75	0.57	valid
13.	Starbucks reputation	5.56	0.55	valid
14.	Competence of the best Starbucks employees in providing services	5.09	0.51	valid
15.	Starbucks employees provide services with friendly	4.82	0.49	valid

Source: processed data.

Table 4.2 shows that all indicators of service quality variables are greater than 1.96 and loading factor is greater than 0.361 so it can be said that all service quality indicators are valid.

**Table 3. Testing the Validity of Brand Trust Variables**

No.	Question Items	$t_{uji}$	Loading Validity Factor	1.
2.	Starbucks service can be trusted	-	0.53	valid
3.	Starbucks can provide comfort in its service	3.83	0.53	valid
Believe	that Starbucks has satisfactory service quality	4.31	0.85	valid
4.	Customers believe that Starbucks provides the best service provided as promised	3.85	0.53	valid

Source: processed data.

Table 4.3 shows that all  $t_{uji}$  indicators of brand trust variables are greater than 1.96 and loading factor is greater than 0.361 so it can be said that all indicators of brand trust are valid.

**Table 4. Testing the Validity of Customer Loyalty Variables**

No.	Question Points	$t_{uji}$	Loading Validity factor	1.
2.	You will say positive things about Starbucks	-	0.60	valid
3.	You will recommend Starbucks to others	4.89	0.74	valid
back	You will comechoose Starbucks	4.64	0.65	valid
4.	You will not make the switch to another Coffee restaurant	3.74	0.48	valid
5.	For the future, Starbucks will be your first choice	3.83	0.50	valid

Table 4.4 shows that all  $\alpha$  indicators of customer loyalty variables are greater than 1.96 and loading factors are greater than 0.361 so it can be said that all indicators of customer loyalty are valid.

#### 4.2.2. Reliability Test

##### a. Reliability Test Indicator Reliability

test is used to show the extent to which a measurement is relatively consistent when the measurement is repeated. The statement indicator is declared reliable (consistent) if the value of  $t_{uji} > 1.96$ . The test results of 100 respondents are as follows:

**Table 5 . Service Quality Reliability Test Results**

No.	Questions	$t_{uji}$	Reliability
1.	Starbucks has good cleanliness of physical facilities	6.94	Reliable
2.	Starbucks has employees who look neat and attractive	6.47	Reliable
3.	Starbucks has state-of-the-art facilities	6.63	Reliable
45.	Starbucks employees give personal attention to their customers	6.66	Reliable
6.	Starbucks is easy to place an order	6.15	Reliable
good	Starbucks really understands customer needs	Starbucks	provides
6.19 Reliable 7.	service	6.69	Reliable
8.	Starbucks has accurate handling or administration of records/documents (eg purchase receipts)	6.81	Reliable
9.	Starbucks service as promised	6.70	Reliable
10.	Willingness of Starbucks employees to provide fast service	6.42	Reliable
11.	Willingness Starbucks employees in helping customer problems are always fast	6.69	Reliable
12.	Starbucks employees have time to respond to customer requests cell al u fast	6.49	Reliable
13.	Guaranteed Starbucks reputation	6.53	Reliable
14.	Competence of the best Starbucks employees in providing services	6.63	Reliable
15.	Starbucks employees provide friendly service	6.68	Reliable

Source: processed data.

Table 4.5 shows that all  $t_{uji}$  are greater than 1.96 so it can be said that all indicators of customer quality are reliable. indicator 1 customer satisfaction

**Table 6. Brand Trust Reliability Test Results**

No.	Questions	$t_{uji}$	Reliability
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1.	Starbucks service can be trusted	6.20	Reliable
2.	Starbucks can provide comfort in its service	6.21	Reliable
3.	Believe that Starbucks has satisfactory service quality	2.18	Reliable
4.	Customers believe that Starbucks provides the best service provided as promised	6.18	Reliable

Source: questionnaire data that has been processed using lisrel 8.80

In table 4.6 shows that all  $t_{uji}$  variable indicators of brand trust are greater than 1.96 so it can be said that all indicators of brand trust are reliable.

**Table 7. Customer Loyalty Reliability Test Results**

No.	Questions	$t_{uji}$	Reliability
1.	You will say positive things about Starbucks	5.79	Reliable
2.	You will recommend Starbucks to others	4.44	Reliable
3.	You will choose Starbucks again	5.41	Reliable
45.	You will not switch to another coffee restaurant	6.40	Reliable
Starbucks	For the future, Starbucks will be your first choice	Believe	that
6.34 Reliable 6.	is the best coffee restaurant	6.90	Reliable

Source: processed data .

Table.7 shows that all  $t_{uji}$  indicators of customer loyalty are greater than 1.96 so it can be said that all indicators of customer loyalty are reliable.

#### **b. Construct Reliability**

Test Construct reliability test assumes that the precision and the measuring scale between items have differences. Calculation of construct reliability test is done by using the formula:

$$CR = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum e_i}$$

**Table 8. Construct e Reliability Test Results**

No.	Variable	CR	Reliability
1	Service Quality	0.845	Reliable
2	Brand Trust	0.710	Reliable
3	Customer Loyalty	0.715	Reliable

Source: processed data.

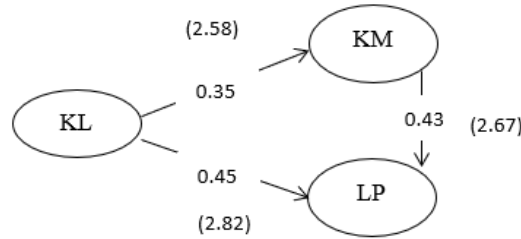
Based on table 4.8, the results show that all the *output* of service quality, brand trust, customer loyalty in this study are the reliability of the CR score construct.

#### **4.2.3. Research Hypothesis Testing**

In accordance with the framework presented in Chapter II, the results of hypothesis testing are presented in Figure 4.4

explaining the direct relationship, indirect relationship and total influence between variables. In Figure 4.1 the numbers in brackets indicate the t value while the numbers between the latitudes between variables indicate the standardized coefficient values.

**Figure 1. Value of t and Coefficient of Path**



Source: Lisrel Output Results 8.80

**Table 9. Effects Between Variables ( $t_{uji}$ )**

effect	Direct		indirect		Total	
	ttest	coefficient Standardized	ttest	coefficient Standardization	ttest	coefficient Standardization
quality Service on trust brand	2.58	0.35	-	-	2.58	0.35
quality Service to loyalty customer	2.82	0.45	2.46	0.18	2.51	0.63
trust Brand to loyalty customer	2.67	0, 43	-	-	2.67	0.43

Source: Lisrel Output Results 8.80

Figure 4.1 and table 4.9 show that service quality has a positive direct or indirect effect on customer loyalty. In addition, service quality has been shown to have a positive effect on brand trust, and brand trust has a positive effect on customer loyalty. These results emphasize that brand trust successfully mediates the relationship between service quality and customer loyalty.

## 5. CONCLUSIONS AND RECOMMENDATIONS

The conclusions that can be drawn from the results and discussion are (1) Service quality has been shown to have a positive effect on brand trust in Starbucks, (2) Service quality has been shown to have a direct or indirect positive effect on customer loyalty, and (3) Trust brand is proven to have an effect on customer loyalty.

Based on the results and discussion as well as conclusions, there are several suggestions, namely (1) companies need to increase the level of trust in the Starbucks brand through quality services and professional handling of customer complaints, (2) companies can increase the level of customer loyalty through the provision and service of quality products, where Starbucks must be selective in offering its products and continuously improve employee skills in providing increasingly quality services.

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