

Customer experience and service quality to enhance brand loyalty of starbucks indonesia pt sar coffee indonesia

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Abstrak

Starbucks juga terkenal dengan strategi pemasaran pengalamannya. Karena kendala akses ke manajemen Starbucks, ruang lingkup studi juga terbatas pada perspektif pelanggan, bukan perspektif karyawan yang secara eksplisit menyatakan keengganan mereka untuk membantu penelitian ini. Starbucks mengharapkan pengalaman pelanggan yang sangat baik kepada pelanggan. Pengalaman pelanggannya terkait dengan kualitas layanan dari barista. Jika pengalaman pelanggan dan kualitas layanan sudah cukup baik, loyalitas merek dapat ditingkatkan. Namun demikian, Starbucks Indonesia gagal menerapkan experiential marketing. Di antara pesaingnya, Starbucks Indonesia berada di posisi ke-5. (Taufik Hidayat, 2007). Dengan demikian, penelitian ini telah dilakukan survei, namun cakupannya diperluas ke Customer Experience, Service Quality dan Brand Loyalty. Studi ini menyimpulkan bahwa Starbucks Coffee Indonesia tidak dapat menjadikan kedai kopi sebagai tempat ketiga setelah rumah dan tempat kerja seperti yang diharapkan Starbucks. (Schultz dan Dori Jones Yang, 2002).....Starbucks is also famous on its experiential marketing strategy. Due to the access constraint to Starbucks management, the scope of study is also limited to customer perspective instead of employee perspective who explicitly stated their reluctance to assist this study. Starbucks expects excellent customer experience to customer. Its customer experience is related with service quality from barista. If the customer experience and service quality has been good enough, the brand loyalty could be enhanced. Nevertheless, Starbucks Indonesia has been failed to implement the experiential marketing. Among its competitor, Starbucks Indonesia has been in 5th place. (Taufik Hidayat, 2007). Thus, this study has been performed survey, however, the scope has been enlarged to Customer Experience, Service Quality and Brand Loyalty. The study concludes that Starbucks Coffee Indonesia could not provide coffee shop to be the third place after home and work as Starbucks has been expected. (Schultz and Dori Jones Yang, 2002).