How Service Quality Influence of Satisfaction and Trust Towards Consumer Loyalty in Starbucks Coffee Indonesia

Arop Ria Saulina[1], Tantri Yanuar Rahmat Syah[2]

Universitas Esa Unggul Jakarta, Indonesia[1,2]

Abstract: Services that are carried out almost throughout the company over the years have always been the spotlight by the entire public as consumers. This can be seen from the increasing number of companies that implement service management systems to be run by all of their employees. Services usually associated with companies engaged in the food and beverage industry in particular restaurants or cafes. Services are usually associated with companies engaged in the food and beverage industry, especially restaurants or cafes. The quality of service in the field of cafe services is one of the ideas that is often used by customers in assessing the quality of the cafe, in addition to the taste and quality of food, the quality of service and good performance of employees also greatly support customer satisfaction. Today's people's lifestyle, prefer something fast and practical, including one of them is in meeting food and beverage needs. Just like food, coffee drinks are something that is universal and desired by many people, one of which is Starbucks Coffee. This study will examine the influence of service quality on consumer loyalty to Starbucks coffee products. The purpose of this study is to know the influence of service quality, satisfaction and trust on consumer loyalty in Starbucks Coffee. Respondents involved in this study were 173 customers and using Structural Equation Model (SEM) for data analysis. The results showed that product quality has an influence on customer satisfaction, perception of price influences customer satisfaction and satisfaction influences customer loyalty. The results of the study show that good service quality increases satisfaction, good service quality will increase trust, good service quality will increase loyalty and high satisfaction will increase loyalty while high trust does not increase loyalty. The affect of managerial implications that is Starbucks coffee suggested for customers should also provide suggestions and criticisms that are useful for the progress of Starbuck Coffee in the future. Suggestions and criticisms can facilitate Starbuck Coffee in determining strategies to improve the quality of service to customers.

Keywords: Service Quality, Satisfaction, Trust, Loyalty, Starbucks Customers

I. INTRODUCTION

Business development in the field of services is growing rapidly today followed also by the competition from every service company to provide the best service for its consumers, especially restaurants and cafes. Companies that are engaged in the food and beverage service industry must not only pay attention to product quality but the quality of service presented to consumers must also be considered. The quality of service in the field of cafe services is one of the thoughts that are often used by customers in assessing the quality of the cafe, in addition to the taste and quality of food, quality of service and good performance of employees also greatly support customer satisfaction. It can be seen that some previous studies have examined the effect of service quality on satisfaction, service quality on loyalty, service quality on trust, trust in loyalty and satisfaction with loyalty. As in this study is different, the researchers try to see how the influence of service quality, satisfaction and trust in consumer loyalty amid the rampant business competition in the world of coffee shops that are increasingly developing one of them at Starbucks Coffee. There are some gap of this study with previous research are as follows: In Unidha's research (2017) the independent variable is the quality of service, only has 1 (one) moderating variable namely consumer confidence, and the dependent variable is consumer loyalty. In the study of Zarei, et al. (2014) the independent variable is the quality of service with the dependent variable of consumer confidence. in the study of Stan, et al. (2013) which is the independent variable is the quality of service and does not have a moderating variable, whereas in this study there are moderating variables namely the variables of consumer satisfaction and consumer confidence. In the study of Lertwannawit, et al. (2011) and Peterson, et al. (2004) which is the independent variable is customer satisfaction and does not have a moderating variable. In the research of Chen and Hu (2010), the independent variable is the quality of service, and only has 1 (one) moderating variable namely customer satisfaction. In the study of Ekiyor, et al. (2010) and Taylor, et al. (2004), the independent variable is consumer confidence and does not have a moderating variable.

Trust in business has declined and this creates new challenges for companies to create relationships with customers. Trust is seen as one of the most relevant and stable antecedents in collaborative relationships. According to Rousseau, Sitkin, Burt and Camerer (1998) in Akbar and Pervez (2009) trust is very important for building and maintaining long-

term customer relationships according to. Trust has received much attention in marketing relations according to Ganesan (1994) in Hazra (2013). Berry and Parasuraman (1991) in Hazra (2013) stated that the relationship between customers to companies requires trust, and the need for trust is very important in the service industry. Customer loyalty is key to success for the company, not only in the short term, but to become a sustainable competitive advantage. Loyal customers will not be easily affected or move to other companies, loyal customers will always make repeat purchases and recommend the service provider company to others, because triggered by a sense of satisfaction, pleasure, appreciation, and understanding by the providers of services. In increasingly fierce competition among cafe / coffee shop companies, customer loyalty is the most important priority, therefore the success of a company engaged in the coffee shop in running, maintaining and developing its business is not at the customer's loyalty for service quality and satisfaction. Consumers given by the company. Starbucks Corporation is a coffee company and network of global coffee shops from the United States headquartered in Seattle, Washington. Starbucks is one of the best known coffee shops in Indonesia with middle and upper segments. This coffee shop has a variety of services that are presented in addition to serving coffee, such as hotspots, music, and so on. These things are added value for consumers who consume their products, thus a certain value and pride arise in using their products. This phenomenon quickly spread, with a focus on segmenting and consumer satisfaction, Starbucks managed to build a modern promotion of word of mouth, making this coffee shop one of the lifestyle of certain communities in carrying out their activities.

Taylor, Celuch and Goodwin (2004) examined how to know the importance of brand equity on customer loyalty and the results show that brand equity and trust consistently shape customer loyalty behavior and attitudes. Yang and Peterson (2004) also analyzed the moderate effects of switching costs on customer loyalty through satisfaction and value perceived as a measure that shows that companies that seek to increase customer loyalty must focus primarily on perceived satisfaction and value. The moderating effect of switching costs to customer loyalty and customer satisfaction is significant, only that the level of customer satisfaction or perceived value is above average. Ekiyor, Tengilimoğlu, Yeniyurt and Ertürk (2010) discussed the relationship of relationship marketing and customer loyalty in a health industry. The results of this study indicate that service will produce long-term relationships and maintain customer loyalty.

Chen and Hu (2010) examined how the attributes of coffee quality determinants, services, food and beverages, and additional benefits affect the value perceived by customers in the coffee shop industry where to win customers in highly competitive markets, companies engaged in coffee shops must design strategies to increase customer perceptions of service value so as to create customer loyalty. Lertwannawit and Gulid (2011) showed how the relationship between service quality, value, satisfaction, and brand trust in the behavior loyalty of international tourists who act as medical tourists to the medical services of private hospitals in the Bangkok metropolitan area. Where service quality, value, satisfaction and trust in the brand affect recipient loyalty.

Zarei, Daneshkohan, Khabiri and Arab (2014) examined how the effect of service quality on trust results in the quality of hospital services affecting consumer confidence. Stan, Caemmerer and Jallet (2013) analyzed how perception of image, service quality and customer satisfaction contribute to customer loyalty which shows that service quality has a strong relationship with customer loyalty. Service quality and organizational image are significantly and positively correlated with customer satisfaction. The results of this study also show that customer satisfaction has a mediating effect between external and interactive marketing initiatives and the development of customer loyalty. Unidha (2017) examined how the influence of service quality on consumer trust and loyalty, where service quality influences trust, trust influences loyalty and service quality also influences loyalty.

It can be seen that some previous studies have examined the effect of service quality on satisfaction, service quality on loyalty, service quality on trust, trust in loyalty and satisfaction with loyalty. As in this study is different, the researchers try to see how the influence of service quality, satisfaction and trust in consumer loyalty amid the rampant business competition in the world of coffee shops that are increasingly developing one of them at Starbucks Coffee. The objectives of this study are: first, to discover how service quality on customer satisfaction on Starbuck Coffee; second, to discover how service quality on consumer trust in Starbuck Coffee; third, to discover how service quality on consumer loyalty on Starbuck Coffee; fourth, to discover how satisfaction on consumer loyalty on Starbuck Coffee; fifth, to find out affects trust of consumer loyalty on Starbuck Coffee

II. LITERATURE REVIEW

1.1 Service Quality

In their study, Blery, et al. (2009) defined that service quality as a comprehensive assessment is the overall evaluation of consumers of a service. According to Kotler and Keller (2012) stated that consumers create service expectations from past experience, word of mouth communication, and advertising.

According to Lewis and Booms (2000) service quality involves comparing expectations with performance. While Parasuraman, Zeithmal and Berry (1988) defined service quality as a reflection of consumers' evaluative perceptions of services received at a certain time. Gronross (2001) argued that customers compare the services they expect with the perception of the service they receive. To evaluate the quality of service, Gronroos (2001) perceived the quality of a

consumer service consisting of two dimensions. The general definition of service quality or often abbreviated as Servqual is stated by Zeithaml (2005), namely how far the difference between the reality and expectations of consumers for the services they receive or obtain. there are five dimensions of quality of services, namely: (1) Physical evidence (Tangibles) in the form of physical facilities, equipment, employees and communication materials; (2) Reliability is the ability to carry out services promised in a convincing and accurate manner; (3) Responsiveness, namely the availability of helping consumers and providing services quickly; (4) Assurance, namely knowledge and courtesy of employees and their ability to convey trust and confidence. there is competition and access; (5) Empathy, namely the willingness to give deep and special attention to each consumer. In service quality there are principles of service quality, as expressed by Tjiptono (2014) which includes: First, leadership, the company's quality strategy must be the initiation and commitment from top management.

1.2   Consumer Satisfaction

According to Schiffman (2008) satisfaction is a person's feeling of pleasure or disappointment resulting from comparing perceived product performance with expectations. According to Lovelock and Wirtz (2007) satisfaction is an emotional state, post-purchase reactions may be anger, dissatisfaction, irritation, neutrality, excitement, or pleasure. Based on several definitions of satisfaction, it can be explained that customer satisfaction is a feeling or emotional assessment of consumers when expectations and needs are met for the use of a company's products or services. Satisfied consumers will tend to say something good about the product concerned to others and this is what is expected by the company (Crosby, Evans and Cowles, 1990). Kim and Cha (2002) argued that companies that adopt a customer orientation perspective are more likely to provide quality, contribute to customer satisfaction and maintain organizational goals efficiently and effectively compared to competitors. Oliver (2008) formulated satisfaction as a comprehensive response that influences the difference between previous expectations and what is felt after the service product is consumed or retired by a post-sale, where the perception of the performance of the selected service meets consumer expectations.

1.3   Consumer Trust

Consumer trust is one of the important factors that determine the success of the company in the future. An organization must be able to recognize the factors that can form these beliefs in order to create, organize, maintain, support and enhance the level of relationships with consumers, (Zineldin, 2000). According to Barnes (2003) trust is a factor that may get the most attention in the literature on interpersonal relationships and consumer relations. According to Lau and Lee (1999) there are three factors that influence brand trust. These three factors relate to three entities that are included in the relationship between brand and consumer, while these three factors are the brand itself, the brand making company, and the consumer.

1.4   Consumer Loyalty

The definition of loyalty defined by Griffin (2007) is as a non-random purchase made at any time by decision makers. Meanwhile, according to Kartajaya (2007) loyalty is a manifestation of the fundamental needs of humans to own, support, get a sense of security and build attachments and create emotional attachments ". Based on the definition above, it can be concluded that loyalty is a customer's commitment to stay in depth by re-purchase products / services consistently selected in the future, despite the influence of the situation and marketing efforts have the potential to cause behavior change. Loyalty behavior according to Lin and Ding (2006) can be measured in three dimensions, namely: subscription (repeat patronage), switching behavior and recommendations (word of mouth). Baloglu (2002), stated that customer loyalty has five dimensions or indicators, namely: (1) Trust; (2) psychological commitment; (3) switching costs; (4) word-of-mouth behavior; (5) cooperation).

III.   HYPOTHESIS DEVELOPMENT

Consumers are assets that are valuable for a product or service business. This is due to the presence of consumers as parties who need products or services offered by the food or beverage business, thus the products are favored by consumers, the products produced must be made attractive in the packaging. According to Kotler (2007), customer satisfaction is a feeling of pleasure or disappointment of someone who comes from a comparison between his impressions of the performance (results) of a product with his expectations. In the increasingly fierce competition among coffee shop businesses today, increasing customer satisfaction is a top priority where service quality and customer satisfaction must be considered in order to achieve increased operating income and high consumer loyalty. This is consistent with the research conducted by Stan, et al. (2013) whose research results concluded that service quality has an influence on satisfaction. Based on the literature above the hypothesis that can be proposed is:

H$_1$: Good service quality will increase satisfaction

Lupiyoadi (2006) said that the determinants of consumer trust are consumers' perceptions of the quality of a service. Service quality is something that must be maintained by a company, because good service quality can shape consumer trust and loyalty. Quality is a combination of traits and characteristics that determine the extent to which output can meet the requirements of consumer needs (Lupiyoadi, 2006). The relationship between service quality and consumer

confidence is reinforced by the opinion of Kotler and Amstrong (2012) which states that if service quality is lower than expectations, the consumer does not believe or be disappointed. This is consistent with the research conducted by Zarei, et al. (2015) and Unidha (2017) whose research results concluded that service quality influences consumer confidence. Based on the literature above the hypothesis that can be proposed is:

H_2: Good service quality will increase trust.

Consumers today are very critical in choosing a product, to the decision to loyal to buy the product. As we all know that the coffee shop beverage product offerings are very diverse and varied. This increasingly large choice makes many consumers can determine the choice of a product in this case is a beverage product that can attract and make consumers buy and loyal to the product. The decision to be loyal to buy a product is strongly influenced by the assessment of the quality of the product. Demand for a quality product / item makes companies engaged in various fields of business vying to improve the quality of service they have. In the research conducted by Chen and Hu (2010) found that the results of this study indicated that to win customers in highly competitive markets, companies engaged in coffee shops must devise strategies to improve customer perceptions of service value so as to create customer loyalty. Likewise Ekiyor, et al. (2010); Lertwannawit and Gulid (2011); Stan, et al. (2013); Unidha (2017) which concludes that service quality influences loyalty. Based on the literature above the hypothesis that can be proposed is:

H_3: Good service quality will increase loyalty

Various efforts have been made by the company in order to increase the level of satisfaction of their consumers, including superior technological innovations owned by the product, quality of service, competitive pricing and targeted promotion. The higher the level of customer satisfaction, it will have an impact on the higher level of consumer loyalty. Customer loyalty is a decision that involves perceptions of quality, value and price. In accordance with the results of Yang and Peterson (2004); Lertwannawit and Gulid (2011), which concluded that there was an influence of satisfaction on customer loyalty. Likewise, the results of research by Stand et al. (2013) concluded that customer satisfaction has a mediating influence between external and interactive marketing initiatives and the development of customer loyalty. Based on the literature above the hypothesis that can be proposed is:

H_4: High satisfaction will increase loyalty

According to Setiawan and Ukudi (2007) revealed that connectedness behavior that occurs between companies and consumers is largely determined by trust. So it can be concluded that trust will have a positive relationship with loyalty. Trust by consumers has an influence on loyalty in the form of repeated intentions to make purchases, and makes the intensity of repurchase. According to Budi (2010) trust is defined as the desire and confidence to depend on partner exchanges. In the same case, according to Budi (2010) defined trust as a psychological state consisting of the intention to accept vulnerability based on the behavior of positive expectations of intentions or other behaviors.. Customer trust relationships reflect all the knowledge possessed by consumers and all conclusions that consumers make about objects, attributes, and benefits. Trust in objects, attributes, and benefits shows consumer perceptions of a product or service and therefore generally a consumer's trust is certainly different from other consumers of a product or service, where the trust that arises is higher, the higher the customer loyalty. This is also in accordance with the results of research by Lertwannawit and Gulid (2011); Unidha (2017) concluded that trust influences loyalty. Based on the literature above the hypothesis that can be proposed is:

H_5: High trust will increase loyalty

Measurement

This study used independent variables and dependent variables. Independent variable is a variable that affects or causes changes or the emergence of the dependent variable. As the independent variable in this study is the variable quality of service, Intervening is a variable that is influenced by the independent variable and then affects the dependent variable, so the independent variable influences the dependent variable through the Intervening Variable. In this study, the intervening variable was satisfaction and trust. Dependent Variable is a variable that is affected or that results from an independent variable (Sugiyono, 2011). In this study the dependent variable was loyalty.

Service quality can be defined as a global service through consumer attitudes related to superiority in service. According to Parasuraman, et al. (1988) service quality was measured using a scale consisting of 5 (five) dimensions including: tangible, reliability, responsiveness, assurance, empathy.

Oliver (2008) formulated satisfaction as a comprehensive response that influences the difference between previous expectations and what is felt after the service product is consumed or a post-sale evaluation, where the perception of service performance that is chosen meets consumer expectations. In accordance with Crosby, et al. (1990) and Kim and Cha (2002) in Syah (2014), customer satisfaction is defined as an experience based on an assessment made by a customer regarding the extent to which his expectations for products and services can be realized.

The belief referred to in this study is how to build confidence and long-term relationships with Starbucks Coffee consumers, because the higher the level of consumer confidence in a product, the higher the loyalty of the product. According to Morgan (1994) stated when one party has confidence that the other parties involved in the exchange have reliability and integrity, it can be said that there are trusts. Consumer trust is a variable that is influenced by independent

variables and then influences the dependent variable, so the independent variable influences the dependent variable through intervening variables. Operationalization was adopted by Ballester and Aleman (2001) and adapted by (Lee and Huang, 2007).

Loyalty is a manifestation of the fundamental needs of humans to have, support, get a sense of security and build attachments and create emotional attachments (Kusmayadi, 2007). According to Lin and Ding (2006) in Syah (2014), loyalty behavior is measured in three dimensions: repeat patronage, switching behavior, and word of mouth recommendations (WOM).

IV.   RESEARCH METHODOLOGY

This research was conducted by data collection techniques that used in this study were filling out questionnaires, documentation studies and interviews. Questionnaire is a structured technique to obtain data consisting of a series of questions, both written or verbal, that the respondent answered. Questionnaire is an interview format or measurement of an instrument consisting of questions to obtain various information from respondents. The population in this study is all consumers who make purchases at Starbucks Coffee. The sample of this study is all Starbucks Coffee consumers who purchase products at Starbucks Coffee Megaria, Taman Anggrek and Bintaro Junction. As a general rule, some researchers recommend determining samples with a ratio of 5: 1 or 10-1 cases for each variable (Hair, Anderson, Tatham and Black, 2010). This is meant if the item questionnaire is designed as many as 39 items, then the minimum sample size is 38 x 5 = 190. So, the total sample in this study was= 190 people. In quantitative research, each instrument has a scale. The author uses a Likert scale, which is a scale used for statements about behavior, objects, people, or events (Kuncoro and Mudrajad, 2003). With a Likert scale, the variables to be measured are translated into indicator variables, then the indicator is used as a starting point in preparing instrument items that can be questions or statements. Each group answer is given a score of 1-5 which is graded in gradation for all variables used. Reliability test results to determine the extent to which measuring devices can be trusted or not, as well as measuring the extent to which the level of consistency of research measuring tools is done by the Alpha Cronbach's method. This test is done by calculating the Alpha coefficient (α) using the help of statistical software. Reliability value of a questionnaire is indicated to have sufficient reliability if the Cronbach alpha coefficient is greater than or equal to 0.5 then, Table 5.5 shows the Cronbach alpha coefficient has good reliability that is above 0.5 so it can be said service quality, satisfaction, trust and loyalty variables can be trusted as a data collection tool in research.

V.   RESEARCH FINDINGS

Validity and Reliability Tests: Measurement of each study variable was carried out with Kaiser-Meyer-Olkin Measure of Sampling Adequancy and Bartllet's test of Sphericity. Bartllet's test of sphericity is done to test whether there is a correlation between variables. Kaiser Meyer Olkin (KMO) is used to measure the adequacy of sampling. A small KMO value shows that factor analysis cannot be used, because the correlation between variable pairs cannot be explained by other variables. If the KMO value is below 0.500, the factor analysis cannot be accepted or used, while the KMO value that can be received is above 0.500. The KMO value is below 0.500, so the factor analysis is unacceptable and for the validity of each questionnaire the study was conducted by Anti-Image Matrix test. The expected MSA (Measure of Sampling Adequancy) value is a minimum of 0.500 (Malhotra, et al., 2012). Reliability test results to determine the extent to which measuring devices can be trusted or not, as well as measuring the extent to which the level of consistency of research measuring tools is done by the Alpha Cronbach's method. This test is done by calculating the Alpha coefficient (α) using the help of statistical software.

VI.   RESULTS AND DISCUSSION

On the results of the validity test of Service Quality variable obtained KMO values above 0.500, the factor analysis in the Service Quality variable questionnaire can be used or accepted, while the validity test of Service Quality showed valid questionnaires using Anti Image Matrix, which consisted of 22 questionnaires and only two questionnaires that were not received / invalid, namely at KP13 which equal to 0,524 and KP19 amounting to 0,564 (component matrix more than 1). The results of the validity test of the satisfaction variable obtained KMO values above 0.500, the factor analysis on the satisfaction variable questionnaire can be used or accepted, while the satisfaction validity test showed the questionnaires received using the Anti Image Matrix, in which the satisfaction variable consisted of 3 questionnaires and all values. above 0.500 thus the entire questionnaire was accepted / valid with the component matrix one. The results of the validity test of the confidence variables obtained KMO values above 0.500, so the factor analysis in the questionnaire of trust variables can be used or accepted, while the validity test showed valid questionnaires using the Anti Image Matrix, in which the trust variable consisted of 4 questionnaires and the results showed the questionnaire on all the trust variables above 0.500 thus the entire questionnaire was accepted / valid with the component matrix one. The results of the validity test of the loyalty variable obtained KMO values above 0.500, so the factor analysis in the

questionnaire loyalty variable can be used or accepted, while the loyalty validity test showed the questionnaires received using the Anti Image Matrix, in which the loyalty variable consisted of 9 questionnaires and all values above 0.500 thus the entire questionnaire was accepted / valid with the component matrix one.

Figure.1: Analysis of the Goodness Fit Results

Group	Indicator	Value	Keterangan
1	Degree of Fredom	78	Good fit
	Chi Square	128,95	
	NCP	39,62	
	Confidence Interval	14,37 ; 72,84	
2	RMSEA	0,054	Good fit
	Confidence Interval	0,033 ; 0,074	
	P Value	0,34	
3	ECVI Model	1,17	Good fit
	ECVI Saturated	1,40	
	ECVI Independence	16,89	
	Confidence Interval	1,03 ; 1,37	
4	AIC Model	201,62	Good fit
	AIC Saturated	240	
	AIC Independence	2905,88	
	CAIC Model	376,06	
	CAIC Saturated	738,39	
	CAIC Independence	2968,18	
5	NFI	0,96	Good fit
	CFI	0,98	
	NNFI	0,98	
	IFI	0,98	
	RFI	0,94	
	PNFI	0,71	
6	Critical N	147,67	Marginal fit
7	Standardized RMR	0,052	Good fit
	GFI	0,92	
	AGFI	0,87	
	PGFI	0,60	
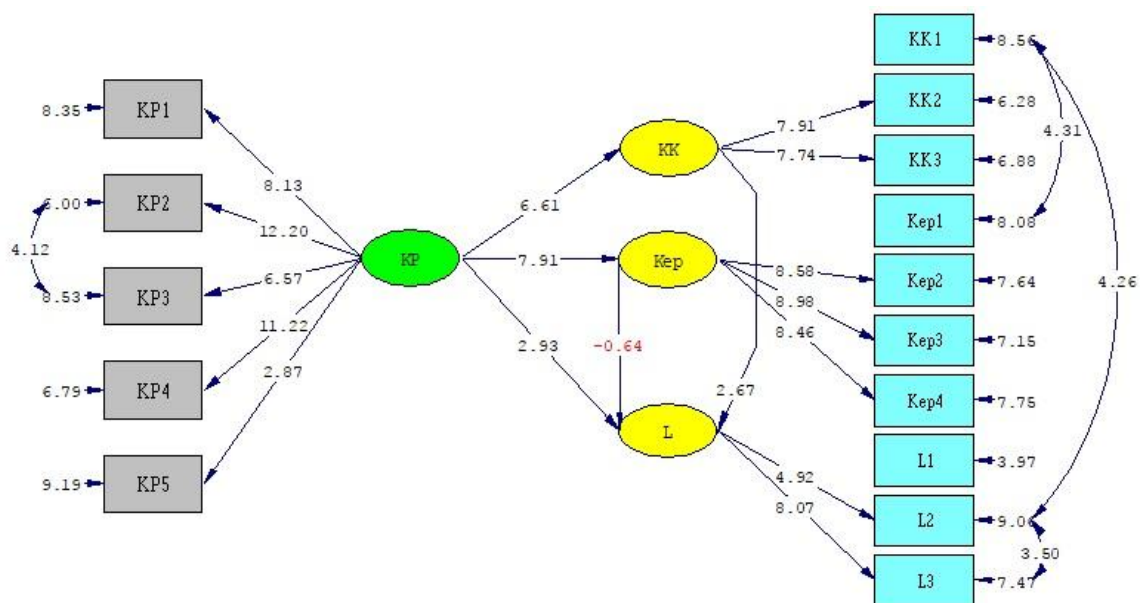
Chi-Square=117.62, df=78, P-value=0.00251, RMSEA=0.054

Figure 2. Diagram T-Value Path

In this study, there were five hypotheses tested and based on the results of the test, the results obtained are:

Table 1.Hypothesis Research Model

Hypothesis	Statement of Hypothesis	T-Value	Note
H_1	Good service quality will increase satisfaction.	6,61	Data supports the hypothesis
H_2	Good service quality will increase trust.	7,91	Data supports the hypothesis
H_3	Good service quality will increase loyalty.	2,93	Data supports the hypothesis
H_4	High satisfaction will increase loyalty	2,67	Data supports the hypothesis
H_5	High trust will increase loyalty	-0,64	Data does not support

In the results of testing of the first hypothesis (H1), it was found that the results of the analysis supported the H1 hypothesis that good service quality will increase satisfaction. From the results of this test showed that service quality influenced satisfaction. It can be seen that the quality of service at Starbucks Coffee Megaria, Taman Anggrek and Bintaro Junction was able to provide satisfaction to customers. Good service can provide satisfaction. Consumers hope that with the value of the money they have spent to pay for every product they buy (food, drinks, merchandise, and whole bean) they expect and demand that the baristas provide the services they expect. If consumers get the best quality of service then consumers will be satisfied and allow these consumers to come back, and vice versa if consumers get poor service quality then consumers will complain and feel disappointed and do not want to go back again and worse, the consumers will tell his friend or someone else of his disappointment. This is a big loss for Starbucks. Service quality is a central point for service companies because it will affect customer satisfaction. The level of service quality will largely determine the level of customer satisfaction with a service provided by a service provider, while the level of quality in service will greatly support the formation of customer satisfaction with the services it receives. This is in line with Gulid's (2011) research; Stan, et al. (2013); Minh and Huu (2016) whose research concluded that service quality influences satisfaction.

In the results of testing of the second hypothesis (H2), it was found that the results of the analysis supported the hypothesis H2 that the corresponding service quality will increase customer trust. This showed the quality of service at Starbucks Coffee Megaria, Taman Anggrek and Bintaro Junction was able to provide trust to customers. Consumer confidence will arise because there is a belief that the parties involved in the exchange will provide consistent, honest and responsible quality. This belief will lead to good relations between the parties involved in the exchange. The results of this study are in line with previous research conducted by Zarei, et al. (2015) and Unidha (2017) whose research results concluded that service quality influences consumer confidence. Based on the above analysis it can be seen that the better the quality of services provided to consumers and customers will increase trust.

In the results of testing of the third hypothesis (H3), it was found that the results of the analysis supported H3 hypothesis, namely that high quality service will increase customer loyalty by. This indicated that customers who trust were happy, comfortable with the quality of service provided by Starbucks Coffee. Good service quality will influence consumer loyalty. Good service quality is the key to generating loyalty. In addition, the emergence of consumer loyalty depends heavily on consumer perceptions and expectations of Starbucks Coffee products used. Good service quality shows, consumers get services that are greater than what they expect. Service quality that can exceed expectations can lead to loyalty from a customer. The form of customer loyalty can be in the form of purchasing Starbucks Coffee products in a sustainable manner. This condition makes consumers not easily switch to other competitors because of a sense of satisfaction and a bond of dependence on the Quality of Service provided by Starbucks Coffee. The results of this study are in line with previous research conducted by Ekiyor, et al. (2010); Lertwannawit and Gulid (2011); Stan, et al. (2013); Minh and Huu (2016); Unidha (2017) which concluded that service quality influences loyalty.

In the results of testing of the third hypothesis (H4), it was found that the results of the analysis did not support hypothesis h4, namely high satisfaction increases customer loyalty by. This indicated that satisfied customers will be loyal to Starbucks Coffee. Increasing satisfaction is very important because satisfaction is the key to long-term brand survival. Satisfaction with a brand is an important factor in building and fostering a relationship with consumers of Starbucks Coffee. Consumer experience at Starbucks Coffee will have an impact on the formation of an attitude of loyalty to Starbucks Coffee, if consumers have a good experience of using Starbucks Coffee products, consumer satisfaction with Starbucks Coffee will increase. Conversely, if consumers have a bad experience when using Starbucks Coffee products it will have an impact on decreasing the level of customer satisfaction at Starbucks Coffee. The results of this study are in line with previous research conducted by Yang and Peterson (2004); Lertwannawit and Gulid (2011); Minh and Huu (2016) which concluded that there was an influence of satisfaction influencing loyalty.

In the results of testing of the third hypothesis (H5), it was found that the results of the analysis did not support hypothesis H5 namely customer trust does not increase customer loyalty. This indicated that customer trust does not affect customer loyalty, in other words if a customer is satisfied it is not directly proportional to the increase in trust in customer loyalty at Starbucks Coffee. In the company trust and customer loyalty becomes very important to increase profits thus the company always maintains good relations with customers. Companies that have a customer focus program expect customers to be loyal to the company. Testing customer trust and loyalty, shows no influence of trust on customer loyalty. This may mean that Starbucks Coffee customers' loyalty is largely unaffected by trust. Now consumers have not paid much attention to the suitability of their expectations with what is reality. The products and services provided by Starbucks Coffee have so far been in line with consumer expectations, thus the level of consumer confidence does not significantly affect the level of customer loyalty. Self-confidence may not always guarantee someone to continue to be a customer. Trust is only one of the important driving factors, the belief in the obstacle to move also influences the level of retention both freely and together with other variables. Research on customers who did not move despite feeling dissatisfied is very important to do, especially to provide explanations for practitioners and academics to build long-term relationships compared to transactional relationships. The results of this study are in line with the research conducted by Pervaiz (2012) who found that high trust did not increase customer loyalty, which was also supported by Rimawan, Mustofa and Mulyanto (2017) research that there was no significant influence between trust with customer loyalty. But the results of this study are not in line with previous research conducted by Lertwannawit and Gulid (2011); Unidha (2017) who concluded that trust influences customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The results that can be concluded from this study; firstly is that good service quality will increase satisfaction. Service quality at Starbucks Coffee is able to provide satisfaction to customers. The second conclusion from the results of this study is that the quality of services that are appropriate will increase customer trust. This shows that the quality of service at Starbucks Coffee is able to provide trust to customers. The third conclusion is that high quality service will increase customer loyalty. This indicates that customers trust feel happy, comfortable with the quality of services provided by Starbucks Coffee. The fourth conclusion from the results of this study is that high satisfaction increases customer loyalty. This indicates that satisfied customers will significantly affect customer loyalty. The fifth conclusion is that customer trust does not affect customer loyalty, in other words if the customer is satisfied, it is not directly proportional to the increase in trust in customer loyalty at Starbucks Coffee.

Research limitations

Limitations in this study can be considered for further research. In this study the number of respondents could not describe the real condition. The number of respondents in this research were only 173 people and this number did not include all people who made a purchase at Starbucks Coffee. This study used a questionnaire as a measuring tool because of the need to save time and energy. However, the questionnaire possessed limitations such as bias in filling out questions. There was a possibility that the respondents did not answer the questionnaire in real terms or simply filled out the answers to the questionnaire based on the expected ideal conditions and not the actual conditions that were happening. This research was only limited to the respondents of Starbucks Coffee Megaria, Taman Anggrek and Bintaro Junction customers only making it the need for other research for Starbucks Coffee in all parts of Indonesia..

Suggestion

Subsequent research should expand the scope of the study, for example by using samples from several Starbucks Coffee shops throughout major cities in Indonesia and increasing the number of samples examined, to determine the level of customer loyalty. Subsequent research is also suggested to develop other dimensions of indicators of service quality, satisfaction, and trust. Thus it can carry out a more in-depth analysis to determine the level of customer loyalty of Starbucks Coffee. This is expected to increase the loyalty of Starbucks Coffee customers.

REFERENCES

[1]. Akbar M.M., and Parvez. (2009). Impact of Service Quality, Trust, and Customer Satisfaction Loyalty. ABAC Journal. Vol. 29, No.1.Januari, 24-38.
[2]. Barnes, J.G. (2003). Secrets Of Customer Relationship Management. Yogyakarta: ANDI.
[3]. Mowen., and Minor.(2002). Perilaku Konsumen. Jakarta: Erlangga.
[4]. Crosby, Lawrence, Evans, Kenneth & Cowles, Deborah. (1990). Relationships Quality in Services Selling: an Interpersonal Influence Perspective. Journal of Marketing. 54 (July), 68-81.
[5]. Doll, W.J., Xia, W., and Torkzadeh, G. (1994). A Conformatory Factor Analysis of the end-user Computing Satisfaction Instrument. MIS Quarterly, 12(2): 159-174.
[6]. Fandy, T. (2014). Pemasaran Jasa. Andi: Yogyakarta.
[7]. Ferdinand. (2002). Metode Penelitian Manajemen: Pedoman penelitian untuk. Skripsi, Tesis, dan Desertasi Ilmu Manajemen. Semarang: Badan Penerbit Universitas Diponegoro.

[8]. Goetsch., and Davis. (2013). Quality Management, Fourth Edition. Cram101. Incorporated.

[9]. Griffin., Ricki, W., dan Ronal, J. E. (2007). Bisnis Edisi 8. Jakarta: Erlangga.

[10]. Gronroos, C. (2001). Service Management and Marketing 2nd ed. New York: Wiley.

[11]. Hair, J.F., Black, W.C., Babin, B.J., and Anderson, R.E. (2010). Multivariate Data Analysis 7th edition. Upper Saddle River: Prentice Hall.

[12]. Irawan, H. (2009). 10 Prinsip Kepuasan Pelanggan. Jakarta: PT. Elex Media. Komputindo.

[13]. Hazra, S.G., Kumar, T., and Piyush, P. (2013). Customer Loyalty in Indian Banking Sector: A Comparative Study. International Journal Of Management. 4, 236- 243.

[14]. Kartajaya, H. (2007). Bosting Loyality Marketing Performance, Jakarta: Mizan dan MarkPlus & Co.

[15]. Kim, D. J., Lee, Ferrin, D. L., dan Rao, H. R. (2002). Antecendents of ConsumerTrust in B-to-C Electronic Commerce. Proceedings of Ninth Americans Conference on Information Systems. pp.157-167.

[16]. Kotler, P., and Keller, K.L. (2012). Marketing Management. New Jersey: Pearson Prentice Hall, Inc.

[17]. Kotler, P and Keller, K.L. (2012). Marketing Management. Edisi 14. Global Edition. Pearson. Prentice Hall.

[18]. Kountur, R. (2007). Metode Penelitian untuk penulisan Skripsi dan Tesis. Edisi Revisi. Jakarta: penerbit PPM. Mardiasmo.

[19]. Lau, G., and Lee, S. (1999). Consumers Trust In A Brand And Link To Brand Loyalty. Journal of Marketing Focused Management.

[20]. Lertwannawit, A., and Gulid, N. (2011). International Tourists Service Quality Perception And Behavioral Loyalty Toward Medical Tourism In Bangkok Metropolitan Area. The Journal of Applied Business. Volume 27, Number 6

[21]. Lewis dan Boom (2005), Service, Quality & Satisfaction. Edisi ke 3.Fandy Tjiptono dan Gregorius Chandra, Yogyakarta: Penerbit Andi.

[22]. Lin, C. P., and Ding, C. G. (2006). Evaluating the Group Differences in Gender During the Formation of Relationship Quality and Loyalty in ISP Service. Journal of Organizational and End User Computing. Vol. 18, 38-62.

[23]. Lovelock, C.H., and Wirtz, J. (2007). Service Marketing: People, Technology, Strategy. Sixth Edition. USA: Prentice Hall.

[24]. Lupiyoadi, R., dan Hamdani, A. (2008). Manajemen Pemasaran Jasa. Edisi 2. Jakarta: Salemba Empat.

[25]. Oliver, R. L. (2008). Satisfaction, A Behavioral Perspective on The Customer. New York: Mc Graw-Hill. Companies Inc.

[26]. Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. Journal of Retailing. Vol 64 (1) pp 12-37.

[27]. Chen, P.T., and Hu, H.H. (2010). How Determinant Attributes of Service Quality Influence Customer-Perceived Value: An Empirical Investigation of The Australian Coffee Outlet Industry. International Journal of Contemporary Hospitality Management. Vol. 22 Issue: 4, pp.535-551

[28]. Schiffman., dan Kanuk. (2008). Perilaku Konsumen. Edisi 7. Jakarta: Indeks.

[29]. Sugiyono. (2011). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

[30]. Stan, V. (2013). Customer Loyalty Development: The Role Of Switching Costs. The Journal of Applied Business Research. Volume 29, Number 5.

[31]. Taylor, S.T., Celuch, K., and Goodwin, S. (2004). The Importance of Brand Equity to Customer Loyalty. The Journal of Product and Brand Management. pg. 217

[32]. Tjiptono, F. (2014). Pemasaran Jasa. Yogyakarta: Andi.

[33]. Unidha, M (2017). The Effect of Service Quality on Trust and Loyalty for Giant Customers in Malang City. Arabian J Bus Manag Review 7: 322.

[34]. Zeithaml, V.A., and Bitner, M.J. (2002). Service Marketing. New York: McGraw Hill Inc.

[35]. Zeithaml, V.A., Bitner, M.J., and Gremler, (2005). Service Marketing, Fourth edition. Prentice.

[36]. Zeng, F., Hu, Z. Chen, R., and Yang, Z. (2009). Determinants of Online Service Satisfaction and Their Impacts on Behavioural Intention. Total Quality Management. Vol. 20, No. 9, 953-969.

[37]. Yang, Z., and Peterson, R.T. (2004). Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs. Psychology and Marketing, Vol. 21(10): 799–822.

[38]. Syah, Rahmat, and Tantri Yanuar. "Perbedaan Pengaruh Citra Merek dan Reputasi Perusahaan Terhadap Kualitas Produk, Nilai Pelanggan dan Loyalitas Pelanggan di Pasar Bisnis." Jurnal Ekonomi Universitas Esa Unggul 4.2 (2013).

[39]. Syah, Tantri Yanuar Rahmat. "Provider's participation facility as customer loyalty creator, mediated by relationship quality, and moderated by implicit self theorist." (2014).

[40]. Nurlitasari, Lili, and Tantri Yanuar R. Syah. "Kualitas Layanan Berpengaruh Terhadap Kepuasan Dan Loyalitas Pasien Dirumah Sakit Medika Permata Hijau Jakarta Barat." Media Studi Ekonomi 19.1 (2016).

[41]. Sumiyati, Cucu, and Tantri Yanuar Rahmat Syah. "Kualitas Pelayanan Dan Citra Merek Terhadap Loyalitas Dengan Mediasi Kepuasan Pasien Di Rumah Sakit Swasta." Prosiding (2016): 196.

[42]. Kulsum, Umie, and Tantri Yanuar Rahmat Syah. "The Effect of Service Quality on Loyalty with Mediation of Patient Satisfaction." (2017)

[43]. Khairani, Trisyana, and Tantri Yanuar Rahmat Syah. "Influence of Service Quality On Loyalty Of Outpatient Mediated By Relatiopnship Quality In East Jakarta Hospital."

[44]. Astuti, Fitri Budi, and Tantri Yanuar Rahmat Syah. "Determinants of Patient Loyalty in West Jakarta Government Hospital, Obstetry and Gynecology Clinic." International Journal of Economics, Commerce and Management 5.6 (2017): 714-727.

[45]. Dia, Lie, Tantri Yanuar Rahmat Syah, and Endang Ruswanti. "Determinants Debitor In Loyalty Mortgage Loans PT. Bank Central Asia." (2016)