

ANALYSIS OF DETERMINING FACTORS ON CUSTOMER LOYALTY AT STARBUCKS CAFE

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Abstract

In the food and beverage industry, customer loyalty is a valuable asset. Amidst intense competition, particularly in the café segment, companies need to understand customer expectations to maintain loyalty. Starbucks, as a market leader, employs a comprehensive strategy to build strong relationships with customers, including analyzing the impact of location, price, and brand image on loyalty. This study makes use of a quantitative method with a multiple linear regression model, involving a sample size of 75. The results indicate that location has a positive and significant effect on customer loyalty, supporting the first hypothesis. Price also has a positive and significant impact on customer loyalty, validating the second hypothesis. Brand image positively and significantly influences customer loyalty, confirming the third hypothesis. Furthermore, the variables of location, price, and brand image collectively have a positive and significant effect on customer loyalty.

Keywords: Location, Price, Brand Image, Customer Loyalty

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INTRODUCTION

The increasingly competitive food and beverage industry makes consumer loyalty continue to be a valuable asset. Especially when it touches the cafe segment, companies are required to understand and meet customer expectations in order to maintain and increase loyalty. Starbucks, as one of the market leaders in the cafe industry, has developed a comprehensive strategy to form close relationships with its customers. One important approach is to analyze the influence of location, price, and brand image on consumer loyalty.

Location is a crucial aspect in determining the success of a cafe. Starbucks chooses a strategic location that is close to shopping centers, offices, and public areas, making it easy for customers to access. The presence of a cafe in an easily accessible location can increase the frequency of customer visits. Research shows that a good location not only increases brand visibility but also creates convenience for customers, which contributes to satisfaction and loyalty.

Furthermore, location also affects customer experience. Starbucks often presents interior designs that match the surrounding environment, creating a comfortable and attractive atmosphere. Thus, customers do not only come to enjoy the product, but also to experience a unique experience. In this context, a strategic location becomes more than just a physical point; it serves as an integral part of Starbucks' brand image which is known for premium quality and experience.

Price is also another crucial aspect that influences purchasing decisions and customer loyalty. Starbucks is known for its premium prices for its products. However, many customers remain loyal because they feel the added value of the product and experience offered. Starbucks pricing reflects not only the cost of production, but also the brand image it wants to build as a provider of high-quality coffee and an exceptional customer experience.

Starbucks' pricing strategy also includes loyalty programs, such as Starbucks Rewards, which provide incentives for customers to make repeat purchases. These programs not only increase loyalty, but also create the perception that customers are getting more value from each purchase. In this case, even though prices may be higher

than at other cafes, customers feel that they are getting the quality and experience they deserve.

Brand image is a critical element that influences how customers perceive and interact with a brand. Starbucks has successfully built a strong brand image through consistency in product quality, innovation, and customer experience. A positive brand image helps build trust among customers, which is a key factor in building loyalty. Customers are more likely to return to brands they trust and have had positive experiences with.

The influence of location, price, and brand image on customer loyalty at Starbucks are interrelated and important aspects to understand. A strategic and comfortable location creates a positive experience for customers, while a price that is considered commensurate with the value received can increase loyalty. A strong brand image, built on quality, innovation, and social responsibility, further strengthens the customer relationship with the brand. Therefore, an analysis of these three factors is very important in formulating an effective and sustainable marketing strategy, which can help Starbucks maintain its position as a leader in the cafe industry. Referring to this background, the researcher is interested in researching the title, "Analysis of Determining Factors on Customer Loyalty at Starbucks Cafe"

LITERATURE REVIEW

Location

Heizer & Render (2019) explained that location is an aspect that drives costs and income, which means that this aspect often becomes a strength in designing business strategies . If a company is strategically located , this can certainly make the news produced more optimal . Kotler & Armstrong (2019) explained that location is the address occupied by a business in carrying out various business operations , in order to produce certain products and sell them according to the targeted market segmentation . Marta C. González et al. (2018) in their research on human mobility, developed a model to analyze human movement patterns in cities. They emphasize the importance of location in the context of social behavior and interactions in urban spaces.

Price

Alma (2018: 171) explains that price is the value of a product when exchanged for money. Price is the total funds charged for a product/service. According to Alfonso AADC Sanabria (2022) in his work, he discusses the relationship between price and consumer satisfaction. He shows that in setting prices, transparency and fairness are needed so that they can reach consumer loyalty and perceptions of product value. According to Kotler (2019), price is also the value exchanged by a buyer in order to get the benefit of using a product offered by the company.

Brand Image

Priansa (2019:266) explains that brand image arises through experience and interaction efforts until a perception of value or consideration is created that occurs in one or more products consumed . According to Khan et al. (2022), in a study on the impact of brand image on the younger generation, Khan and his team showed that an authentic brand image that is in accordance with social values can attract the attention of young consumers. They emphasize the importance of sustainability and social responsibility in building brand image. Supranto (2019), explains that brand image is something that customers think or feel when they watch, listen to, and discuss a product or are related to customer knowledge of the product in question .

Customer Loyalty

Curatman et al (2020: 4) explain that consumer loyalty can be created through the formation of loyalty and encouraging increased profits by providing incentives or rewards to consumers who buy their products repeatedly and aiming to make customers loyal . According to Sari, RA, & Nurhayati, R. (2021), in a study on customer loyalty in the culinary sector, Sari and Nurhayati stated that the emotional value generated from customer experience contributes to loyalty. They emphasize the importance of creating experiences that touch the emotional aspects of customers. Oliver (in Sangadji and Sopiah, 2019) explains that consumer loyalty is a commitment from consumers to continue to maintain themselves to buy again or become subscribers to the company's products, with consistency until the future, even though there are efforts from other companies to approach customers that can make them change their purchasing behavior

Framework Conceptual

According to Notoatmodjo (2020), the conceptual framework is a summary created based on the generalization of specific topics.

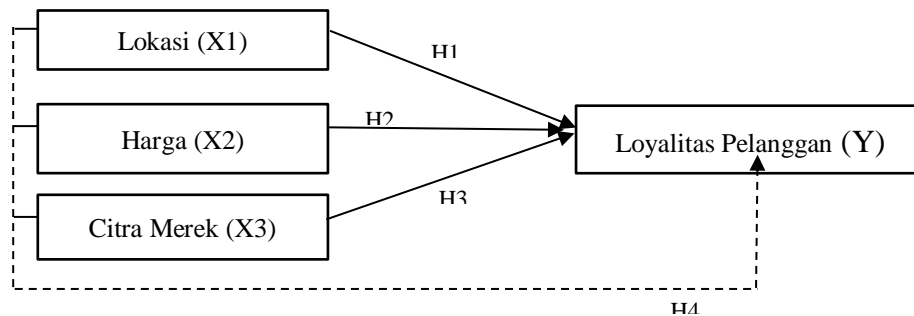


Figure 1. Conceptual Framework

Hypothesis

Hypothesis based on poletiek's view quoted by Anuraga et., al (2021) is a statement that is temporary in nature and requires proof of its truth through a review and study. The hypotheses that can be formulated in research are:

- H1: Location has a partial positive and significant influence on customer loyalty.
- H2: Price has a partial positive and significant influence on customer loyalty at Starbucks.
- H3: Brand image has a partial positive and significant influence on customer loyalty to Starbucks company.
- H4: Location , price, and brand image simultaneously have a positive and significant influence on customer loyalty to Starbucks.

METHOD

This research was conducted at the company "Starbucks" and the research time was carried out from October until completion. Sinambela (2020) explains study quantitative is type studies use data in the form of numbers and numbers to process the data so that a systematic analysis is produced. Generally, research uses variables which are then measured on the instrument which makes this numerical data can be analyzed according to statistical stages. According to Ari Konto (2019), Descriptive research is a

study that intends to conduct research on situations, conditions, or other phenomena that have been determined. According to Ari Konto (2019), explanatory research is a study that intends to conduct correlation analysis between variables or the process of a variable influencing other variables.

Handayani (2020) explains that population is the total of each component to be studied with similar characteristics. The subject of the study is the location where the variable is attached. The population here is unknown. Sugiyono (2019) explains that a sample is a part that represents the total population. In this study, the researcher used the hair formula, which in determining the number of samples was calculated based on $N = (5 \times \text{total indicators used})$, namely $N = (5 \times 15 = 75)$, so that the sample that was considered to represent a number of 75 samples.

Sugiyono (2019) explains that the technique of collecting the required data can be taken in natural conditions. In collecting the data, techniques are used in the form of observation, interviews, online questionnaires, and documentation. Sugiyono (2019) explains that the types and sources of data are divided into two, including: primary and secondary data. Primary data, namely data whose source is directly from the first source. While secondary data does not come directly from the original source, but through a third intermediary.

The identification and definition can be seen in Table 1.

Table 1. Operational Definition of Research Variables

Variables	Operational Definition	Indicator	Scale
Location (X1)	location is the address occupied by a business in carrying out various business operations, in order to produce certain products and sell them according to the target market segmentation (Kotler & Armstrong, 2019)	1. Access 2. Visibility 3. Traffic 4. Spacious parking area Source (Fandy Tjiptono, 2019)	Scale <i>Likert</i>
Price (X2)	Price is the value of a product when exchanged for money (Alma, 2018: 171)	1. Affordability 2. Price matches quality 3. Price competitiveness 4. Discounts Source (Setyo, 2019)	Scale <i>Likert</i>
Brand Image (X3)	Brand image is a representation of the overall perception of <i>a brand</i> and can be created through customer experience with <i>the brand</i> in	1. Brand identity 2. Brand personality 3. Brand association 4. Brand attitudes and behavior	Scale <i>Likert</i>

	question (Priansa, 2019)	Source (Kotler and Keller, 2019)	
Customer Loyalty (Y)	Customer loyalty is the tendency of consumers to purchase a product or use services from a company that is relatively consistent (Curatman, 2020)	1. Repeat Purchase 2. Retention 3. Referrals Source (Fandy Tjiptono, 2019)	Likert Scale

Arikunto (2019) explains that validity is a condition that provides an overview of whether the instrument used can measure something that will be measured. If the calculated r is greater than the table r , it can be said that the questionnaire meets validity and vice versa, if the calculated r is less than the table r , it can be said that the questionnaire does not meet validity.

1. If $r \text{ count} > r \text{ table}$, it can be said that the question item meets validity.
2. If $r \text{ count} < r \text{ table}$, it can be said that the question item does not meet validity.

Ghozali (2019) explains that reliability is a measure of a questionnaire that is an indicator of its variables or constructs. A questionnaire is declared to meet reliability or be relied upon if the respondent's response to the statement submitted has consistency or stability from one statement to another.

1. *Cronbach's alpha* < 0.6 = poor reliability .
2. *Cronbach's alpha* $0.6-0.79$ = reliability is acceptable.
3. *Cronbach's alpha* 0.8 = good reliability .

Priyatno (2018) explained that this test can be said to be a requirement when analyzing linear regression. In order to obtain a suitable multiple linear regression model, the *BLUE* (*Best Linear Unbiased Estimator*) requirements must be met.

According to Ghozali (2019), this test is used to assess whether in the regression model, an independent variable and its dependent or both variables are normally distributed. If the variable is not normally distributed, it can be said that the statistical test is decreasing. Sugiyono (2019) describes the test criteria as follows:

1. Normality testing uses graphs to detect whether the residuals are normally distributed or not, namely by analyzing *histogram graphs* and *normal probability plots*.

2. Normality testing uses statistics through the One Sample Kolmogorov Smirnov test, with the following criteria:

- a. If the significance value is > 0.05 , the data can be stated normally distributed.
- b. If the significance value is < 0.05 , it can be stated that the data is not normally distributed.

Ghozali (2019) explained that this test was intended to see whether the regression model actually found a correlation between the independent variables or the free variables. Ghozali (2019), explained that this test is intended to assess whether there is inequality in the variance of the residuals from one observation to another in the regression model. If the variance of the residuals is constant, it can be stated as homoscedasticity and if there is a difference, it can be stated as heteroscedasticity.

1. Analyzing the *scatterplot graph* through observation, if there is no clarity in the pattern, and the points are spread out above and below the number 0 on the Y axis, it can be stated that there is no heteroscedasticity.
2. Statistical testing using the Glejser test, where the criteria are that if the significance value is > 0.05 , it can be said that there is no heteroscedasticity.

Ghozali (2019), explains that multiple linear regression analysis is a model in which there is involvement of more than one independent variable. This analysis is used to see the direction and magnitude of the influence of the independent variable on the dependent variable.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Sujarweni (2019) describes the coefficient of determination (R^2) to see the percentage change in the dependent variable (Y) due to the independent variable (X). If R^2 is greater, it can be stated that the percentage change in the dependent variable (Y) due to the independent variable (X) is higher.

According to Ghozali (2019), this test is used to show whether all the independent variables that enter the model really influence simultaneously to the dependent variable. To test it, it is used provision following :

1. H_0 is accepted if: $F_{\text{count}} \leq F_{\text{table}}$ if $\alpha = 5\%$.
2. H_a is accepted if: $F_{\text{count}} > F_{\text{table}}$ if $\alpha = 5\%$.

According to Ghozali (2019), this test shows the extent of the influence of an independent variable on its dependent through the assumption that other variables remain constant. The test provisions are:

1. H_0 is accepted if: $-t_{table} \leq t_{count} < t_{table}$ to at $\alpha = 5\%$.
2. H_a is accepted if: $t_{count} > t_{table}$ or $-t_{count} \leq -t_{table}$ if $\alpha = 5\%$.

Company Overview

Starbucks is an American coffee shop company founded in 1971 in Seattle, Washington. Initially, Starbucks sold coffee beans, coffee-making equipment, and coffee books. However, in the 1980s, under the leadership of Howard Schultz, the company began to shift its focus to coffee shops by serving ready-to-drink coffee drinks and a cafe atmosphere. Starbucks is known for its variety of coffees, including espresso, latte, cappuccino, and various milk-based drinks. In addition to coffee, they also offer tea, snacks, and various other products. One of Starbucks' hallmarks is a consistent customer experience across all locations, coupled with a comfortable interior design.

The company has a vast network of thousands of stores worldwide and is known as a pioneer in creating modern cafe culture. Starbucks is also active in sustainability and social responsibility initiatives, such as using certified coffee beans and reducing waste.

Descriptive Statistics

Table 2. Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Location	75	25	40	36.12	3,894
Price	75	12	40	26.77	6,581
Brand Image	75	28	40	36.08	3,521
Customer Loyalty	75	20	30	26.36	2,944
Valid N (listwise)	75				

Above are the results of the descriptive statistical test, the following are the results of the presentation:

1. In the location variable, the minimum is 25, the maximum is 40, the mean is 36.12, and the standard deviation is 3,894.

2. In the price variable, the minimum is 12, the maximum is 40, the mean is 26.77, and the standard deviation is 6.581.
3. In the brand image variable, the minimum is 28, the maximum is 40, the mean is 36.08, and the standard deviation is 3.521.
4. In the customer loyalty variable, the minimum is 20, the maximum is 30, the mean is 26.36, and the standard deviation is 2.944.

Normality Test

This test is used to see whether the data distribution is normally distributed or not, which includes histograms, probability plots, and Kolmogorov-Smirnov.

Histogram Graph

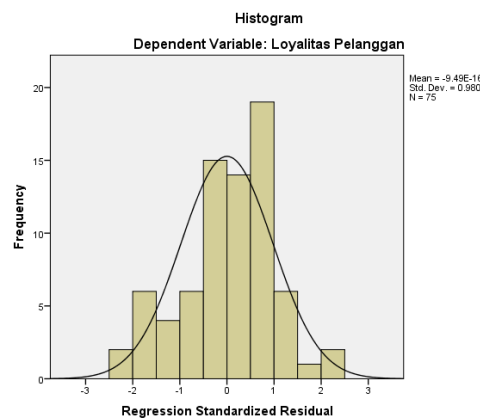


Figure 2. Histogram Graph

Based on the histogram illustration in Figure 2, it is shown that the data forms a curve that has a symmetrical and spread out tendency, which means that the data is distributed according to the conditions . normal, and the regression model meets the normality assumption.

b. Normal Probability Plot Graph

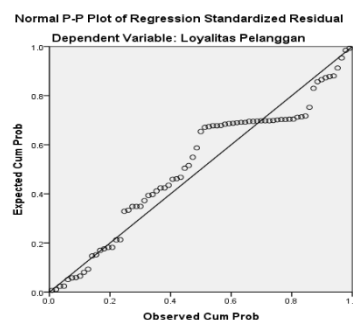


Figure 3. Normal Probability Plot Graph

Based on Figure 3, the illustration of the Normality P.Plot, the data appears to be spread across the diagonal line area, which means the data is normally distributed .

c. Normal Probability Plot Graph

Table 3. Kolmogorov-Smirnov Statistical Analysis Table

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		75
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.41000535
Most Extreme Differences	Absolute	.168
	Positive	.132
	Negative	-.168
Test Statistics		.168
Asymp. Sig. (2-tailed)		.100 ^c

Based on table 3 of the Kolmogorov-Smirnov test produced , it is shown that Asymp. Sig is worth $0.100 > 0.05$. These findings indicate that the data is normally distributed and the regression can be used to predict the dependent variable of customer loyalty based on the independent variables entered, namely location, price, and brand image.

Multicollinearity Test

Table 4. Multicollinearity Test Table

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Location	.371	2,696
	Price	.996	1,004
	Brand Image	.370	2,701
a. Dependent Variable: Customer Loyalty			

Based on table 4 , the tolerance displayed for the location, price, and brand image variables in sequence is 0.371, 0.996, 0.370 exceeding 0.10, while the VIF of the location variable (X1) is 2.696, price (X2) is 1.004, and brand image (X3) is 2.701 less

than 10, meaning that the three independent variables do not experience signs of multicollinearity. In testing multicollinearity, if the VIF is <10 , it means that there is no sign of multicollinearity, and conversely if the VIF is >10 , it can be stated that there is multicollinearity.

Heteroscedasticity Test

a. Scatterplot Testing

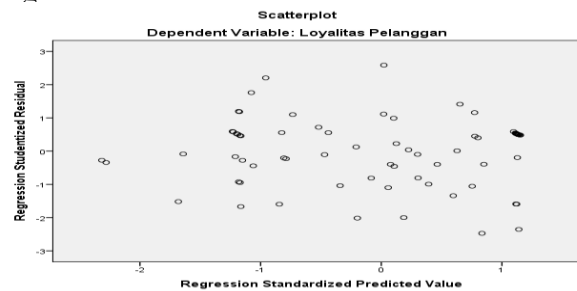


Figure 4. Scatterplot

Based on the scatterplot illustration, the results of the heteroscedasticity test on the dependent variable, namely customer loyalty, indicate that the points are randomly distributed and at the top and bottom of the number 0 on the Y axis. This means that it can be concluded that there is no heteroscedasticity in the regression model.

b. Glesjer Testing

Table 5. Glesjer Test Table

Coefficients ^a			
Model		t	Sig.
1	(Constant)	1.184	.241
	Location	-.591	.556
	Price	-.596	.553
	Brand Image	.535	.594
a. Dependent Variable: ABS			

Based on table 5, it appears that the glesjer test produced, the significance of the variable is $0.556 > 0.05$, where the significance for price is $0.553 > 0.05$, and the significance for brand image is $0.594 > 0.05$. These findings indicate that through testing, glesjer did not find heteroscedasticity, but homoscedasticity.

Multiple Linear Analysis

Table 6. Multiple Linear Regression Analysis Table

Coefficients ^a	
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Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	.585	1,901
	Location	.392	.071
	Price	.205	.025
	Brand Image	.651	.078
a. Dependent Variable: Customer Loyalty			

Based on table 6 , a multiple linear regression analysis is obtained when entered into the formula, namely :

$$Y = 0.585 + 0.392X_1 + 0.205$$

- Based on the table, the constant is found to be 0.585, which means that starting from location, price and brand image being equal to zero (0), it can be concluded that customer loyalty is decreasing.
- Based on the table, it was found that the location variable has an influence on customer loyalty of 0.392, meaning it has a positive influence. In this context , changes in the location variable affect the customer loyalty variable by 0.392 units or 39.2%.
- Based on the table, it was found that the price variable has an influence on customer loyalty of 0.205, meaning it has a positive influence. In this context , changes in the price variable affect the customer loyalty variable by 0.205 units or 20.5%.
- Based on the table, it was found that the brand image variable has an influence on customer loyalty of 0.651, meaning it has a positive influence. In this context, changes in the brand image variable affect the customer loyalty variable by 0.651 units or 65.1%.

Partial Effect Test (t-Test)

Table 7. Partial Test

Coefficients ^a			
Model		t	Sig.
1	(Constant)	.308	.759
	Location	6.307	.002
	Price	3,200	.008
	Brand Image	8,332	.000

a. Dependent Variable: Customer Loyalty

$$\begin{aligned} T_{table} &= (\alpha/2 ; nk-1) \\ &= (0.05/2 ; 75 - 3 - 1) \\ &= (0.025 ; 71) = 1.993 \end{aligned}$$

1. First Hypothesis Test (H_1)

It was found that the significance of the location variable to customer loyalty was $0.002 < 0.05$ and Tcount was $6.307 > T_{table} 1.993$. It can be said that location has a positive and significant influence on customer loyalty and accepts the first hypothesis.

2. Second Hypothesis Test (H_2)

It was found that the significance of the price variable on customer loyalty was $0.008 < 0.05$ and Tcount was $3.200 > T_{table} 1.993$. It can be stated that price has a positive and significant influence on customer loyalty and accepts the second hypothesis.

3. Third Hypothesis Test (H_3)

It was found that the significance of the brand image variable on customer loyalty was $0.000 < 0.05$ and Tcount was $8.332 > T_{table} 1.993$. It can be said that brand image has a positive and significant influence on customer loyalty and accepts the third hypothesis.

Simultaneous Test (F Test)

Table 8. Simultaneous Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	494,159	3	164,720	79,493	.000 ^b
	Residual	147.121	71	2,072		
	Total	641,280	74			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Brand Image, Price, Location						

Based on table 8 , the simultaneous f test produced is shown, it is found that F count is $79.493 >$ from F table 2.73 and its significance is $0.00 < 0.05$, the findings indicate that the research results accept H_4 . So it can be concluded that location, price, and brand image simultaneously have a positive and significant effect on customer loyalty.

Determinant Coefficient

Table 9 . Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 ^a	.771	.761	1,439
a. Predictors: (Constant), Brand Image, Price, Location				
b. Dependent Variable: Customer Loyalty				

Based on table 9 , the coefficient of determination test (*Adjusted R Square*) is shown to be 0.771. The findings indicate that the variables of location, price, and brand image have an influence of 77.1%, while the remaining 22.9% can be explained by other factors not examined in this study.

Discussion

The Influence of Location on Customer Loyalty

Location is one of the key aspects that can affect customer loyalty. In the business world, accessibility is very important. Customers tend to be more loyal to businesses that are easy to reach, especially if they do not have to spend a lot of time or effort to get there. For example, restaurants or shops that are located not far from the customer's home, school, or work location are often the main choice, because of the convenience they offer. This study shows the results of the significance of location to customer loyalty of $0.002 < 0.05$ and Tcount of $6.307 > T_{table} 1.993$. It can be stated that location has a positive and significant effect on customer loyalty and accepts the first hypothesis.

The findings are supported by a study by R. Pratama (2022), which proves that location variables play a role in increasing customer loyalty, where the p-value is $0.000 < \text{Alpha } (\alpha) 0.05$ which means H_0 is rejected, which indicates a positive and significant influence of location on customer loyalty. This was also stated by Nur Chotimah (2022), stating that her findings indicate that location has a positive and significant influence on customer loyalty. Referring to the data processing produced, even the influence is categorized as so high .

The Influence of Price on Customer Loyalty

Price is a key aspect that can influence customer loyalty to a brand or business. When customers decide where to shop or use a service, they often consider the extent to which the price given is the same as the value they receive. One important aspect in the influence of price is the perception of value. Customers tend to feel loyal to brands that offer a balanced combination of price and quality. If they feel that the product they receive is worth the price they pay, customers tend to return. On the other hand, if the price is considered too high without clear quality or utility, customers may look for other alternatives. The findings resulted in a significant price to customer loyalty of $0.008 < 0.05$ and Tcount of $3.200 > T_{table} 1.993$. It can be said that price has a positive and significant effect on customer loyalty and the second hypothesis is accepted.

The findings are supported by a study by Laurene Istiyawari (2021), which states that the influence of price perception on customer loyalty is obtained by a t count of 2.447 exceeding the t table of 1.662 and a significance value of 0.013 less than 0.05. The findings indicate that $t_{count} > t_{table}$, which means that H_0 is rejected and H_a is accepted, so that the hypothesis that price perception influences customer loyalty is accepted and the influence is significant. The findings were also stated by Aditya Eka Wibowo (2020), who proved that Price has a positive and significant effect on consumer loyalty.

The Influence of Brand Image on Customer Loyalty

Brand image is a depiction formed in the minds of customers regarding a brand, which includes their perceptions of the quality, value, and characteristics of the brand. Brand image influences customer loyalty very strongly, because it not only influences purchasing decisions but also forms a deeper relationship with its customers. When customers have a positive experience with a brand, either through the products they use or interactions with customer service, they tend to develop an emotional attachment. This attachment can encourage customers to continue choosing the brand they trust, even when there are other alternatives in the market. Brands that succeed in creating a resonant narrative and supporting the values valued by customers are often easier to build lasting loyalty. This finding produces a significance of brand image to customer loyalty of $0.000 < 0.05$ and Tcount of $8.332 > T_{table} 1.993$. It can be said that brand

image has a positive and significant effect on customer loyalty and accepts the third hypothesis.

The findings are relevant to the study by Suci Fika Widyana (2021), which indicates that brand image has a positive effect on customer loyalty of Teh Pucuk Harum products. This was also stated by Mella Ramadhani (2022), which through her findings, resulted in brand image having a positive effect, where the magnitude of the effect through the Sobel test was $t \text{ count of } 2.795 > t \text{ table } 1.97$, which means that brand image has a positive effect on customer loyalty through trust.

The Influence of Location, Price and Brand Image on Customer Loyalty

The influence of location, price, and brand image on customer loyalty is significant and interrelated. A strategic location increases accessibility and convenience, making customers more likely to return, such as a store close to home or work. Price plays a significant role in the perception of value; when the price is perceived as fair and commensurate with the quality received, customers are satisfied and loyal. Discounts can attract attention, but consistent and fair prices have a greater impact on long-term loyalty.

The findings indicate $F_{\text{count of } 79.493} > F_{\text{table } 2.73}$ and significance of $0.00 < 0.05$, then it can be concluded that location, price, and brand image simultaneously have a positive and significant effect on customer loyalty. Brand image creates a picture of quality and trust, where brands with a positive image are able to build emotional bonds with customers, encouraging loyalty even though there are other cheaper options. Overall, the combination of the three aspects of the variables can increase customer loyalty, creating a strong and sustainable correlation between the brand and its consumers.

CONCLUSION

From the research findings related to "Analysis of Determining Factors on Customer Loyalty at Starbucks Cafe", the following conclusions were drawn:

1. Location has a positive and significant influence on customer loyalty and accepts the first hypothesis.

2. Price has a positive and significant effect on customer loyalty and accepts the second hypothesis.
3. Brand image has a positive and significant influence on customer loyalty and accepts the third hypothesis.
4. Location, price, and brand image simultaneously have a positive and significant influence on customer loyalty.

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