

## How Does Starbucks Develop Brand Loyalty Among Its Customers in Asia ? : Insights From Malaysia, Indonesia, and India

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### ABSTRACT

Starbucks was founded in 1971 and is currently the world's largest chain coffee shop. Starbucks invaded Asian countries such as Malaysia, India and Indonesia a long time ago, and Asian countries have emerged as one of the most devoted customers. Brand loyalty is one of the most essential factors in increasing a company's revenue through customer retention. Starbucks' brand loyalty is influenced by several aspects, including pricing, products offered, product quality and taste. The purpose of this research is to determine how Starbucks develops brand loyalty among its customers in Malaysia, India and Indonesia. This survey will also be able to determine whether Asian customers will continue to be devoted Starbucks customers. The survey involved 136 people who are loyal Starbucks consumers from Malaysia, India and Indonesia. The data for this study was collected through online sources and questionnaires. We hope that this study will provide recommendations for increasing brand loyalty among our Asian customers, particularly in Malaysia, India, and Indonesia.

**Keywords:** Asian countries, Brand loyalty, India, Indonesia, Malaysia, Pricing, Quality of product and services, Starbucks, Customer Satisfaction

### INTRODUCTION

Coffee, derived from roasted and ground coffee plant seeds originating in Africa, is a highly consumed beverage globally. It ranks among the top three popular beverages worldwide, alongside water and tea, and is a valuable commodity in international trade. The main appeal of coffee lies in its stimulating effect, thanks to the presence of caffeine, an alkaloid, within the beverage. Although coffee traditionally had limited popularity in Asia, there has been a notable shift in recent times. Asian countries like Malaysia, India, and Indonesia are experiencing a growing consumption of coffee, leading to a significant expansion of the coffee market in the region. As economic prosperity continues to rise in Asian nations, more people can afford and enjoy coffee, including popular options like a cup of coffee or an Americano. However, the industry faces the challenge of meeting the surging demand while upholding high-quality standards. Vietnam holds the distinction of being the largest coffee producer in both Asia and the world, with a rich coffee production history and ongoing growth. Other notable coffee-producing countries in Asia include Indonesia, Thailand, and Malaysia.

Starbucks established a joint venture called Starbucks Coffee Japan, Ltd., which marked the company's first expansion outside of North America. In 1996, the first Starbucks store opened in Tokyo, Japan. During the early 2000s, Starbucks further expanded its presence in Asian countries, driven by increasing customer demand. To cater to a growing number of Starbucks coffee enthusiasts, the company began opening multiple stores in each country. In 2023, Starbucks plans its largest expansion in the Asia Pacific region in five years, with over 400 new stores set to open. The expansion will include countries like India, Indonesia, Thailand, Malaysia, Laos, and the Philippines, with a focus on expanding beyond major cities. As competition in the Asian market increased with the emergence of new coffee brands, Starbucks prioritized maintaining its existing customer base, emphasizing the importance of brand loyalty.

Brand loyalty refers to the consistent preference of customers for a specific brand, even when comparable alternatives are available. Unlike customer loyalty, which is

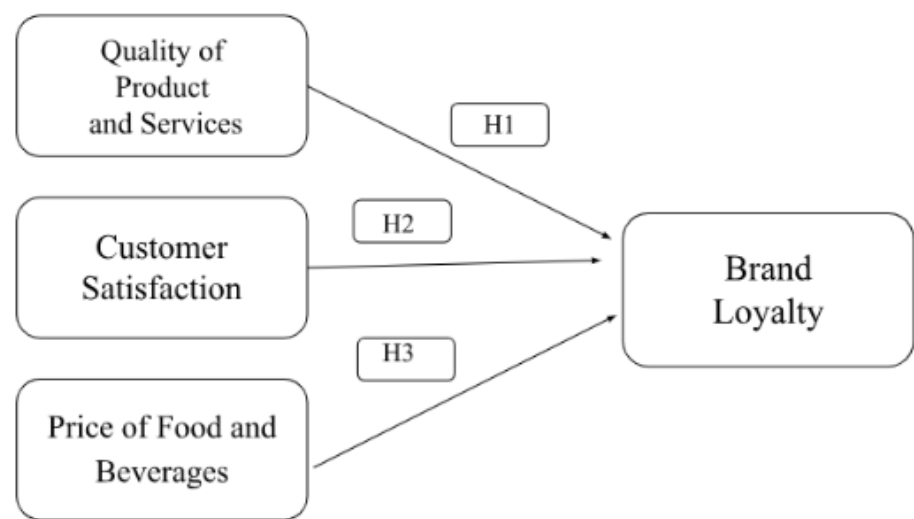
influenced by factors such as prices and discounts, brand loyalty is based on customers' perception of the brand's image and overall experience. Brand-loyal customers believe that the brand offers superior quality and service, regardless of price considerations. Although brand-loyal customers may make fewer purchases overall, their individual transactions typically yield higher profit margins. When customers have a positive perception of a brand, they are more likely to remain loyal even when new products are introduced. The strength of brand loyalty depends on how customers recognize and value the brand, as well as their overall impression of it. Businesses strive to cultivate brand loyalty as it significantly contributes to the success of the brand. Furthermore, brand loyalty plays a vital role in driving profitability, with a substantial portion of revenue in most businesses coming from repeat business by existing customers. In highly competitive markets where numerous brand-name products are similar, marketing departments employ various strategies to establish and maintain brand loyalty. These strategies include monitoring purchasing trends, analyzing spending data, and creating targeted advertising campaigns for loyal customers and potential prospects likely to become loyal customers.

The quality of a product plays a significant role in determining customer brand loyalty as it must meet their satisfaction. Some companies use data from loyalty programs as an indicator of brand loyalty. However, brand loyalty goes beyond sales. Customers may frequent a coffee shop due to convenience or rewards, but that doesn't guarantee they will champion the brand or stick with it if a competitor offers a better deal. It is crucial to conduct regular and comprehensive analysis to truly understand brand loyalty. Maintaining consistently high-quality products builds a positive reputation for a business, while lower quality items can lead to a negative reputation, potentially driving customers to switch to a competitor. Additionally, price has an impact on customer brand loyalty. If the price of a product increases, customers may stop purchasing and seek a more affordable alternative. Customers prioritize whether the price aligns with the value of the products rather than the price alone. In the food and beverage industry, taste is a critical factor for consumers. A poor taste can result in product failure and reflect negatively on the overall brand.

A slight modification in ingredients can significantly impact the taste of products, potentially leading customers to reject the new taste. The key metrics influencing brand loyalty include quality, taste, and price. This study aims to explore the relationship between these factors and their influence on Starbucks' brand loyalty. Starbucks faces competition from various sources, including coffee businesses, independent coffee shops, fast food restaurants, and convenience stores. Conducting this study will help understand how Starbucks cultivates brand loyalty among its Asian customers, enabling the company to focus on factors that encourage customers to choose their coffee.

## **HYPOTHESIS OF THE STUDY**

This section presents the conceptual model to examine the effects of customer satisfaction, quality of product and services and price of food and beverages components on brand loyalty via examining the relationships of specified structures, the context of the study, and the literature. Figure 1 provides the conceptual framework:



**Figure 1 shows that a model of brand loyalty**

Several hypotheses are formed after conducting a survey to establish the relationship between the independent variable (IV) and the dependent variable (DV).

H1: There is a positive relationship between the product quality and services and brand loyalty among its customers in Asian countries.

H2: There is a positive relationship between the customer satisfaction and brand loyalty among its customers in Asian countries.

H3: There is a negative relationship between the price of the product and brand loyalty among its customers in Asian countries.

**LITERATURE REVIEW**

**2.1 Variables**

**Brand Loyalty Among Its Customers in Asian Countries**

Brand loyalty encompasses customers' deep affection, unwavering dedication, and strong commitment to a specific brand, leading them to consistently choose its products or services despite any shortcomings, competitor activities, or environmental changes. In today's information-rich and highly competitive landscape, loyalty has gained even greater importance. Customers meticulously evaluate factors like product details, packaging, quality, pricing, and company information when considering a brand, comparing multiple options before making a final purchase decision. However, it is the trust built over time that drives individuals to consistently favor a particular brand over its competitors. Organizations with high brand loyalty experience significantly faster revenue growth compared to their industry peers. Brand loyalty theory emphasizes the degree of consumer faithfulness to a brand, demonstrated through repeat purchases and positive behaviors like word-of-mouth advocacy, regardless of marketing pressures from competing brands. Brand loyalty levels vary across Asian markets, with Japan having the highest national loyalty rate at 80%, followed by South Korea at 70%, and China experiencing a growing loyalty score of 61%. Trust, which develops gradually, plays a crucial role in driving regular purchases from a brand amidst competing options.

## **Customer Satisfaction**

Satisfaction refers to the consumer's feeling of contentment and fulfillment, based on their perception of a specific aspect or the entirety of a product or service meeting or exceeding their expectations. It encompasses both the sense of being adequately fulfilled and the absence of any under-fulfillment. Consumer satisfaction plays a vital role in areas such as customer happiness, financial success of businesses, and stability of governmental and economic systems. These entities benefit from delivering and receiving fulfilling outcomes, particularly in the marketplace. Customer satisfaction is defined as a business's ability to surpass customer expectations in terms of service performance, evaluated by customers after using a product or service. Positive experiences with product or service usage contribute to overall customer satisfaction. Hence, customer satisfaction can be seen as the consumer's overall emotional response to the entire brand experience following their most recent purchase. Understanding the factors that impact customer satisfaction and identifying the significant consumer benefits are key objectives of customer satisfaction research. Providing excellent customer service aims to enhance profitability by growing the company through strategies like acquiring market share, fostering brand loyalty, enhancing product reputation, and increasing sales to existing markets. By understanding how elements of a product or service influence customer satisfaction, management can effectively modify current offerings to align with customer satisfaction expectations. This ensures that customers would be satisfied if the products or services were delivered today.

## **Quality of products and services**

Product quality refers to the extent to which a product fits the customer's desires, serves its intended purpose, and adheres to industry norms. (*Understanding Product Quality: What It Is and Why It Matters*, 2023). It is critical for businesses to constantly assess product quality while keeping some crucial factors in mind, such as whether a product solves a problem, works efficiently, or meets the needs of customers. Starbucks offers a wide range of products, including coffee, espresso-based drinks, teas, smoothies, Frappuccino, pastries, sandwiches, salads, and various merchandise. Apart from their coffee offerings, Starbucks also provides handmade beverages, gift items, and freshly prepared meals. (CliffsNotes, n.d.) The company's product lineup encompasses an extensive selection designed to cater to different consumer preferences. (Starbucks Company Profile, n.d.). The single most critical criterion for a product, brand, or organization is product quality. The client experience and recurring business are determined by quality. If the product quality is inadequate and the product is incapable of performing its function reliably and safely, the brand image suffers. (*Product Quality - Meaning, Importance, Parameters & Example*, 2021). Service quality refers to the extent to which an organization comprehends and fulfills the needs and expectations of its customers. Enhancing the service quality of a product is a crucial factor in the achievement of an organization. (*Service Quality: What It Is + Top 5 Components*, n.d.). Ensuring a restaurant meets or surpasses customer expectations by delivering timely and courteous services is crucial. When the service provided is of high quality, customers are more likely to revisit the restaurant and recommend it to others. (Djukic, n.d.)

## **Price of Food and Beverages**

A key factor in describing consumer behaviors has been thought to be price. Keaveney (1995) found that pricing was one of the eight general categories (i.e., inconvenience, core service/service encounter failure, and competition) in the model of customer switching behavior that had the greatest impact on customer switching behaviors. Although numerous researchers believe that perceived price is a significant factor in determining customers' post-purchase behaviors and have emphasized the significance of perceived value, which is closely related to perceived price, in explaining customer behaviors, little empirical research has examined the impact of perceived price on consumer behaviors in the service industry (Ryu & Han, 2010). Kotler and Armstrong (2010) define price as the

total of the values that consumers trade for the advantages of owning or utilizing a good or service. Price is also the amount of money charged for a good or service. Stanton et al. (1994) contrasted this definition by defining price as the sum of money or commodities required to purchase a certain combination of another item and its accompanying services (Al-Msallam, 2015).

## **2.2 Relationship among variables**

### **Customer Satisfaction and Brand Loyalty**

Customer satisfaction plays a vital role in influencing repeat purchases, positive word-of-mouth advocacy, and reduced switching behavior (Bennett and Rundle-Thiele, 2004). Szymanski and Henard (2001) conducted a meta-analysis emphasizing the direct relationship between satisfaction and loyalty. Fornell (1992) found that loyalty is influenced by pleasure, but this connection can vary depending on the industry. Several studies (Szymanski and Henard, 2001; Johnson et al., 2001; Cronin et al., 2000; Blomer et al., 1999; Oliver, 1999; Bloemer and Ruyter, 1998; Zeithaml et al., 1996) have demonstrated that satisfied customers exhibit higher levels of loyalty (Al-Msallam, 2015). While most research supports a strong correlation between satisfaction and loyalty (Anderson and Sullivan, 1993; Fornell, 1992; Rust and Zahorik, 1993; Taylor and Baker, 1994), other studies suggest an interchangeable or unidirectional relationship (Hallowell, 1996; Oliver, 1999; Strauss and Neuhaus, 1997). Coyne (1989), Fornell (1992), Oliva et al. (1992), and Rowley (2005) found that satisfied customers are more likely to become repeat buyers. Bolton and Lemon (1999) and Ram and Jung (1991) observed that satisfied customers tend to utilize a product to a greater extent compared to dissatisfied customers. Moreover, Zeithaml et al. (1996) noted that satisfied customers typically exhibit stronger brand loyalty and are more inclined to recommend the brand to others (Ghafoor Awan & Rehman, 2014). Given the pursuit of developing brand-loyal customers, multiple studies have been conducted to determine effective strategies. Various authors, including He et al. (2011), Kabiraj & Shanmugan (2011), Mittal & Kamakura (2001), Rajah et al. (2008), and Thompson et al. (2014), agree that satisfaction and trust serve as foundational elements in fostering brand loyalty (Vaxjo, 2015).

### **Price of Food and Beverages and Brand Loyalty**

This measure aims to determine the premium that a consumer is ready to pay for his preferred brand. The consumer is more likely to be brand loyal if the price is high. A laboratory experiment is required since it is impossible to determine this premium by examining actual pricing and purchase data (M. MELLENS et al., 1996). According to Martins & Monroe (1994), customer perceptions of price reasonableness may accurately reflect evaluated pricing perception. This influences brand loyalty. Increasing the perception that a price is acceptable is also strongly connected with both customer retention and company success (Ranaweera & Neely, 2003). In addition, pricing perception may be a strategy to increase a firm's profit level as well as a customer's level of happiness. Therefore, it can be concluded that pricing perception is a substantial determinant of consumer happiness and loyalty in the restaurant business based on this theoretical and empirical evidence (Han & Ryu, 2009). According to Ti Bei and Ching Chiao (2001), perceived pricing justice has a favorable impact on brand loyalty, both directly and indirectly (via consumer satisfaction). Perceived pricing fairness has a favorable impact on brand loyalty, both directly and indirectly (via consumer happiness, according to Ti Bei and Ching Chiao, 2001). From the viewpoint of the consumer, the price is what is sacrificed or offered in order to get a good. It is possible to demonstrate the desire to make more purchases (Al-Msallam, 2015).



### **Quality Of Products and Services and Brand Loyalty**

Several studies indicate that when considering brand loyalty, perceived quality has a positive impact on purchase intention (Tsiotsou, 2006). Biedenbach and Marell (2009) state that perceived quality is the main predictor of brand loyalty (Alhaddad, 2015). Pritchard and Howard (1997) found that highly loyal travelers who exhibited both attitude- and behavior-based brand loyalty were highly satisfied with the quality of services they received. Conversely, customers with latent loyalty demonstrated low levels of attitude- and behavior-based brand loyalty. These findings, along with the research of Aaker (1996) and Pritchard et al. (1999), support the notion that superior products and excellent customer service foster brand loyalty. In the restaurant sector, building brand loyalty can be challenging, especially for quick-service restaurants where loyalty tends to be transient and influenced by competitive offers (Reich, 1997). Larger businesses in the quick-service industry may face even greater difficulties in cultivating consumer loyalty (Reich et al., 2008). To succeed, service organizations in the market must consistently deliver top-notch customer service. Rusta (2008) emphasizes the importance of providing customers with the best products consistently to foster brand loyalty while minimizing costs in a competitive environment. Empirical studies have also highlighted the relationship between service quality, consumer brand loyalty, and brand trust. Zeithaml et al. (1996) proposed a multidimensional structure of services based on customer behavior, goals, and key variables. These variables included positive word-of-mouth, consumer intent towards the brand, price sensitivity, and customer complaint behavior (Ahmed et al., 2014).

Ensuring food safety standards and compliance with regulations is an integral part of food quality, as it influences consumer acceptance and facilitates international trade. However, defining food quality can be complex, as it varies depending on individual preferences, geographical locations, and cultural factors. In the food industry, specific quality attributes are typically defined in product specifications, and adherence to these specifications determines the product's quality. Quality management systems are implemented to maintain consistent quality, meet market demands, and ensure a stable supply, enabling businesses to access competitive markets. Starbucks, a highly successful coffee company, has expanded its product line to include food items such as salads, snacks, sandwiches, and baked goods. Their objective is to enhance brand awareness through the "Starbucks experience" by providing excellent customer service. Starbucks adopts a customer-driven marketing strategy by segmenting their customer base and conducting research to understand their specific needs, enabling effective targeting. By offering differentiated products and creating a cozy atmosphere in conveniently located stores, Starbucks aims to provide customers with an enjoyable coffee or tea experience. The company places a strong emphasis on excellent customer service, prioritizing it as a key aspect of their operations.

### **RESEARCH METHOD**

In this study, an online survey methodology was employed to collect data from Starbucks' consumers and investigate the factors influencing brand loyalty. The questionnaires used in the survey were carefully designed to cover various aspects, such as customer awareness of Starbucks and knowledge related to brand loyalty factors. Prior to administration, the survey questions underwent a content validity check conducted by two marketing lecturers to ensure their relevance, conciseness, and alignment with the research objectives. The online survey consisted of a combination of Likert scale, closed-ended (multiple-choice), and open-ended questions, enabling the collection of both quantitative and qualitative data. To facilitate data collection, the questionnaires were distributed through digital platforms, including social media, email invitations, and online communities. Participation in the survey was voluntary, encouraging individuals to provide their insights willingly.

The collected data were analyzed using statistical software, employing descriptive statistics such as frequency and percentage distributions to summarize the demographic

characteristics of the respondents. Quantitative techniques, including statistical tests, were applied to analyze the responses to closed-ended questions, aiming to identify patterns, trends, and correlations among variables. For the analysis of open-ended questions, thematic analysis was conducted to extract qualitative insights, including opinions, suggestions, and experiences related to Starbucks brand loyalty. It is important to acknowledge the limitations of the questionnaire survey method used in this study. The findings are based on self-reported responses, which may be influenced by biases or memory recall errors. Additionally, the survey sample may not fully represent all factors influencing brand loyalty among Starbucks' consumers, as participation was voluntary. Therefore, the research results should be interpreted considering the characteristics of the sample and potential limitations.

RESULTS

Table 1. Descriptive Statistics Example (N =136)

Variables	1	2	3	4
INDEPENDENT VARIABLE				
Product Quality and Services	0.579			
Price of food and beverages	-0.85***	-0.085		
Customer Satisfaction	-0.24***	0.505**	0.855	
DEPENDENT VARIABLE				
Brand Loyalty	0.199**	0.062**	-0.124***	0.549
Mean	3.1461	2.7731	3.8333	2.9478
Standard Deviation	0.44300	0.29511	0.67290	0.74407
No. Of Item	7	5	6	2

Table 1 presents the demographic composition of participants in our survey conducted among Starbucks customers in Malaysia, Indonesia, and India. The sample size consisted of 53 males (39%) and 81 females (59.6%). Most respondents were Malaysian, with 53 participants (39%), followed by Indonesians with 16 participants (11.8%) and Indians with 28 participants (46.3%). There were an additional 4 respondents from other countries in Asia. Among the total respondents, the largest age group was 16-24 years old, comprising 115 individuals (84.6%). The second largest age group was 25-34 years old, with 13 respondents (9.6%). Both the age groups of 35-44 years old and 55 years and above had only 1 respondent (0.7%), while there were 4 respondents in the age group of 45-54 years old. In terms of educational background, most respondents, 85 individuals (62.5%), held a bachelor's degree. The smallest group consisted of only 1 individual (0.7%) with a PhD degree.

Table 2. Summary of Regression Analysis

Variable	Brand Loyalty
Product Quality and Services	0.210***
Price of Food and Beverages	0.188***
Customer Satisfaction	-0.214***
R Square	0.080
F Value	3.767
Durbin-Watson Statistics	0.195

Note N=136; \*\*p (<0.01); \*p (<0.05); \*\*\*p (<0.001).

Table 3 provides a summary of the results obtained from a regression analysis, which is a statistical method used to examine the relationships between multiple variables. The table examines the hypotheses presented and reveals positive and negative correlations with relationship satisfaction. Specifically, the independent variables of product quality and

services, as well as the price of food and beverages, display positive correlations with beta values of 0.210 and 0.188, respectively. In contrast, customer satisfaction shows a negative correlation with a beta value of -0.214. The p-values for all these variables are less than 0.001, indicating their strong positive significance.

The R Square value of 0.080 indicates that the independent variables collectively explain 8.00% of the variation in relationship satisfaction. Among the independent variables, product quality and services have the highest impact on relationship satisfaction with a value of 0.210, followed by voice in division of paid labor decisions with a value of 0.268. Satisfaction with the price of food and beverages has an impact of 0.188, while customer satisfaction has a slightly lower impact of -0.214. Additionally, the Durbin-Watson statistic is calculated as 0.195, suggesting the absence of concerns regarding autocorrelation. In conclusion, these analyses provide valuable insights into the positive relationships among the independent variables, ranked from most influential to least influential. These independent variables play a critical role in fostering brand loyalty among customers in Asia, particularly in Malaysia, Indonesia, and India.

## **DISCUSSION**

This study examined the factors that influence brand loyalty among Starbucks customers in Asian countries such as Malaysia, India, and Indonesia. The findings of this research demonstrate that customer satisfaction, product and service quality, and price of food and beverages have a significant impact on customers' behavior and their intention to continue purchasing from Starbucks, thereby building brand loyalty. When considering all the independent variables, customer satisfaction emerges as the most influential factor compared to the other two variables. This is because customers seek a restaurant or café that fulfills their desires and needs not only in terms of food and beverages, but also in terms of store ambiance, menu variety, customer service, store cleanliness, and overall experience, which collectively contribute to their inclination to visit Starbucks. This is because when customers are more satisfied, they will be more loyal to the brand. When customers are satisfied with their overall experience with Starbucks, they repeat their purchases, and it helps to create a positive feeling towards Starbucks. Therefore, customer satisfaction plays an important role in helping Starbucks to create a high brand loyalty among its customers in Asia.

The second most important element driving brand loyalty among Starbucks customers in Asia is the quality of products and services. This element emphasizes customers' preference for high-quality offerings like freshly brewed coffee and freshly baked pastries over serving stale or low-quality coffee prepared from inferior beans. According to the report, respondents described unfavorable experiences at Starbucks such as inconsistent taste, lack of flavor in drinks, and disappointing taste in pastries. These views highlight the importance of Starbucks prioritizing the quality, flavor, and freshness of their food and beverages. Starbucks should primarily focus on top-notch items to sustain and develop brand loyalty. It is also crucial to maintain consistency in flavor for their meals and beverages. Furthermore, in terms of services, Starbucks personnel must be mindful of clients' requirements and aspirations to elicit pleasant and favorable responses from them. Training should be provided to Starbucks staff members to ensure they provide attentive service to their patrons. It is essential for employees to possess the ability to assist customers by actively listening to their needs and effectively resolving any concerns that may arise during their Starbucks experience. By emphasizing customer satisfaction and effective issue resolution, Starbucks can establish strong connections with their clientele, ultimately leading to increased brand loyalty.

The price of food and beverages is another significant factor that affects brand loyalty among Starbucks customers in Asia. Maintaining reasonable pricing is crucial for Starbucks. According to the survey, most respondents expressed that Starbucks prices are expensive, especially when compared to other coffee shops. This perception of high prices has led some customers to switch to alternative coffee shops. To address this,



Starbucks should ensure that their menu items are reasonably priced, as most of their customers are seeking affordability in their coffee and pastries. Setting high prices can have a negative impact on business and customer satisfaction. Therefore, it is important for Starbucks to consider not only quality and taste but also the price of their food and beverages to meet the desires and needs of their customers.

## **CONCLUSION**

This research study investigates the factors influencing brand loyalty towards Starbucks in Malaysia, India, and Indonesia. The study focuses on three independent variables: customer satisfaction, product and service quality, and pricing of food and beverages. These variables have a positive impact on brand loyalty for Starbucks. While Starbucks is a well-established café and holds a prominent position compared to other coffee shops, it faces challenges in gaining brand loyalty, particularly when expanding into new countries where residents are accustomed to existing coffee shops. To enhance brand loyalty in Asian countries like Malaysia, India, and Indonesia, the study findings highlight the significance of factors such as the price of food and beverages, customer satisfaction, and the quality of products and services offered by Starbucks. To ensure the success of Starbucks, it is essential for the company to prioritize brand loyalty. Brand loyalty plays a pivotal role in driving customer purchases and facilitating the introduction of new products. Cultivating brand loyalty among customers in Asia is crucial, and three key factors contribute to this objective. Customer satisfaction takes precedence, requiring Starbucks to meet and surpass customer expectations and desires. Moreover, Starbucks must provide high-quality products and services, including a diverse range of beverages such as coffee, tea, and specialty drinks. Maintaining exceptional service quality entails sourcing top-notch ingredients, like coffee beans from various regions, and subjecting them to rigorous taste tests. Pricing is another critical consideration, as Starbucks customers are discerning about the value they receive. Offering competitive and reasonable prices is vital in building brand loyalty, ensuring customers perceive a fair exchange of value. Alternatively, Starbucks can explore options for providing more affordable products, catering to customers who may have budget constraints but are eager to establish brand loyalty.

## **LIMITATION**

However, it is critical to recognise the study's considerable shortcomings. The survey was carried out online using a Google Form and distributed on social media sites such as WhatsApp, Telegram, and Instagram. As a result, the findings should be considered carefully. Future research should include a broader and more diverse sample, spanning more sites and areas within Malaysia, Indonesia, and India, to improve the study's accuracy. It is also encouraged to include extra independent factors that could potentially influence the dependent variable. Furthermore, using a Structural Equation Model (SEM-AMOS) in data analysis for future research can improve data reliability and validity.

## **ACKNOWLEDGEMENT**

We would like to extend our deepest gratitude for the successful completion of the Nusantara Project within the given timeframe. We take this opportunity to express our heartfelt thanks to those who have contributed to our achievement.

Our sincere appreciation goes to our supervisors, Mr Thiam Yong Kuek and Dr Rosmelisa Yusof, as well as our lecturer, Dr Daisy Mui Hung Kee. They have been instrumental in providing guidance, answering our queries, and ensuring that we meet the project requirements. Despite their busy schedules, they have shown immense patience and concern in addressing our concerns. We are truly grateful for their support, which has enabled us to successfully complete this project.

We would also like to acknowledge the invaluable support and collaboration of our team members: Sushmithaa A/P Selvam, Siti Ramizah Binti Roslan, Son Rakh A/L Aibau, Xinyi, Su, Isha Vats, Jahn timer Singhal and Khushi Chaudhary. Their hard work and

willingness to assist fellow team members have been crucial to the accomplishment of this project. Without their contributions, this endeavor would have been challenging to fulfill.

Lastly, we extend our sincere gratitude to all those who directly or indirectly supported us in completing this assignment. We firmly believe that the skills and expertise gained from this experience will greatly benefit each of us in our future endeavors.

## DECLARATION OF CONFLICTING INTERESTS

The authors declare that there is no conflict of interest.

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## APPENDIX 1

### Quality Of Products and Services

How would you rate the quality of the Starbucks when it comes to: [ Food and Beverages]

How would you rate the quality of the Starbucks when it comes to: [Cleanliness]

How would you rate the quality of the Starbucks when it comes to: [Customer service]

How would you rate the quality of the Starbucks when it comes to: [Ambiance ]

How would you rate the quality of the Starbucks when it comes to: [Consistency of taste]

Do you want to recommend Starbucks' products to others based on their quality ?

Have you ever experienced any issues with the quality of Starbucks products? (Such as stale pastries or burnt coffee)?

### **Price Of Food and Beverages**

What do you think about Starbucks' food and beverage prices?

What do you think about the price of Starbucks' products compared to other coffee shops in your area?

Have you ever switched to a different coffee shop because you were dissatisfied with Starbucks' prices?

Would you be willing to pay more for Starbucks' products if they were higher quality?

How likely are you to recommend Starbucks' products to others based on their price ?

### **Customer Satisfaction**

How satisfied are you with the quality of Starbucks' meals and beverages?

How satisfied are you with the range of menu selections available at Starbucks?

How satisfied are you with the customer service at Starbucks?

How satisfied are you with the price of product's Starbucks?

How satisfied are you with the store's ambiance?

How satisfied are you with your overall experience at Starbucks?