

## ABSTRACT

The growth of the food and beverage business is growing rapidly, especially in the competition of the coffee industry business in Indonesia, which is becoming increasingly stringent to maintain customer loyalty, characterized by seeing more and more people who love to consume coffee as a new lifestyle and the emergence of various competitors in the industry.

This study analyzes the factors that influence Starbucks customer loyalty in Indonesia. The sample in this study are customers who have made transactions at Starbucks in Indonesia.

Researchers include elements of Atmosphere, Employee Attitude, IT Service, and Coffee Quality as antecedents and have a significant positive effect on customer loyalty. Data collection in this study was carried out by distributing questionnaires to respondents in accordance with the characteristics of the sample described. The number of samples taken was 620 respondents, namely people in Indonesia and Starbucks customers. Data analysis methods used are Structural Equation Modeling (SEM) and Confirmatory Factor Analysis (CFA) using SmartPLS 3.0.

The results showed that the six variables hypothesized received good responses from respondents in Indonesia. Atmosphere, Employee Attitude, IT Service, Coffee Quality statistically significantly positive effect on customer satisfaction and Satisfaction significantly positive effect on Customer Loyalty.

Researchers suggest that Starbucks management can improve the quality, especially the aroma of the coffee menu offered by Starbucks, by improving the quality of coffee beans, improving coffee bean roasting techniques and improving the brewing techniques of every Starbucks barista. Suggestions for further research are expected to be able to analyze other factors in order to be able to know more broadly the factors that shape customer loyalty.

**Keywords:** Atmosphere, Employee Attitude, IT Services, Coffee Quality, Customer Satisfaction and Loyalty