

THE EFFECT OF BRAND AWARENESS AND PERCEIVED QUALITY ON CUSTOMER SATISFACTION OF STARBUCKS COFFEE IN MALANG

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The purpose of this research is to examine the influence of Brand Awareness and Perceived Quality on Customer Satisfaction of Starbucks Coffee in Malang. In order to know the relationship among Brand Awareness and Perceived Quality towards Customer Satisfaction, a regression analysis, F-test, T-test, was applied. The samples in this research is 150 customers of Starbucks Coffee in Malang as the respondents to collect the data. The sampling technique was a purposive sampling with 150 respondents and the research instrument employed demographic background, Brand Awareness, Perceived Quality and Customer Satisfaction. The test is using validity test, reability test, and classical assumption test. The hypothesis testing was using F and T test to analyze the data to be used in Multiple Regression Analysis. The result showed that Brand Awareness and Perceived Quality influence Customer Satisfactionsignificantly to Starbucks Coffee in Malang both partially and simultaneously. Therefore, Perceived Quality is the dominant factor in creating Customer Satisfaction.

Keywords :Brand Awareness, Perceived Quality, Customer Satisfaction.

INTRODUCTION

Indonesia is a country which has a large number of populations. It makes Indonesia region becomes such a potential source of revenue for companies or manufacturers to market their products. Various companies are trying to market their goods and services from producing goods such as cars, mobile phones, and food that can be consumed directly by consumers.

Indonesia has 34 provinces. There are 5 provinces with the largest population in Indonesia. East

Java is the second largest population in Indonesia. As the province with the second largest population after the West Java on population census in 2010 in Indonesia, East Java has been transformed into a worth economic growth. This is supported by the fact obtained from Indonesian Statistics Board (*Badan Pusat Statistik*).

Malang is the second largest city in East Java which has a high potential compared to other cities in East Java. It is because Malang has many advantages, one of them is a strategic location as the gateway to

some of the tourism area of the mountain in East Java and it is also close to the Batu city.

Malang is also known as the city of education, with a number of educational programs available starting from kindergarten, elementary school, to higher education and non-formal types of education, such as foreign language courses and computer courses, organized by both government or private institution.

Malang has 47 high schools, 53 vocational schools, 50 islamic elementary schools, 25 islamic Junior High schools, 15 islamic Senior High schools, and 65 universities organized by both the government and private (*Dinas Pendapatan Daerah*, 2016).

The rapid economic growth in Malang inevitably makes Malang a good place for business and investment destination. Furthermore, in the year of 2011 until 2016, the most growing sector in Malang was mostly coming from hotel, café, and restaurant industry, followed by processing industry, transportation and communication. Therefore, many investors are competing to create a café and restaurant in Malang.

The growth number of cafes and restaurants in malang increases alongside with the growth of population in Malang. The data derived from the Indonesian Statistics Board (BPS) showed that the population in Malang has increased from 820,243 people in

2010 into 845,973 in 2014. This shows that the increasing number of population, is accompanied by the increasing number of basic needs required in the area.

The data from Indonesian Statistics board previously mentioned refers to the permanent population data. Based on BPS data summarized in the book of *Malang Dalam Angka 2015*, there has been an increase in the number of migrants in Malang. In 2013, the number of immigrants reached 16,264 people, while in 2014, the number of immigrants increased into 31,603 inhabitants.

One of the café industries in Malang is Starbucks Coffee. Starbucks is an American coffee company and now it becomes one of the largest purchasers of fair trade coffee in the world. It makes Indonesian people have lots of insights on the variety of coffee types in Indonesia and abroad. Starbucks has more than 240 outlets right now, and Starbucks Coffee Indonesia has committed to bring the Starbucks experience into the life of the customer through every cup it served (Rahmania, 2016).

Along with its mission “to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time”, Starbucks does not only offer high quality products but it also prioritizes the pleasure of its customers through the service and the atmosphere of a pleasant place. Not only that, Starbucks also keeps monitoring the satisfaction of its customers.

Starbucks focuses on commitments which presents products based on creative featured coffee and food which are suitably served to support its coffee beverage products such as pastry, cake and others.

There are some Starbucks outlets in Malang one of which is located in Malang City Point Mall, at Jalan Terusan Dieng No.31, Pisang Candi, Sukun. The Starbucks outlet was opened on May 12, 2016 by Anthony Cottan as CEO of Starbucks Indonesia. It is the first Starbucks outlet in Malang. Enthusiastic consumers immediately exploded on the first opening day until now. Starbucks Coffee at Malang City Point opens from 10:00 to 22:00 each day.

Starbucks store in Malang has a unique design compared to other coffee outlets. It is designed with semi-outdoor area, enabling customers to enjoy a cup of coffee while breathing fresh air in Malang. It is also completed with wall mural painting picturing a mountain in a corner for it is meant to describe that the location of the Starbucks is near the mountain.

Starbucks Coffee in Malang has many competitors such as My Kopi-O, Coffee Toffee, Coffee Taste and many more. Their market segments is the same as Starbucks Coffee that is they sell coffee for coffee lovers in Malang. Thus, Starbucks must have a good strategy to attract consumer and make consumer satisfied with its products.

To keep survive in the café

industry, the things that can be done by the Starbucks is by increasing the brand awareness and perceived quality. Brand awareness involves a continuum ranging from an uncertain feeling that the brand is recognized to a belief that it is the only one in the product category (Aaker 1991, 61-62). Meanwhile, perceived quality is the consumer's perception of the overall quality of a product or services excellence with respect to the expected consumer intention (Susanto and Wijanarko, 2004:129).

Brand awareness and perceived quality is the power of a brand that can increase or decrease the value of the brand itself, which can be seen from the response of consumers to the goods or services sold. For example, when the café offers good quality of products and services, it can make the customers do repeats purchasing and prefer to go to that café compared to others having lower standard. Moreover, customer satisfaction itself can give impact on customer loyalty (Chandra, 2014).

Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product perceived performance (or outcome) to expectation" (Kotler & Keller, 2012). Customer satisfaction can be defined as customer comparison between real performance and expectation (Mosahab, Mahamad, & Ramayah,

2010). Therefore, it can be said that satisfaction will occur when expectation is fulfilled. It can be considered as the post consumption judgment towards the previous experience, perception, and expectation (Bae Y. H, 2012).

To conclude, brand awareness and perceived quality can give impact on customer loyalty. So that it can help the Starbucks to be able to compete with the competition and also to be able to survive in the existing industry. Therefore, in this research, the researcher would like to analyze about “*The Effect of Brand Awareness and Perceived Quality on Customer Satisfaction of Starbucks Coffee in Malang*”

From the description of the research background which has previously been discussed, the research problems in this study can be described as follow:

1. Does Brand Awareness have a significant effect on Customer Satisfaction in Starbucks Coffee Malang?
2. Does Perceived Quality have a significant effect on Customer Satisfaction in Starbucks Coffee Malang?
3. Does Brand Awareness and Perceived Quality simultaneously have a significant effect on Customer Satisfaction in Starbucks Coffee Malang?

LITERATURE REVIEW

Theory of Marketing

Although a detailed explanation on the marketing definitions will be further discussed, perhaps the simplest definition of marketing is: Marketing is managing profitable customer relationship. The two fold goal of marketing is to attract new customers by promising superior value and keep and grow of current customers by delivering satisfaction (Kotler and Amstrong, 2012: 4).

Marketing Management

The tasks of marketing management are developing marketing strategies and planning, capturing marketing insight, connecting with customers, building strong brands, shaping the market offerings, delivering value, communicating value and creating long-term growth (Kotler and Keller, 2006: 29-30). Every marketing people must ensure that they have a wide marketing channel to run their marketing strategy well. If one of the processes does not execute the target, the marketing results will be denied.

Marketing Mix

According to E J McCarthy (1960), Marketing mix is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing a product or service to market. The 4Ps is one way –

probably the best-known way – of defining the marketing mix.

Brand

Brand is perceived as being of perceived quality, that has high quality so that consumers can understand the products through its existence, function, image and quality. The explanation of brand by Aaker (1997: 9) is the name and / or symbol discriminatory (such as a logo, seal or packaging) for the purpose of identifying the goods or services of a particular person or group of sellers. Thus, a brand distinguishes them from the goods and services produced by competitors.

Brand Awareness

Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. A link between class and brand is involved. Brand awareness involves a continuum ranging from an uncertain feeling that the brand is recognized to a belief that it is the only one in the product category (Aaker 1991, 61-62). Brand awareness can be characterized according to its depth and breadth. The depth of brand awareness concerns the likelihood that a brand element will come to mind and the ease with which it does so. A brand that can be easily recalled has a deeper level of brand awareness than one that only can be recognized.

Perceived Quality

Perceived quality is the consumer ratings of excellence or the superiority of the product as a whole (Tjiptono, 2005:40), while according to Aaker in Rangkyu (2004:41) he stated that customers' perception of quality or excellence whole of a product or services is associated with the expected intention. Therefore, the perceived quality is based on the subjective evaluation of the consumer (not a manager or expert) to the quality of the product.

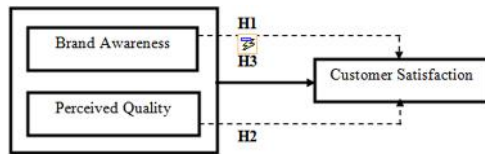
Consumer Satisfaction

Customer satisfaction depends on a product's perceived performance in delivering value which meets the buyer's expectations. If the product's performance falls short of the customer's expectations, the buyer is dissatisfied. If performance matches expectations, the buyer is satisfied. If performance exceeds the expectations, the buyer is delighted (Schiffman and Kanuk 2007). Satisfaction is the level of a person's state of feeling which results from the activity of comparing a product's perceived performance or outcome in relation to the person expectations. The satisfaction level differentiates function between perceived performance and expectations (Govindarajan 2007).

Research Hypothesis

According Sekaran and Bougie (2010: 87), hypothesis is a tentative, yet testable, statement that predicts

what researcher expects to find out on his empirical data. Moreover, hypothesis can be proven and corrected if it is supported by empirical data (fact on the field).



H1: Brand Awareness has a significant effect on Customer Satisfaction.

H2: Perceived Quality has a significant effect on Customer Satisfaction.

H3: Brand Awareness and Perceived Quality simultaneously has a significant effect on Customer Satisfaction.

RESEARCH METHOD

Research Type

Based on the research purpose, model, and hypotheses, this study uses a quantitative approach. Malhotra (2002) stated that a quantitative approach is a research methodology that sets out to quantify the data in order to use statistics for analyzing the data set. A quantitative approach enables a researcher to establish statistical evidence on the strengths of the relationship between variables. Furthermore, quantitative research methodologies have successfully been used in loyalty studies, particularly in the hotel industry setting.

Based on the characteristics of the problem proposed, this study is categorized as an explanatory

research. Explanatory research describes the causal relationship among variables through hypothesis testing (Singarimbun & Effendi, 2006). In explanatory research, the research is conducted by using survey method which is a method of research that attempts to explain or describe a social phenomenon by looking at the relationship of research variable.

Research Location

The research was carried out to potential consumers of Starbucks Coffee in Malang. The researchers distribute questionnaires directly to consumers of Starbucks Coffee in Malang.

Operation Definition of Variables

According to Sekaran (2003:176) operational is defined as a concept to render it is measurable which is done by looking at the behavioral dimensions, facets, or properties denoted by the concept, then these behavioral are translated into observable and measurable elements to develop an index of measurement of the concept.

Brand Awareness

In this research, brand awareness will be used as the measurement based on the David Aaker (1996). The indicators of the Brand Awareness are adopted according to the different ways in which consumers remember the brands; those varieties are stated on the table below. The statement items in brand awareness are adopted from

(Severi and Ling, 2013). These measurement items were well established on the respective research and those items and indicator are considered to be well representative to what brand awareness of the customers of Starbucks in Malang.

Perceived Quality

Perceived Quality is a consumer's perception on quality or advantages of a product or service in relation to its desired goal, compared to other alternatives (Aaker, 1991). Aaker measures the perceptions quality using quantitative techniques by providing questions about the quality of products and service. Those indicators are considered based on the previous chapter and they are adopted into several indicators. Therefore, the indicators of the perceived quality will be measured by previewing the previous research. The statements items in Perceived Quality are adopted from (Ahmad and Najeeb, 2015).

Customer Satisfaction

Customer satisfaction is individual perception on the performances of the product or service in relation to his or her expectation (Schiffman and Kanuk, 2007:9). According to Zeithml, Bitner, and Gremler (2009), the aspects to determine customer satisfaction can be classified into product and services features, customer emotions, attribution for service or failure, perceptions of equity or fairness and other customer, family and co-workers. Based on that previewing research,

the indicators of Customer Satisfaction is adopted and the statements items will be adopted too. The statement items in brand awareness are adopted from (Mutaqien, 2013). These statements items and indicators are considered to be well representative to what customer's satisfaction of the customers of Starbucks in Malang City.

Population

Population according to Singarimbun (1995:152) is the total number of units of analysis characteristics that will be suspected. In quantitative research, researchers often face problems which are generally associated with the data population studied. A researcher can examine all elements of the population (census research) or research some of the elements of the population (the study sample). The population in this study is consumers of Starbucks Coffee in Malang.

Sample

According to Sekaran (2006, p.133), sample is described as a number of population's member but not every population's member can be defined as sample. A census involves a complete count of each element in a population. On the other hand, a sample is a subgroup of the population (Malhotra and Peterson, 2006, p.71)

Particularly, the sampling technique is differentiated into two types namely probability and non-

probability sampling. In this research, the sampling technique used is the non-probability sampling with purposive approach. According to Sekaran (2003:276), the elements in the population do not have any probabilities attached to their being chosen as sample subjects. This means that the findings from study of the sample cannot be confidently generalized into population.

Therefore, purposive sampling is used to obtain information from specific target groups in hope to get realistic and valid information.

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Measurement Scale

The measurement scale in this research used Likert Scale. According to Maholtra and Briks (2006:304), Likert scale is a measurement scale with five response categories ranging from “strongly disagree” that require respondents to indicate a degree of agreement or disagreement to a series of statement related to the

stimulus object. The data will be collected through a questionnaire, and the processed into quantitative from by setting the answer from of Likert scale the answer from of Likert scale that has a scale value from 1 to 5 based on the respondents answers.

Validation and Reliability Test

Validity Test

Validity test is technique to test questionnaire as the instrument used in a research to get the data which can be considered as valid or not. There are several types of validity test according to Sekaran and Bougie (2010:158) that is used to test the goodness of measurement. The researcher used different terms to denote them. The researcher analysed the validity of research instrument by entering the items of respondents per each variable to put into calculation of validity analysis program named SPSS For Windows. The correlation technique is the technique to determine the validity of the items. Furthermore, the interpretation of the coefficient correlation where the items have positive correlation with criteria (total score) and has high correlation, indicates that the item also has high validity

Reliability Test

For the reliability test, the researcher used a Cronbach Alpha method. According to Hair et al. (2009:9), if validity is assured, a research still must consider a reliability of the

measurements. On the other hand, reliability itself is a degree to which the observed variable measures the “true” value and is “EROR FREE”. Thus, it is an opposite of measurements error. According to Maholtra and Briks (2006:314), an instrument could be said reliable if the Cronbach Alpha score is greater than $> 0,6$. Cronbach Alpha itself is a measurement of internal consistency reliability that is the average of all possible split-half coefficients resulting from different splitting of the scale items.

Classical Assumption Test

Normality Test

The most fundamental assumption in multivariate analysis is normality, referring to the shape of the data distribution for an individual metric and its correspondance to the normal distribution (Hair et al. 2009:70) Normality test is used to determine whether the data are normally distributed to the population or not. In SPSS, the normality test methods which are often used is the Kolmogorov – Smirnov test. If the data are normally distributed, the significance is greater than 0.05. The other method is analysis chart (normal probability plot). According to Hair et al. (2009:155), normal probability plot is graphical comparison of the shape of the sample distribution to the normal distribution. In the graph, the normal distribution is represented by a straight line angled at 45 degrees. If the data spread around the diagonal

line or histogram, the data is normally distributed. If the data spread around the diagonal line or histogram, the data is normally distributed. On the other hand, if the data spread far from the diagonal line or histogram, the data is not normally distributed.

Multicollinearity Test

Multicollinearity test according to Sekaran and Bougie (2010) is an often-encountered statistical phenomenon in which two or more independent variables in a multiple regression model are highly correlated. Multicollinearity is a condition where two or more independent variables are highly correlated, and if this happens, it will give impact on the damage in multiple regressions. To analyze multicollinearity, it can be determined by the amount of value inflation factor (VIF). Multicollinearity is an often-encountered statistical phenomenon in which two or more independent variables in multiple regression model are highly correlated (Sekaran and Bougie, 2010). Steps to analyze multicollinearity assumption are :

- If the VIF value is smaller than 10 ($VIF < 10$), there is no multicollinearity problem.
- If the value < 1 , there is no multicollinearity problem

Heteroscedasticity Test

Dependent variable in a research should show equal

relationship with the independent variables. This condition is known as homoscedasticity and is favored in a research. On the other hand, the condition where dependent variable shows unequal relationship with independent variables is known as heteroscedasticity and it is an unfavorable aspect in a research (Hair et al., 2010). One way to detect heteroscedasticity is by looking at the graph scatter plot. A good scatter plot should be roughly distributed in the rectangular shape with most of the scores concentrated in the center. If the scatter plot shows certain clear systematic pattern, then the data is likely to have heteroscedasticity problem (Pallant, 2005).

Data Analysis Method Multiple Linear Regression Analysis

According to Hair *et al.* (2009:17), a multiple linear regression is an appropriate method of analysis when the research problem involves a single metric dependent variable presumed to be related to two or more metric of independent variables. This method is used to analyze a linear relationship between two or more independent variables (X1, X2) with the dependent variable (Y). This analysis is to determine whether the direction of the relationship between the dependent and independent variables are each independent variable associated positive or negative, and to predict the value of the dependent variable when the independent variables increase or

decrease. Multiple regression equations are as follow:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon$$

Customer Satisfaction (Y) =
 Brand Awareness (X1) =
 Perceived Quality (X2) =
 Regression Coefficient

Determinant Coefficient (Adjusted R2)

According to Hair et al (2009:193) the adjusted R2 is particularly useful in comparing across regression equation involving different numbers of independent variable or different sample sizes because it makes allowances for the degrees of freedom for each model. The coefficient of determination of R2 ranges from 0 to 1 (0 < R2 < 1). The result that shows the small value of R2 indicates that the ability of variables independent in explaining the dependent variable is limited. On the other hand, when the value is near to point one it indicates that the independent variable can explain the dependent variables.

Hypothesis Testing

F Test (Simultaneous Significance Test)

Test F-statistic or F test is the test that aims to determine how the independent variables simultaneously affect the dependent variable. According to Ghazali (2011:68), the decision to accept or reject the hypothesis is already formulated like this:

Ho: The independent variable does

not influence dependent variable simultaneously.

Ha: The independent variables influence dependent variable simultaneously.

T Test (Partial Test)

According to Ghozali (2011), T test basically shows how far the influence of the independent variables individually in explaining the dependent variable. T test is used to see the significant effect of independent variable X on dependent variable Y. The hypothesis is formulated as follows:

Ho: Indicates that there is no significant influence of independent variable on the dependent variable.

Ha: Indicates that there is a significant influence of variables independent of the dependent variable.

Dominant Test

Standardized coefficient or beta coefficient is an estimation resulting from an analysis carried out on variables that have been standardized so that their variance can prove the dominant value on the result of multiple regression that is used Standardized Coefficient Beta.

FINDING AND DISCUSSION

Respondents' General Description

Characteristics of respondents in this study are based on sex, age, status, income, and education. The characteristics of this respondent are identified based on the collected questionnaire that is in accordance with the total sample in this research

that is 150 respondents.

The Result of Instrument Testing
Validity Test

Validity testing is essential in a research, especially the one that uses questionnaires to obtain data. Testing is intended to determine the validity of the validity regarding the understanding of the validity of the concept and empirical reality. Validity test is a measurement that indicates the levels of validity and the validity of an instrument. An instrument is said to be valid if it is able to measure what it wants to measure or it is able to reveal the data of the variables studied properly.

- HO: $r = 0$, there is no valid data

Variable Validity Test				
item	r test	sig	r table	information
XI. 1	0.734	0.000	0.3	valid
XI.2	0.834	0 000	0.3	valid
XI 3	0.830	0.000	0.3	valid
X1.4	0.561	0.000	0.3	valid
XI 5	0.744	0 000	0.3	valid
X2.1	0.726	0 000	0.3	valid
X2.2	0.766	0.000	0.3	valid
X2.3	0.666	0.000	0.3	valid
X2.4	0.738	0.000	0.3	valid
X2.5	0.822	0.000	0.3	valid
Y1	0.813	0 000	0.3	valid
Y2	0.609	0.000	0.3	valid
Y3	0.858	0.000	0.3	valid
Y4	0.530	0.000	0.3	valid
Y5	0 804	0.000	0.3	valid

Source: Primary Data Processed (2017)

on the level of confidence (a) of

- HI: $r \neq 0$, there is valid data on the level of confidence (a) of 5%.

The null hypothesis (HO) is

accepted when the count $r < r_{table}$, and vice versa alternative hypothesis (HI) is accepted when the count $r > r_{table}$. Testing the validity of which is done through SPSS ver. 20.0 by using a product moment correlation producing the value of each item statement with an overall score of item questions. The detail is presented in the following table:

From Table above, it can be seen that the sig. r indicator questions items of each of the variables are less than 0.05 ($\alpha = 0.05$), which means that each variable item is valid. Therefore, it can be concluded that these items can be used to measure the research variables.

Reliability Test

Reliability test shows the level of stability, constancy and accuracy of a measuring instrument or test used to determine the extent of relatively consistent measurements when the measurements are repeated. This test is used to determine the extent to which a person answer is consistent or stable over time.

Reliability Variable Ten

No.	Variable	Coefficient Reliability	Information
1	X1	0,794	Reliable
2	X2	0,794	Reliable
3	Y	0,762	Reliable

Source: Priayy Dan Processed (2017)

From Table above, it can be seen that the value of Cronbach alpha for all of the variables is greater than 0.6. Therefore, all the questions instruments used in this research

are reliable. Previous provision mentioned that reliability appears when the reliability of the instrument is able to characterize the level of consistency.

Multiple Linear Regression Analysis

This regression analysis is used to calculate the influence of independent variables, namely Brand Awareness (X1) and Perceived Quality (X2) to the dependent variable namely Customer Satisfaction (Y).

Regression Equation

Regression equation is used to know the relationship between independent variable with dependent variable. By using SPSS for Windows ver 20.00 the regression model obtained is described in Table:

Regression Result

Dependent Variable	Independent Variable	(Standardized Coefficients) Beta	t	Sig.
Customer Satisfaction OD	Constanta		3,933	0,000
	X1	0,386	5,608	0,000
	X2	0,449	6,515	0,000

Source: Primary Data Processed (2017)

The regression model used is standardized regression because the data used in this study is interval data measurement using Likert scale. Likert scale is used to measure attitudes, opinions and perceptions of a person or group. In standardized regression, the size of the variables or the size of the answer has been equated. The regression equation obtained based on Table 4.12 is as follows:

$$Y = b_1X_1 + b_2X_2 + e$$

$$Y = 0,386 X_1 + 0,449X_2$$

From the equation above the interpretation is as follows:

- Customer Satisfaction will increase by 0.386 units for each additional one unit X_1 (Brand Awareness). So, if Brand Awareness has increased 1 unit, then Customer Satisfaction will increase by 0,386 unit with assumption that another variable is considered constant.
- Customer Satisfaction will increase by 0.449 units for

Each additional one-unit X_2 (Perceived Quality), So if Perceived Quality has 1-unit increase, then Customer Satisfaction will increase by 0,449 unit with assumption that other variable is considered constant.

Based on the interpretation above, it can be seen that Brand Awareness and Perceived Quality increase will be followed by an increase on Customer Satisfaction.

Determinant Coefficient (R^2)

To know the contribution of independent variable (Brand Awareness (X_1) and Perceived Quality (X_2)) to the dependent variable (Customer Satisfaction), the researcher used R^2 value described in Table below:

The coefficient of determination is used to calculate the

Coefficient Determinant Result

R	R Square	Adjusted R Square
0.751	0.563	0.557

Source: Primary Data Processed (2017)

magnitude of influence or contribution of independent variables to the dependent variable. From the analysis in Table 4.13 the results adjusted R (coefficient of determination) obtained was 0,557. This means that 55.7% Customer Satisfaction variable will be influenced by independent variables namely Brand Awareness (X_1) and Perceived Quality (X_2). While the remaining 44.3% Customer Satisfaction variable will be influenced by other variables that are not discussed in this study.

Hypothesis Testing

Hypothesis testing is an important part of the research after data has been collected and processed. Its main purpose is to answer the hypothesis made by the researcher.

Hypothesis I (F test/ Synchronized)

Testing F or model testing is used to determine whether the results of regression analysis is significant or not. In other words, the model is suspected to be appropriate / appropriate or not. If the result is significant, then H_0 is rejected and H_1 is accepted. Whereas if the result is not significant then H_0 is accepted and H_1 is rejected. It can also be said as follows :

Ho rejected if Fvalue > F table
 Ho accepted if F alue < F table
 F Test/Synchronuzed

Based on Table, the value of F arithmetic was 94, 797 while F table ($\alpha = 0.05$; db regression = 2; residual db = 147) is 3.058.

Hypothesis II (T test / Partial)

T test is used to find out whether each independent variable partially has a significant influence on the dependent variable. It can also be said if t arithmetic t table or -t arithmetic <-t table then the results are significant and mean HO rejected and HI accepted. Whereas if t arithmetic <t table or-t arithmetic -t table then the result is not significant and means HO accepted and HI rejected.

Rank	Variable	Coefficients^	Information
2	Xt	0.386	Significant
i	X;	0.449	Significant

Source: Pnman.- Data Processed (2017)

I Test Result/Partial

- T test between XI (Brand Awareness) with Y (Customer Satisfaction) showed t count = 5,608 while t table ($\alpha = 0.05$; db residual = 147) was equal to 1.976. Because t arithmetic t table was $5.608 > 1.976$ or sig t value (0.000) < $\alpha = 0.05$ then the influence of XI (Brand Awareness) to Customer Satisfaction is significant. This means HO is rejected and HI is accepted so it can be concluded that Customer Satisfaction can be

significantly influenced by Brand Awareness or by increasing Brand Awareness then Customer Satisfaction will experience improvement significantly.

- T test between X2 (Perceived Quality) with Y (Customer Satisfaction) showed t arithmetic = 6.515 while t table ($\alpha = 0.05$; db residual = 147) was equal to 1.976. Because t count > t table was $6,515 > 1,976$ or sig t value (0,000) < $\alpha = 0.05$ then influence of X2 (Perceived Quality) to Customer Satisfaction was significant at alpha 5%. This means HO is rejected and HI is accepted so it can be concluded that Customer Satisfaction can be significantly influenced by Perceived Quality or by increasing Perceived Quality then Customer Satisfaction will increase significantly.

Dominant Test

To determine the most influential independent variable to variable Y, it can be determined by comparing the regression coefficient (P) between the variables with each other. The independent variables that have the most dominant influence on

Model	Sum of Squares	Df	Mean Square	F	S>g
Regression	724.477	2	362.238	94.797	0.000
Residual	561.717	147	3.821		
Total	1286.193	149			

Source: Primary Data Processed (2017)

Y variable is the variable that has the greatest regression coefficient.

Dependent Variable	Independent Variable	t	t table	Sig.	Influence
Customer Satisfaction (Y)	X1	5.608	1.976	0.000	Significant
	X2	6.515	1.976	0.000	Significant

Source: Pnman- Data Processed (2017)

Dominant Test

Perceived Quality (X2) has the highest coefficients regression. It means Customer Satisfaction or variable Y gives the most dominant influence on Perceived Quality (X2). Coefficient of Perceived Quality (X2) is marked as positive means that there is a positive correlation. So, it can be concluded that an increase.

CONCLUSION AND SUGGESTIONS

Conclusion

This study was conducted to determine which variables that have an influence on Customer Satisfaction. In this study the independent variables used are Brand Awareness (X1) and Perceived Quality (X2) whereas the dependent variable used is Customer Satisfaction (Y).

Based on the calculation of multiple linear regression analysis, it can be concluded that :

1. Brand Awareness has significant influence on Customer Satisfaction.

2. Perceived Quality has significant influence on Customer Satisfaction.
3. Brand Awareness and Perceived Quality have simultaneously significant influence on Customer Satisfaction in Starbucks Coffee.
4. Perceived Quality has dominant influence on Customer Satisfaction of Starbucks Coffee.

Suggestions

Based on the above conclusions the researcher gives some suggestions that are expected to give the benefit for the company and for other parties. The suggestions are as follow:

1. It is expected that Starbucks Coffee can maintain and improve service to Perceived Quality, because Perceived Quality variable has dominant influence in influencing Customer Satisfaction. It can be done by increasing quality of products, reliability and services to customer so Customer Satisfaction will increase.
2. Considering Brand Awareness and Perceived Quality as independent variable in this study is very important in influencing Customer Satisfaction. The results of this study is expected to be used as a

reference for further researchers to develop this study by considering other variables that are not included in this study.

3. Hopefully, this research can be used as a reference for further research by considering other variables which are not included in this present research.

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