ABSTRACT

This research investigates the effects of Customer Experience, Service Quality, and Brand Image on Customer Loyalty, with Customer Satisfaction serving as a mediating variable, focusing on Starbucks Coffee Gajah Mada in Semarang. The study is grounded in the backdrop of a brand image crisis due to boycott campaigns, which have affected consumer perceptions and may have weakened brand loyalty. A quantitative methodology was adopted, collecting data from 187 purposively sampled respondents through structured questionnaires. Data analysis was conducted using Structural Equation Modeling (SEM) with AMOS software.

The findings reveal that Customer Experience, Service Quality, and Brand Image significantly and positively influence Customer Satisfaction. Moreover, Customer Satisfaction is confirmed to mediate the relationships between these independent variables and Customer Loyalty. These results highlight the pivotal role of satisfaction in sustaining customer loyalty, especially during periods of brand recovery following socio-political disruptions. The study offers theoretical contributions to the field of service marketing and provides practical implications for managing customer relationships and brand perception within the premium coffeehouse sector.

Keywords: Customer Experience, Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty, Starbucks, SEM.