

ABSTRACT

This study aims to examine the effect of perceived benefit in My Starbucks Reward loyalty program in Semarang. Research design used for this study is a modification of previous research about effect of loyalty program in France which was conducted by Mimouni-Chaabane and Volle (2010). The model consists of four independent variables which are monetary benefit, exploratory benefit, social benefit, and ego pleasure. This research also used perceived relationship investment as intervening variable, whereas relationship quality is used as dependent variable.

Primary data were collected by using online questionnaire from 60 respondents whom were members of My Starbucks Card and had used the card as payment method in their patron to Starbucks Semarang store. Path analysis method to analyze the model. The result shows that all independent variables, except Monetary Benefit, have influence upon Perceived Investment Variable. Perceived Variable Perceived Relationship Investment is found to have positive influence upon relationship quality and to have role as intervening variable.

Keywords: Loyalty Program, My Starbucks Reward, Starbucks, Monetary Benefit, Exploratory Benefit, Social Benefit, Ego Pleasure, Perceived Relationship Investment, Relationship Quality.