

ABSTRACT

This study aimed to see the influence of brand equity, lifestyle, and customer satisfaction to customer lifetime value with customer retention as the intervening variable at Monologue Coffee & Talk. A company with strong brand equity will give advantage for the product they produced because the power of its brand name compared to the one who has poor brand equity. Lifestyle is the summary of activities, values, needs, and beliefs that can direct customers' attention and drive their behavioral intention. It helps marketer to describe consumer patterns. Customer satisfaction can be formed if the customer is satisfied or get the advantages with the product or service they have received. Exceeding our customer expectation will lead our customers to continue buying our products or services and that build the retention of the customer as the customer retention is the important determinant for customer lifetime value.

This study emphasized that the better the equity of a brand, the more supportive the lifestyle of customers, and the more satisfied the customer might be more beneficial for the customer lifetime value of a coffee shop. The sample of this study was people who have visited and bought product more than one time in Monologue Coffee & Talk. This study found that the lifestyle had positive and significant effect on customer retention as the intervening in Monologue Coffee & Talk, but on the other hand, variable brand equity and customer satisfaction had no significant effect on customer retention while the customer retention itself had positive and significant effect on customer lifetime value. Despite of the results, in real life coffee shop trend in Tembalang, Semarang is in line with the research results.

Keywords: Customer Lifetime Value, Brand Equity, Lifestyle, Customer Satisfaction, Customer Retention