

ABSTRACT

The development of people's lives, a lot of people's lifestyles have changed. One of the current lifestyle changes is that many groups of people like to spend time hanging out or hanging out (Setiawan, 2018). This causes coffee shops to be more widespread so that many new coffee shops are opening and the level of coffee enthusiasts is also increasing. However, the emergence of the COVID-19 pandemic in early 2020 had a significant impact on Starbucks. The government has implemented Pembatasan Sosial Berskala Besar (PSBB) policy which prohibits people from doing activities that are clustered in one place. This makes Starbucks have to find a way to keep customers satisfied and loyal to Starbucks, namely by accepting purchases by way of take away or delivery orders.

The method used in this research is a descriptive quantitative method. Sampling using probability sampling method of random sampling with the number of respondents as many as 100 people. Data processing is carried out with SEM-PLS and using path analysis with the SmartPLS 3.0 analisis analysis tool

The results of this analysis show that there is a positive and significant relationship between brand awareness and customer satisfaction, brand image and customer satisfaction, perceived quality and customer satisfaction, and customer satisfaction and customer loyalty. And there is a positive and insignificant relationship between brand awareness and customer loyalty, brand image and customer loyalty, perceived quality and customer loyalty, and the relationship between brand awareness, brand image, and perceived quality and customer loyalty through customer satisfaction.

Keywords: Brand Awareness, Brand Image, Perceived Quality, Customer Loyalty, Customer Satisfaction.