ABSTRACT

Coffee has become the primary choice for consumption in Indonesia, and even worldwide. The rapidly developing coffee beans and coffee machine industry around the world have turned Indonesia into a significant consumer in the coffee industry. Starbucks is a coffee shop that existed before coffee drinking became part of the lifestyle. PT. Sari Coffee company has maintained Starbucks coffee shops not only by expanding its outlets but also through the Starbucks membership program. The Starbucks membership provides added value, especially for Starbucks in the city of Bandung. Brand engagement is the rational and emotional relationship between customers and a brand. This study aims to determine the extent of the influence of the Membership Card on Brand Engagement for Starbucks in the city of Bandung. This research employs a quantitative method through regression analysis, coefficient of determination, hypotheses, validity, and reliability tests. The results of the hypothesis testing show that the Membership Card has a significant impact on Brand Engagement for Starbucks in the city of Bandung, with a calculated t-value of 4.865 > t-table 1.66055. Therefore, the null hypothesis is rejected, indicating that there is an influence between the Membership Card (X) and Brand Engagement (Y) for Starbucks in the city of Bandung. The coefficient of determination indicates that Membership (X) has a 19.5% influence on Brand Engagement for Starbucks in the city of Bandung.

Keywords: Membership, Starbucks, Brand Engagement