

ABSTRACT

As one of the leaders in the global coffee industry, Starbucks continues to face challenges in maintaining customer loyalty amid increasingly fierce competition. This study aims to analyze the effect of menu innovation, packaging innovation, and brand experience on brand evangelism with customer engagement as a mediating variable. Innovation and brand experience are important factors in creating strong customer engagement, which in turn can encourage customers to become brand evangelists. This research method uses a quantitative approach with Partial Least Squares-Structural Equation Modeling (PLS-SEM) data analysis technique. Data were collected through a survey of Starbucks customers in Bandung. The results showed that menu innovation, packaging innovation, and brand experience have a positive and significant effect on customer engagement. In addition, customer engagement also acts as a mediator that strengthens the relationship between the three independent variables with brand evangelism. The implication of this study shows that Starbucks needs to continue to innovate in its products and packaging and improve customer experience to encourage higher engagement, so as to create customers who are not only loyal but also active in recommending the brand to others.

Keywords: *Menu Innovation, Packaging Innovation, Brand Experience, Customer Engagement, Brand Evangelism*