Determinants of Customer Satisfaction at Starbucks Coffee Outlets in Denpasar

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ARTICLE INFO	ABSTRACT
	The importance of customer satisfaction in business rests in its significant impact on the long-term success of a company. The main aim of this study is to analyse and assess how purchase decisions operate as a mediator between brand equity, product quality, and consumer satisfaction. The current study utilises a descriptive quantitative methodology, specifically examining all Starbucks coffee outlets in Denpasar. The survey included consumers from eight Starbucks coffee outlets situated across the city of Denpasar. The selection of participants was conducted using a simple random sampling method with 95 respondents. The data analysis in the research involved steps such as data collection through a Google Form, model specification, measurement model assessment, structural model estimation using Structural Equation Model (SEM) techniques, path analysis, hypothesis testing, mediation analysis. The findings of this study indicate that the factors of brand equity and product quality exert a favorable and statistically significant impact on consumer satisfaction, either partially or via intermediaries, in the purchasing decision process. The purchase decision variable effectively acts as a mediator in the indirect impact of brand equity and product quality on customer happiness, albeit with a weaker mediating effect compared to the direct influence. Keywords: Brand Equity, Customer Satisfaction, Product Quality, Purchasing Decisions, Starbucks Coffee**.**

INTRODUCTION

The business world is developing rapidly; business people must face the challenges and threats of an increasingly fierce competitive environment. Every demand business must always be aware of market changes and be able to come up with innovative ideas to survive and succeed in the competition. This is done by ensuring their products are attractive to customers and meet their needs. Carrying out marketing operations is one method for successfully running a company. One of the quickest definitions of marketing is satisfying customer demand profitably. Marketing ensures finding and fulfilling people's needs (Kotler & Keller, 2016). Therefore, various elements can

influence buyer dissatisfaction with a product. According to (Kotler & Keller, 2016), a person's sense of satisfaction or dissatisfaction comes from the contrast between his perception of how well a product performs (the results) and his expectations. The contrast between experience and outcome evaluation, known as satisfaction, can result in something spiritually welcoming, not just as pleasant as anticipated or imagined. According to (Chandra, 2020), Creating customer happiness is a strategy for realizing customer loyalty.

On the other hand, according to (Devina, 2023), satisfaction is the beginning of a transition from change, which culminates in separate loyalty. Loyalty can also be independent of satisfaction, so satisfaction will not affect loyalty. This prompted the authors to conduct additional studies regarding these factors about client satisfaction. In a different study also related to customer loyalty, data from various well-known businesses, including AT&T, Rank Xerox, and The Royal Bank of Scotland, revealed that, on average, 95% of delighted consumers tend to stay with the brand or company concerned (Tjiptono, 2019). In addition, customers will feel satisfied if the product or service they buy has substantial brand equity.

According to (Mardikaningsih & Rachman Putra, 2021), If a brand has substantial equity, it will lead to a tendency for consumer behavior to determine product purchasing decisions because consumers will no longer doubt a brand already well-known in the market. A strong brand has the potential to attract new customers. Suppose consumers think a brand has a prominent differentiation compared to its competitors. In that case, the impression of quality becomes more accessible to form and sticks around longer to continue to be compared with other brands. This makes it easier to carry out marketing communications (Mardikaningsih, 2021). According to (Ayuda et al., 2023), efforts to increase customer satisfaction are one strategy formulation for forming customer loyalty through an earlier level of behavior, namely their good impression of the brand and company, impacting purchasing intentions and forming repeat purchase habits. After the customer's desires for the product offered are achieved, the customer will feel satisfied with the expected results. Once a customer is satisfied, the customer will have an interest in repurchasing a product (Laia & Sunargo, 2020). In the process of consumers making purchasing decisions, there are various factors. It is not only influenced by brand equity that can influence purchasing decisions but there are also other factors. One is product quality because some people make purchasing decisions by getting good quality products. Product quality is a profit strategy to win the market. By having quality products, customers will have more value for the products offered, impacting customer satisfaction. Business actors prioritizing good product quality will create customer satisfaction (Laia & Sunargo, 2020).

According to (Astuti et al., 2021), quality standardization is needed to achieve the desired product quality. This aims to ensure that the products produced meet the standards set so that consumers will maintain confidence in the product in question. Product quality is an essential thing in determining the choice of a product by consumers. The product offered must be a product that has been well-tested regarding its quality. Because for consumers, the priority is the quality of the product itself to create consumer satisfaction and attract consumers to buy again (Jansen et al., 2022). According to (Sapitri et al., 2020), product quality is essential to attract the primary attention of a company because product quality is closely related to consumer satisfaction, which is the goal of a company's marketing activities. Previous research shows that product quality significantly influences customer satisfaction (Silvia & Arifiansyah, 2023). This is a strategy that business actors, including Starbucks coffee outlets, must implement. This research is important as it aims to investigate the mediating role of purchasing decisions in the relationship between brand equity, product quality, and customer satisfaction at Starbucks outlets in Denpasar. By exploring these connections, the study can provide valuable insights for businesses, particularly in the coffee industry, on how to enhance customer satisfaction through strategic management of brand equity, product quality, and purchasing decisions. The findings may offer practical implications for improving customer experiences, increasing loyalty, and driving business success in a competitive market environment.

Starbucks Coffee is growing fast, with registered consumers with as many as One million seven hundred thousand followers on Instagram Starbucks Indonesia. Lots of it is the number of followers because of Many customers at the branches Starbucks Coffee outlets in Indonesia. Starbucks has outlets totaling five hundred outlets spread throughout Indonesia. Meanwhile, in Bali, Starbucks has three twenty- two outlets, and eight are in Denpasar City. Because the sector of food and drink has developed over several years, especially in industries involved in other coffee cafes, Starbucks Coffee is open to competition and the tightness it faces. Appearance Coffee cafes in Indonesia are changing paradigm methods serving coffee and other factors. As a result of the change in style life, coffee cafes have grown in several years. Phenomenon This was Then made as an opportunity business by Starbucks Coffee Outlets in Bali. Cafe player: No only player local (cafe local), but also players international (cafe foreign). Starbucks Coffee is a foreign (foreign cafe) participant in the development industry of coffee cafes in Indonesia. Along with increased coffee shop moment, competition between them for fascinating customers and retain them. Because of competition, the customer can quickly move from one café to café another.

Unlike electronic markets, where customers tend to be more loyal to the brand, consumer market food and drink leads to impulsive buyers and easy consumers move the brand. According to (Wahyu Astri Pratita et al., 2018), retail is a place of recreation. If customers enjoy the experience provided, they will use up more money for shopping. The synergy between customers and Starbucks Coffee will be formed through experience offers to the customers. Giving satisfying experiences for customers at Starbucks Coffee will intertwine ties that will push them To try to drink coffee there, and from experience, brand, and product quality will influence somebody in form a behavior toward something product. Based on the description above, all the Starbucks outlets in the City of Denpasar still notice and prioritize factor satisfaction over the consumer if the impression Starbucks gives exceeds hope so the consumer will feel satisfied or happy. The research problem being studied focuses on understanding direct influence and the mediating effect of purchasing decisions on the relationship between brand equity, product quality, and customer satisfaction at Starbucks outlets in Denpasar. By investigating how these factors interact and influence customer satisfaction, the research aims to provide insights into the strategic management of brand equity, product quality, and purchasing decisions to enhance customer experiences and loyalty. This direct relationship underscores the importance of examining the specific mechanisms through which these variables impact customer satisfaction in the context of a coffee business like Starbucks. So, to produce loyal consumers, Starbucks must make consumers satisfied. If the impression that the consumer is Good and Already Certain will create a feeling of loyalty, then the customer is. Based on the phenomenon above, we need to do A study about Determinants of Customer Satisfaction in All Starbucks Coffee Stores in Denpasar City. The purpose of the research is to examine direct influence and the mediating role of purchasing decisions in the relationship between brand equity, product quality, and customer satisfaction at Starbucks outlets in Denpasar. The research seeks to contribute to the existing literature by exploring the mechanisms through which these factors influence customer satisfaction, thereby offering practical implications for businesses aiming to improve customer experiences and drive success in a competitive market environment.

METHODS

Study This is a quantitative descriptive study. Study This was carried out at PT Sari Coffee Indonesia at Starbucks Coffee outlets in Denpasar City, namely Starbucks Sudirman, Starbucks Level 21, Starbucks Drive Thru Teuku Umar, Starbucks Plaza Renon, Starbucks Coffee Sanur, Starbucks Mahendradata, Starbucks Gatot Subroto, Starbucks Trans Studio Mall. Study This is done because PT Sari Coffee Indonesia, known as Starbucks Indonesia, is a company moving public in retail food fast serving and headquartered in Jakarta, Indonesia. This company holds the right franchise, the sole Starbucks in Indonesia. The secret to Starbucks's success is continuously becoming an Innovative coffee shop. For example, Starbucks knows its customers spend Lots of time at the shop. The sample is representative of the population. According to (Arikunto. S, 2017), If the population

is not 100 enough, the sample is taken in a way overall. Still, If its population is more than 100 people, it can be 10 - 15% or 20 - 25% of its population.

Based on the existing population, which is as many as 1,700,000 followers, this writer needed more time and existence limitations from other factors, so This writer discovered a sample. This use technique of taking a sample is determined from the formula following (Ferdinand, 2014) : N = (25 x Total variable Independent) where in the study choose three variables independently, then obtained amount sample will be needed amounting to 75 respondents. However, in the spread questionnaire, respondent data was obtained totaling 95 respondents. This stay fulfills the criteria of research. In obtaining data from 95 respondents, the author used an accidental sampling technique. According to (Silalahi, 2017) the Accidental sampling technique is an accidental method of sampling by taking respondents who happen to be present or available in a place according to the research context. Data was collected by distributing Open Questionnaires online using Google Forms with an interval measurement scale of 1-10 points (Agree-Disagree Scale), The 1-10 scale provides a finer level of granularity compared to simpler scales like binary (agree/disagree) or smaller scales (e.g., 1-5). This allows respondents to express a more nuanced range of opinions or attitudes, enabling researchers to capture subtle differences in perceptions. Device Smart PLS-SEM (Partial Lease Square - Structural Equation Modeling) software was used in research data processing. PLS-SEM can analyze One test and explain the connection between variables. PLS-SEM aims To help the researcher support the hypothesis and explain whether There is a connection between latent variables or not. (Ghozali, 2018) confirms that the PLS-SEM approach can represent latent variables (which cannot be immediately measured) and be assessed using indicators. Because this research has latent variables that can be quantified based on their indicators, the author uses partial least squares with precise and thorough calculations to examine them. Conducting data analysis tests using Smart PLS involves several key stages. Researchers begin by specifying the research model and importing the data for analysis, followed by assessing the measurement and structural models to ensure reliability and validity. Goodness of fit analysis, bootstrapping, and examining mediation and moderation effects are essential steps in Smart PLS analysis. Finally, researchers interpret the results, evaluate the significance of path coefficients, and report their findings to draw meaningful conclusions from the data.

RESULTS AND DISCUSSION

Data is collected by spreading questionnaires online to Starbucks Store customers using Google Forms. That was found at the location study or given directly by outside researchers' location research. The questionnaire spread for 14 days, from September 4 until September 17, 2023. From the total distribution questionnaire, 95 questionnaires were filled out entirely via the link on the Google form. Descriptive data from respondents are shown in Table 1 below:

Table 1. Descriptive Respondent Study

	Descriptive	Amount	Percentage
Gender	Male	38	40.00
	Female	57	60.00
Age	$\leq$ 17 Years	2	2.10
	18-25 Years	81	85.26
	26-35 Years	6	6.32
	36-45 Years	6	6.32
	>45 Years	0	0.00
Job Classifications	Student / Collage	72	75.79
	Employee Private Sector	13	13.68
	Entrepreneurship	3	3.17
	Employee Government Sector	5	5.26
	Other	2	2.10

Educational Background	Middle School/ Equivalent	0	00.00
	High school/ equivalent	39	41.06
	Bachelor	54	56.84
	Postgraduate	2	2.10
	Other	0	00.00
Visited Starbucks store	Starbucks Sudirman	12	12.63
	Starbucks Level 21 Mall	35	36.84
	Starbucks Drive ThruTeuku Umar	2	2.10
	Starbucks Plaza Renon	9	9.47
	Starbucks Coffee Sanur	6	6.32
	Starbucks Mahendradata	3	3.17
	Starbucks Gatot Subroto	8	8.42
	Starbucks Trans StudioMall	20	21.05

Source: Questionnaire Results, 2023

Type data sex from respondents in study This Can seen in table 1 above, where is the amount respondent man Type data gender from respondents in the study This Can see in Table 1 above, where is the number of respondents men as many as 38 people (40.00%) and women as many as 57 people (60.00%). Based on the category age, 81 people (85.26% of the total sample) were aged between 18 and 25. Customers aged 18 to 25 years dominate as customers can Starbucks Coffee outlets in the Denpasar area. Generation young people, especially those who grew up in the era of globalization information, tend to be more open to coffee culture and diverse coffee drinks. They often look for experience new and try various types of drinks offered at venues like Starbucks. Respondents the most totaling 72 people (75.79% of the total sample) who work as students/students. Student / Students often look for places with stable Wi-Fi connections For Work or internet surfing. Starbucks generally provides free Wi-Fi access, which makes it a comfortable place for those who want to be connected digitally. Apart from that, students/college students tend to be active on social media, and visits to Starbucks become an exciting experience for sharing with followers. Starbucks often presents drink seasonality and suitable promotions posted on social media.

Based on the background behind education respondents, the number of respondents with a Bachelor's degree with a total of 54 people (56.84% of the total sample). This was followed by the respondents with a high school educational background or Equal to 39 people or 41.06% of the total sample. Most respondents have Bachelors and high school educational backgrounds. This thing states that Starbucks outlets provide a comfortable and suitable environment for studying, working, or gathering with a friend. Comfortable chairs, spacious tables, and a calm atmosphere make it ideal for doing tasks in school or college. Based on the Distribution of areas in the outlets visited by respondents, the Level 21 Mall branch of Starbucks has the most respondents, with 35 people or 3684% of the total sample.

Meanwhile, the Starbucks Branch Stores with the respondents the second is Starbucks Trans Studio Mall outlets, namely as many as 20 people amounting to 21.05% of the total sample. Viewed from the results, any respondents based on the outlet they visited saw the most outlets at Starbucks Level 21 Mall. Level 21 Mall is one of the famous malls in Denpasar City and is quite a mall with busy and dense visitors. Level 21 Mall Denpasar is in a strategic and convenient location accessed by many people, which can become the main reason Why they go there. Apart from that, Level 21 Mall Denpasar offers various activities besides shopping, like watching movies, playing games, or bowling. Starbucks coffee shops become comfortable places for rest and refreshing after doing activities in everyday life.

Measurement Model Analysis (Outer Model)
Convergent Validity

Convergent validity (validity convergent) is draft important in Partial Least Squares (PLS) Structural Equation Modeling (SEM) which measures to what extent various variable measurements (indicators) used for measure construct certain in the research model. In the context of PLS-SEM, this reflects the extent of the indicators the " convergent " or leads to the same construct. In assessing validity convergent with see the ideal *Factor Loading /outer Loading* value if fulfil criteria that is must above 0.7 (Haryono, 2017) , (Hair et al., 2019) . However in research Scale development then the loading factor / *Outer Loading* value is still 0.6 can accepted (Ghozali, 2015) . Outer loading is size from extent of indicators measures latent variable. In the reflective model, it is required significant and strong *outer* loading for ensure that indicator truly represent construct. A total of 16 Indicators, in all fulfil criteria validity convergent. With Thus, level validity high convergence in four (4) constructs reflective This has confirmed.

Table 2. Loading Factor Analysis

Indicator	Brand Equity	Satisfaction Customer	Purchase Decision	Quality Product
EM1	0.612			
EM2	0.773			
EM3	0.826			
EM4	0.758			
KK1		0.867		
KK2		0.869		
KK3		0.893		
KK4		0.899		
KP1			0.847	
KP2			0.864	
KP3			0.915	
KP4			0.889	
PQ1				0.893
PQ2				0.942
PQ3				0.919
PQ4				0.872

Source : Smart PLS Output 3.2

Discriminant Validity

Discriminant validity (validity discriminant) is draft important in Partial Least Squares (PLS) Structural Equation Modeling (SEM) analysis that measures the extent to which the constructs differ in this model truly different One each other. In the context of PLS-SEM, this refers to ability for differentiate between different latent factors with use variable different measurements. For measuring discriminant validity in a model with see mark root AVE (√AVE) for fellow construct more big rather than relationships between construct other in the model (Fornell & Larcker, 1981) , (Hair et al., 2016) , (Hair et al., 2019) . Table 3 below displays that all over AVE root *(√AVE)* from each construct bigger rather than correlation between construct with construct other in the model. This thing proves that every construct in study This has fulfil condition *discriminant validity.*

Table 3. Analysis Fornell-Lacker criteria

Variable	Brand Equity	Satisfaction Customer	Purchase Decision	Quality Product
Brand Equity	**0.746**			
Satisfaction Customer	0.698	**0.882**		
Purchase Decision	0.616	0.801	**0.879**	
Quality Product	0.640	0.744	0.608	**0.907**

Source : Output Smart PLS 3.2

Composite Reliability / *Composite reliability*

Composite Reliability (CR) is one metrics used in Partial Least Squares (PLS) Structural Equation Modeling (SEM) for measure internal reliability or consistency from latent factors in research models. CR is size is important for evaluate variable extent measurements used truly measure latent factors with good. By general, expected CR value is more from 0.7 or even more from 0.8 for considered own good reliability. 0.70 (Hair et al., 2016) , (Haryono, 2017) , (Hair et al., 2019) .

Table 4. Reability Analysis

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Equity	**0.737**	0.759	**0.832**	0.557
Satisfaction Customer	**0.905**	0.906	**0.933**	0.778
Purchase Decision	**0.902**	0.907	**0.931**	0.773
Quality Product	**0.928**	0.934	**0.949**	0.822

Source : Smart PLS Output 3.2

From table following this, us can prove CR value of Brand Equity (0.832), Satisfaction Customers (0.933), Purchasing Decisions (0.931), and Quality Product (0.949). In short, four (4) constructs reflective own decent consistency in matter mark reliability.

Cronbach's Alpha (α)

Cronbach's Alpha is size measuring reliability consistency between items (question or variable measurement) in something scale or tool measure. It's used for measure the extent of these items own consistent relationship One each other. Cronbach's Alpha values range between 0 and 1, and increasingly tall the value, increasingly Good its reliability. As guide In general, a Cronbach's Alpha value above 0.7 is considered Good in context analysis psychometrics., (Hair et al., 2016) , (Hair et al., 2019) .

Cronbach's alpha value in table 4.7 above showing that all construct has mark above 0.7 which states that all over construct own reliability. Smallest Cronbach alpha found in the construct Brand Equity (EM) with mark amounted to 0.737 whereas largest Cronbach alpha value found in the construct Quality Product (PQ) with mark of 0.928.

Structural Model Results (Inner Model)
Goodness of Fit

Goodness of Fit (GOF) is an important concept in *Partial Least Squares (PLS) Structural Equation Modeling (SEM)* which is used to evaluate the extent to which this research model fits the observed data. GOF provides an indication of how well the research model fits the data you have collected. For understand the extent of the model succeed modeling connection between latent variable (construct), then need to start with see R Square value (R^2).

R Square (R^2) in PLS-SEM measures how much well your model explains variation in endogenous variable (dependent variable). R Square (R^2) range between 0 and 1, and increasingly tall the value, increasingly good research model This explain the data. However, PLS-SEM is often used in context explanatory, where the goal is main is for explain variable dependent with variable independent. R Square (R^2) can see from The complete PLS Algorithm Scheme results are in Figure 1 below this.
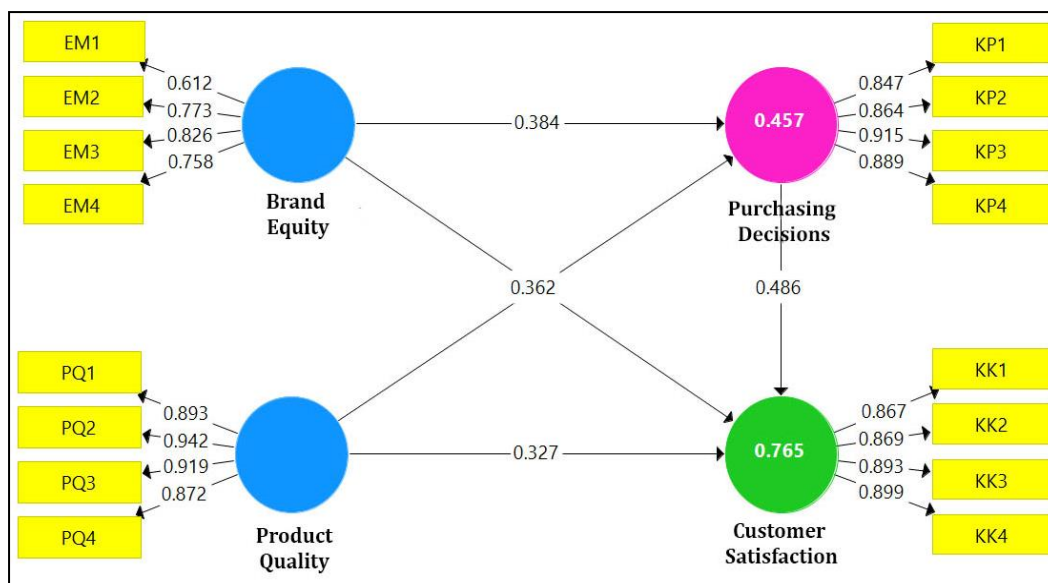
Figure 1. Structural Model (*PLS Algorithm*)
Source : Smart PLS Output 3.2

In the picture above, Variable Brand Equity and Quality Product no have R Square value, this because these two variables is variable free who is not influenced by any variables. In the context of PLS, R Square is used for evaluate the quality of the structural model (inner model) that has been estimated. Criteria For limit value R^2 classified in three group like 0.67 signifies *substantial,* 0.33 for *moderate,* and 0.19 as *weak* (Hair et al., 2016) .

Table 5. R Square Analysis

Variable	R Square	R Square Adjusted
Satisfaction Customer	0.765	0.757
Purchase Decision	0.457	0.445

Source : Smart PLS Output 3.2

Based on table 5 above, this model explains 76.5% of variant For Satisfaction Customer (KK) and 45.7% for purchasing decisions (KP). Therefore, that's us can clarify that values from R^2 in Satisfaction Customer (Kk) are substantial and Purchasing Decisions (KP) are moderate.

In context *Goodness of Fit (GoF)* in PLS, *Q-Square* is one metrics that deliver information about level model predictability. *Q- Square* is metrics used for evaluating and validating the structural model (inner model). Partial Least Squares (PLS) analysis. More special again, *Q- Square* used for measure predictivity of the model, i.e to what extent the PLS model can predict data that does not used in model building (out-of-sample data). *Q- Square* value the more high, then the model can said the more Good or increasingly fit with the data (Haryono, 2017) , (Ghozali, 2015) . As for the results calculation Q *Square* value is as following:

$$\text{Q-Square} = 1 - [(1 - R^2 1) \times (1 - R^2 2)]$$
$$= 1 - [(1 - 0.457) \times (1 - 0.765)]$$
$$= 1 - (0.543 \times 0.235)$$
$$= 1 - 0.127606$$
$$= 0.872$$

Based on results the calculation above, obtained mark *Q- Square* of 0.872. This thing show big diversity from available research data explained by the research model is amounting to 87.2%. Whereas the rest 12.8 % is explained by other factors outside the research model this. With thus, from results the hence the research model This can stated has own excellent goodness *of fit.*

Research Hypothesis Testing

Before carry out Hypothesis Testing, in the Smart PLS 3.2 program you must do significance statistics from coefficient track with " Options *Bootstrapping* " to make it possible and calculate -t value. Bootstrapping is one technique statistics used in data analysis, incl in Partial Least Squares (PLS) Structural Equation Modeling (SEM) context as used in SmartPLS. Bootstrapping Technique used for estimate the extent of the results analysis statistics (e.g. coefficients, standard errors, and confidence intervals) are stable and can reliable when sample data available relatively small.

With Thus, the total number of cases determined as many as 95 because This is size sample proper research temporary, because *partial lease square regression* is free technique in matter distribution, amount sample *bootstrapping* set to 500 for evaluate significance parameter estimation (Hair et al., 2016) . Structural Model results *bootstrapping* can see in figure 2 below this.
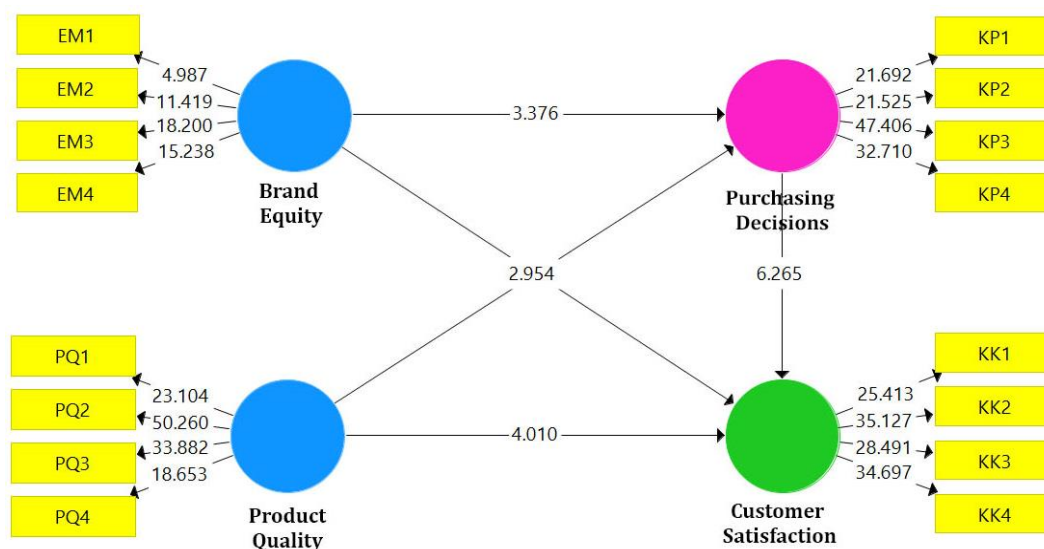

Figure 2 Structural Model (*Bootstrapping*)
Source : Smart PLS Output 3.2

Testing hypothesis in SmartPLS, like in Partial Least Squares (PLS) Structural Equation Modeling (SEM) method general, involving testing is connection between variable in this model significant in a way statistics. This helps in evaluate what is this model in accordance with research data and whether There is significant relationship between the variables in this model. For test hypothesis in Smart PLS, it is necessary see what are the parameters to be estimated? significant or No with t-statistic test method. This thing is one the most common way for test is coefficient path (path coefficients) is significant or no. SmartPLS will give t-statistic value and p-value for every coefficient path. More P-value small from level significance that has specified (usually 0.05) indicates that coefficient track the significant in a way statistics. If the p- value of the test smaller from level significance that has set (0.05), then hypothesis zero (H0) is rejected and the coefficient track considered significant are shown in table 6 below this.

Table 6. Testing Hypothesis study

Variables correlations	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result of Hypothesis path
Brand Equity -> Purchase Decision	0.384	0.418	0.114	3,376	**0.001**	**Accepted**

Equity -> Satisfaction Customer	0.190	0.181	0.090	2,104	**0.036**	**Accepted**
Quality Product -> Purchase Decision	0.362	0.342	0.123	2,954	**0.003**	**Accepted**
Quality Product -> Satisfaction Customer	0.327	0.323	0.081	4,010	**0,000**	**Accepted**
Purchase Decision -> Satisfaction Customer	0.486	0.494	0.078	6,265	**0,000**	**Accepted**

Source : Smart PLS output

Indirect influence testing

Testing mediation in Partial Least Squares (PLS) Structural Equation Modeling (SEM) is a process for evaluate is effect from variable independent (X) against variable dependent (Y) really explained through mediator variable (Z) and can look at the results Specific Indirect Effects table below this:

Table 7 Testing Connection Mediation Research (Specific Indirect Effects)

Variables Mediations correlations	*Original Sample (O)*	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*	*Result of Hypothesis path*
Equity -> Purchase Decision -> Satisfaction Customer	0.187	0.208	0.071	2,642	**0.008**	**Accepted**
Quality Product -> Purchase Decision -> Satisfaction Customer	0.176	0.167	0.063	2,811	**0.005**	**Accepted**

Source : Smart PLS Output 3.2

Influence Brand Equity towards Purchase Decision

Test results hypothesis First showing that influence Brand Equity on Purchasing Decisions with mark coefficient track of 0.384 and the Statistical T value amounting to 3,376 more big of 1.96 (α = 0.05; *two-sided test* It means exists significant influence Brand Equity on Purchasing Decisions customers at the outlet Starbucks in Denpasar city. Coefficient the path showing that Brand Equity give positive and significant influence to Purchase decision.

Based on results of the first hypothesis test state that exists influence significant positive variable Brand Equity on Purchasing Decisions, then the better Starbucks company coffee build equity the brand, then the more A big decision is also determined by the customer in buy product Starbucks coffee at outlets in the Denpasar city area. On the other hand, if equity brand from Starbucks This low then, no will grow noticed customer for buy the product.

Findings study find that Equity the Starbucks brand refers to its associated values and image with on the brand in the eyes Purchase. Equity strong brand can own impact positive on the decision purchase customer. Apart from that, in fact No directly owns the Starbucks Brand good equity considered more trusted by its customers. Customer believe that coffee products or services provided by the brand Starbucks own good quality. Perceived quality tall This can influence decision purchases, esp. when customer must choose between a number of choice other coffee shops. Equity Starbucks brand can also influence perception value. Customer Possible willing pay more For product or services provided by their Starbucks brand more trust and respect. This can increase revenue per transaction for this coffee shop.

In practical terms, this finding suggests that customers who perceive Starbucks as having a strong brand equity are more inclined to choose Starbucks products over competitors. The positive association between Brand Equity and Purchase Decisions highlights the importance of brand perception in influencing consumer behavior. A well-established brand with a positive reputation can instill trust and confidence in customers, leading to increased purchase intentions and loyalty.

To support this research finding, relevant theories such as the Brand Equity theory and Consumer Behavior theory can be applied. The Brand Equity theory posits that a strong brand can create value for customers by enhancing their perceptions of product quality, credibility, and emotional connection. In this case, a high Brand Equity of Starbucks may lead customers to view the brand favorably and prefer its products over others. The Consumer Behavior theory emphasizes the role of psychological, social, and situational factors in shaping consumer decisions, highlighting the impact of brand perception on purchase behavior.

Overall, the significant positive relationship between Brand Equity and Purchase Decisions at Starbucks outlets in Denpasar city underscores the importance of brand management and marketing strategies in influencing consumer choices. By strengthening its brand equity through consistent branding efforts, quality products, and positive customer experiences, Starbucks can enhance its appeal to customers and drive purchase decisions at its outlet. Research results This support study previously by (Mardikaningsih & Rachman Putra, 2021) , (Kurniawan & Dwijayanti, 2021) , (Jansen et al., 2022) and (Marlius et al., 2023) who stated Brand Equity matters positive and significant on Purchasing Decisions.

Influence Brand Equity towards Satisfaction Customer
Test results hypothesis second showing that influence Brand Equity towards Satisfaction customer with mark coefficient track of 0.190 and a statistical T value amounting to more than 2,104 big of 1.96 ($\alpha = 0.05$; two-sided test) means exists significant influence Brand Equity towards Satisfaction customer customers at the outlet Starbucks in Denpasar city. Coefficient the path showing that Brand Equity delivers influence positive and significant to Satisfaction customer.

Based on results of the second hypothesis test state that exists influence significant positive Brand Equity towards Satisfaction customers, increasingly strong equity brand Starbucks coffee so will also increase the satisfaction felt by customers Starbucks coffee in the Denpasar city area. On the other hand, equity low brand can own impact negative on satisfaction customer. Equity brand refers to the image, reputation and perception that a brand has in the eye's consumer. This thing Can cause feeling suitable consumers with his wish or no, if in accordance so subscription will satisfy, meanwhile If no in accordance so customer will disappoint.

Findings study This state equity high Starbucks brand can own impact positive in grow satisfaction his customers. Starbucks brand coffee own Strong equity, lots of it element positive that can be contribute to satisfaction customer. Customers who have connection emotional or affective with Starbucks brand more tend for still loyal to brand that. Brand with strong equity Can create positive experience for consumers, who in turn can produce satisfaction customer. Starbucks brand with strong equity tend provide positive experience for customer them. This includes aspects like service good customers, attractive packaging, or pleasant interaction with brand Starbucks. Experience positive perceived by customers Starbucks This can increase satisfaction customer.

Practically, this finding suggests that customers who perceive Starbucks as having a strong brand equity are more likely to be satisfied with their overall experience at the outlets. A positive brand image and reputation can contribute to building trust, loyalty, and emotional connections with customers, leading to higher levels of satisfaction. Customers may feel more confident in the quality of products and services offered by a brand with strong equity, resulting in enhanced satisfaction levels.

To support this research finding, theories such as the Brand Equity theory and Customer Satisfaction theory can be applied. The Brand Equity theory emphasizes the value that a strong brand can create for customers by influencing their perceptions and attitudes towards the brand. In this context, a high Brand Equity of Starbucks may lead to positive customer experiences and increased satisfaction levels. The Customer Satisfaction theory highlights the importance of meeting or exceeding customer expectations to drive satisfaction and loyalty, which can be influenced by factors such as brand equity.

In conclusion, the significant positive relationship between Brand Equity and Customer Satisfaction at Starbucks outlets in Denpasar city underscores the impact of brand perception on customer satisfaction levels. By focusing on building and maintaining a strong brand equity through effective branding strategies, quality products, and exceptional customer service, Starbucks can enhance customer satisfaction, loyalty, and overall business performance.This result support study previously conducted by (Mardikaningsih, 2021) and (Ayuda et al., 2023) which stated that Brand Equity matters positive and significant to to Satisfaction customer.

Influence Quality Product to Purchase Decision

Test results hypothesis third showing that influence Quality Product on purchasing decisions with mark coefficient track of 0.362 and the Statistical T value amounting to more than 2,954 big of 1.96 (α = 0.05; two-sided test) means exists significant influence quality Product on purchasing decisions customers at the outlet Starbucks in Denpasar city. Coefficient the path showing Quality Product give positive and significant influence on purchasing decisions.

Based on results of the third hypothesis test state that exists influence positive and significant variable quality product to decision purchases made by customers Starbucks coffee in the Denpasar city area which concludes that the better-quality products offered by the outlet Starbucks in town Denpasar will give strong contribution to desire customer For buy product that. On the contrary customer No will buy or tend ignore something product if in fact quality product the No good.

Study This find that quality product is very important factor in influence decision purchase consumer. Quality product covers to what extent product fulfil or exceed hope consumer. Starbucks products have high quality and can build reputation positive brand. Reputation good brand can influence decision purchase customer Because they tend look for considered brand can reliable. Apart from that Product quality tall own level more problems, damage and complaints low. This reduces potency hassle and disappointment consumers, who can influence decision future purchases Because Product quality tall can help build connection period long between Starbucks and customers. Engaged customers in a way emotional with the Starbucks brand tends to be Keep going buy product from brand.

Practically, this finding suggests that customers are more likely to make purchase decisions at Starbucks outlets when they perceive the products to be of high quality. The positive association between Quality Product and Purchase Decisions highlights the importance of product quality in influencing consumer behavior. Customers are more inclined to choose Starbucks products over competitors when they believe that the products meet their expectations in terms of taste, freshness, and overall quality.

To support this research finding, theories such as the Product Quality theory and Consumer Behavior theory can be applied. The Product Quality theory emphasizes the significance of delivering high-quality products to meet customer needs and preferences. In the context of Starbucks, maintaining consistent quality standards in their products can enhance customer satisfaction and loyalty. The Consumer Behavior theory underscores the role of product attributes, such as quality, in shaping consumer perceptions and purchase decisions.

In conclusion, the significant positive relationship between Quality Product and Purchase Decisions at Starbucks outlets in Denpasar city highlights the importance of product quality in driving customer choices. By focusing on maintaining high standards of product quality, Starbucks can attract and retain customers, increase purchase intentions, and ultimately enhance the overall customer experience. This finding underscores the critical role of product quality in influencing consumer behavior and purchase decisions in the competitive coffee market. The Study This in line with study previously conducted by (Maghfiroh, 2019) and (Handayani et al., 2020) , which stated that Quality Product influential positive and significant to decision Purchase.

Influence Quality Proudk to Satisfaction Customer
Test results hypothesis fourth showing that influence quality product to Satisfaction customer with mark coefficient track of 0.327 and a statistical T value amounting to more than 4,010 big of 1.96 (α = 0.05; *two-sided test*) means exists significant influence quality product to Satisfaction customers at the outlet Starbucks in Denpasar city. Coefficient the path showing that Quality Product give influence Positive and Significant to Satisfaction customer.

Based on results of the fourth hypothesis test state that exists influence Quality Product to satisfaction customers at the outlet Starbucks in Denpasar city. With thereby The more good and quality quality product from Starbucks, then will be very strong create satisfaction customer. This thing because product received by customer Already in accordance with his wish or even more than expected expectations customer. On the other hand, if purchased products or accepted by customers No in accordance with hopes and expectations so quality product the No good and will give rise to disappointment felt by customers.

Findings study This state that Quality Starbucks products indeed own significant influence to satisfaction customer. Based on on- site tracking research, some statement customer about Why quality Starbucks products play role important in create satisfaction customer among them is consistency of taste of its products, such as coffee, tea and food light. Visiting customers various Starbucks locations do not only in the Denpasar city area, but in places other can rely on the same taste every time they do buy Starbucks products, so create consistent trust and satisfaction. Additionally Starbucks has build reputation as place to use material standard quality high. They take quality coffee beans tall from various sourced and undergoes a careful roasting process for produces delicious coffee. This thing give customer guarantee that they get product quality.

Practically, this finding suggests that customers are more likely to be satisfied with their overall experience at Starbucks when they perceive the products to be of high quality. The positive relationship between Quality Product and Customer Satisfaction underscores the importance of product quality in shaping customer perceptions and attitudes. Customers who perceive Starbucks products as meeting or exceeding their expectations in terms of taste, consistency, and overall quality are more likely to experience higher levels of satisfaction.

To support this research finding, theories such as the Product Quality theory and Customer Satisfaction theory can be applied. The Product Quality theory emphasizes the role of delivering high-quality products to meet customer needs and preferences, which can lead to increased satisfaction and loyalty. In the context of Starbucks, maintaining a reputation for quality products can enhance customer satisfaction and drive repeat business. The Customer Satisfaction theory highlights the importance of meeting or exceeding customer expectations to drive satisfaction and loyalty, which can be influenced by factors such as product quality.

In conclusion, the significant positive relationship between Quality Product and Customer Satisfaction at Starbucks outlets in Denpasar city underscores the impact of product quality on customer satisfaction levels. By focusing on consistently delivering high-quality products, Starbucks can enhance customer satisfaction, loyalty, and overall business performance. This finding highlights the critical role of product quality in shaping customer perceptions, attitudes, and

satisfaction levels in the competitive coffee market. Study This in line with study previously conducted by (Astuti et al., 2021) and (Wayan Risa Dewi Apsari et al., 2023) which stated that product quality influences customer satisfaction positively and significantly.

Influence of Purchase Decisions to Satisfaction Customer
Test results hypothesis fifth showing that influence decision return to satisfaction Customer with mark coefficient track of 0.486 and a statistical T value amounting to more than 5,205 big of 1.96 ($\alpha = 0.05$; two-sided test) means exists significant influence decision return to satisfaction Customer outlet Starbucks in town Denpasar. Coefficient the path showing that Purchase Decision give influence positive and significant to Satisfaction Customer.

Based on results of the fifth hypothesis test state that exists influence significant positive decision purchase to Satisfaction Customers, increasingly high taste for buy something desired product customer Starbucks in Denpasar city, then the bigger probability satisfaction that will be grow with buy product that. On the contrary If purchase product Starbucks No done by the customer, then No will create a sense of satisfaction even No give rise to feeling whatever to products not purchased. Or if doubt arise moment buy product Starbucks, meaning satisfaction that will be it arises will No uncertain is can be felt by customers or precisely on the contrary, customers No feel satisfied will what he bought.

Findings study state that decision purchases made by customers influenced several factors that can trigger satisfaction customers, among others related with price product. Customer Possible feel satisfied If they feel get good value for the money that they pay. Apart from that, promotions or a loyalty program can also be done influence decision purchase and satisfaction customer. Apart from that interaction with a barista or Starbucks staff, where customer feel treated also affects satisfaction them. If service customer friendly and efficient, this can increase satisfaction customer.

This finding suggests that customers who make purchase decisions at Starbucks outlets are more likely to experience higher levels of satisfaction compared to those who do not make purchases. The positive association between Purchase Decisions and Customer Satisfaction highlights the importance of customer actions in shaping their satisfaction levels. Customers who actively choose to purchase products at Starbucks are more likely to have positive experiences, leading to increased satisfaction and potentially higher levels of loyalty.

To support this research finding, theories such as the Consumer Behavior theory and Customer Satisfaction theory can be applied. The Consumer Behavior theory emphasizes the role of customer actions, such as purchase decisions, in influencing satisfaction and loyalty. In the context of Starbucks, customers who actively choose to make purchases are likely to have positive perceptions of the brand and products, leading to higher satisfaction levels. The Customer Satisfaction theory underscores the importance of meeting or exceeding customer expectations to drive satisfaction and loyalty, which can be influenced by factors such as purchase decisions.

In conclusion, the significant positive relationship between Purchase Decisions and Customer Satisfaction at Starbucks outlets in Denpasar city highlights the impact of customer actions on satisfaction levels. By encouraging and facilitating positive purchase decisions, Starbucks can enhance customer satisfaction, loyalty, and overall business performance. This finding underscores the critical role of customer actions in shaping satisfaction levels and emphasizes the importance of creating positive experiences for customers at every touchpoint in the customer journey. This result support study previously conducted by (Mahira et al., 2021) , (Faradannisa & Supriyanto, 2022) and (Silvia & Arifiansyah, 2023) which stated that decision purchase influential positive and significant to Satisfaction Customer.

Influence Brand Equity towards Satisfaction Customer mediated by Purchase Decisions

Test results hypothesis sixth showing that influence Brand Equity towards Satisfaction Customers are mediated by Purchasing Decisions with mark coefficient track of 0.187 and a statistical T value amounting to more than 2,642 big of 1.96 (α = 0.05; two-sided test) means Variable decision purchase succeed mediate influence Brand Equity towards Satisfaction Customers at the Starbucks Coffee Outlet in Denpasar City. Coefficient the path showing that mediation the give influence positive and significant to connection No direct Brand Equity with satisfaction customer.

In context connection between equity brand and satisfaction customers at Starbucks, decision purchase act as a mediator. Equity Brand is image and perception positive customer have to Starbucks brand, meanwhile satisfaction customer is the response customer to experience them with Starbucks products and services. Purchase decision role in connecting second this factor. This research found How decision purchase can mediate influence equity brand to satisfaction customers at Starbucks based on a number of matters of which Starbucks has equity strong brand with image positive brand. This includes perception of quality products, innovation, service customers, and value brand. Equity Starbucks brand can influence thinking customers about the brand like what they consider it a brand quality high and relevant. Apart from that, customers who have perception positive to Starbucks brands tend to be more likely to choose Starbucks products. They Possible feel sure that Starbucks will fulfil expectation them in terms of taste and quality. Hence, the decision purchase can influence and bridged influence equity brand in creation satisfaction customer.

Purchase decision serves as a mediator in the relationship between equity brand and satisfaction customer. This means that influence positive equity brand on the decision purchase will impact positive on satisfaction customer, temporary influence negative will own effect vice versa. This finding suggests that Brand Equity plays a significant role in influencing both Purchase Decisions and Customer Satisfaction at Starbucks outlets. Customers who perceive Starbucks as having a strong brand equity are more likely to make positive purchase decisions and experience higher levels of satisfaction with their overall experience. The mediating effect of Purchase Decisions indicates that customers' perceptions of the brand influence their decision-making process, which in turn impacts their satisfaction levels.

To support this research finding, theories such as the Brand Equity theory, Consumer Behavior theory, and Customer Satisfaction theory can be applied. The Brand Equity theory emphasizes the value that a strong brand can create for customers by influencing their perceptions and attitudes towards the brand. In this context, a high Brand Equity of Starbucks can lead to positive purchase decisions and increased customer satisfaction. The Consumer Behavior theory highlights the role of customer actions and decision-making processes in shaping satisfaction and loyalty. The Customer Satisfaction theory underscores the importance of meeting or exceeding customer expectations to drive satisfaction and loyalty.

In conclusion, the significant positive relationship between Brand Equity, Purchase Decisions, and Customer Satisfaction at Starbucks outlets in Denpasar city highlights the interconnected nature of these factors in shaping customer experiences. By focusing on building and maintaining a strong brand equity, Starbucks can influence customer perceptions, purchase decisions, and ultimately enhance customer satisfaction and loyalty. This finding underscores the importance of brand perception and customer decision-making in driving satisfaction levels and overall business success. Study This in line with study previously done (Budiono, 2020) and and (Febrian & Ahluwalia, 2020) Where Purchase Decision variables succeed mediate influence Equity brand to Satisfaction customer.

Influence Quality Product to Satisfaction customer mediated by purchasing decisions.

Test results hypothesis seventh showing that influence Quality product to Satisfaction Customers are mediated by Purchasing Decisions with mark coefficient track of 0.176 and the Statistical T value amounting to more than 2,811 big of 1.96 (α = 0.05; two-sided test) means Variable decision

purchase succeed mediate influence quality product to Satisfaction Customers at the Starbucks Coffee Outlet in Denpasar City. Coefficient the path showing that mediation the give significant influence to connection No direct quality product with satisfaction customer.

Based on results of the seventh hypothesis test state that decision variable purchaser succeeds mediate influence quality product to satisfaction customer. Research results find that customer feel quality good product, they are more tend for choose Starbucks products. Apart from that customer make decision positive purchase moment buy product Starbucks. With so, they are tending more satisfied after consuming Starbucks products. Therefore the, Purchase Decision role as intermediary between Quality Starbucks Products and Satisfaction Customers at the outlet Starbucks in Denpasar city.

Practically, this finding suggests that the perceived quality of products offered by Starbucks influences customers' purchase decisions, which in turn impacts their satisfaction levels with the overall experience. Customers who perceive Starbucks products to be of high quality are more likely to make positive purchase decisions and experience higher levels of satisfaction. The mediating effect of Purchase Decisions indicates that customers' evaluation of product quality influences their decision-making process, which subsequently affects their satisfaction levels.

To support this research finding, theories such as the Product Quality theory, Consumer Behavior theory, and Customer Satisfaction theory can be applied. The Product Quality theory emphasizes the importance of delivering high-quality products to meet customer needs and preferences, which can lead to increased satisfaction and loyalty. In the context of Starbucks, maintaining consistent quality standards in their products can enhance customer satisfaction and drive repeat business. The Consumer Behavior theory highlights the role of customer actions and decision-making processes in shaping satisfaction and loyalty. The Customer Satisfaction theory underscores the significance of meeting or exceeding customer expectations to drive satisfaction and loyalty.

In conclusion, the significant positive relationship between Quality Product, Purchase Decisions, and Customer Satisfaction at Starbucks outlets in Denpasar city underscores the interconnected nature of these factors in shaping customer experiences. By focusing on delivering high-quality products and facilitating positive purchase decisions, Starbucks can enhance customer satisfaction, loyalty, and overall business performance. This finding highlights the critical role of product quality and customer decision-making in driving satisfaction levels and emphasizes the importance of creating positive experiences for customers to foster long-term relationships. Study This in line with study previously carried out by (Heri Susilo et al., 2018) , (Maghfiroh, 2019) and (Sapitri et al., 2020) who stated that decision variable purchase succeed mediate influence quality product to satisfaction customer.

CONCLUSION

The findings of the study highlight the significant positive impacts of Brand Equity and Product Quality on Customer Satisfaction at Starbucks outlets in Denpasar city. These impacts were observed to influence Customer Satisfaction either directly or through the mediating role of Purchase Decisions. Purchase Decisions emerged as a crucial factor that plays a pivotal role in influencing Customer Satisfaction, acting as a mediator between Brand Equity, Product Quality, and Customer Satisfaction. The study emphasized the importance of various factors such as price, value for money, promotions, loyalty programs, and interactions with staff in influencing Purchase Decisions and, consequently, Customer Satisfaction at Starbucks outlets. Consistency in product quality, menu innovation, and maintaining a reputation for high-quality standards were identified as key contributors to customer satisfaction at Starbucks. The results underscored the significance of maintaining strong Brand Equity, delivering high-quality products, and facilitating positive Purchase Decisions to enhance Customer Satisfaction and cultivate customer loyalty at Starbucks

outlets. Overall, the research provides valuable insights into the factors that impact Customer Satisfaction at Starbucks outlets in Denpasar city. It sheds light on the critical roles of Brand Equity, Product Quality, and Purchase Decisions in shaping customer perceptions and attitudes towards the brand. The study's findings offer practical implications for Starbucks in enhancing customer satisfaction and fostering loyalty through strategic management of Brand Equity, Product Quality, and the customer decision-making process. By focusing on these key factors, Starbucks can better meet customer expectations, drive satisfaction, and build long-term customer relationships. Future research in this area could delve deeper into the specific mechanisms through which Brand Equity, Product Quality, and Purchase Decisions interact to influence Customer Satisfaction at Starbucks outlets. Exploring the underlying psychological processes and customer behaviors that drive these relationships could provide a more nuanced understanding of customer satisfaction dynamics in the context of the coffee industry.

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