

**IMPACT OF BRAND IMAGE, SOCIAL MEDIA MARKETING, AND  
SERVICE QUALITY TOWARD PURCHASE DECISION  
(STUDY ON COFFEEHOUSE COMPANY: STARBUCKS)**

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**MINOR THESIS**

*Presented in Fulfillment of the Requirements for the Degree of Bachelor of  
Economics and Business*



**INTERNATIONAL UNDERGRADUATE PROGRAM IN MANAGEMENT  
FACULTY OF ECONOMICS AND BUSINESS  
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This is to certify to the best of my knowledge, the content of this minor thesis is my own work. This minor thesis has not been submitted for any degree or other purpose. I certify that the intellectual of this minor thesis is the product of my own work and that all the assistance received in preparing this minor thesis and sources have been acknowledged.

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**LETTER OF RESEARCH**

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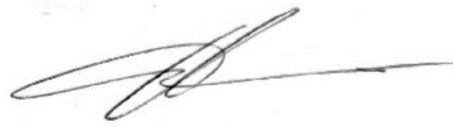
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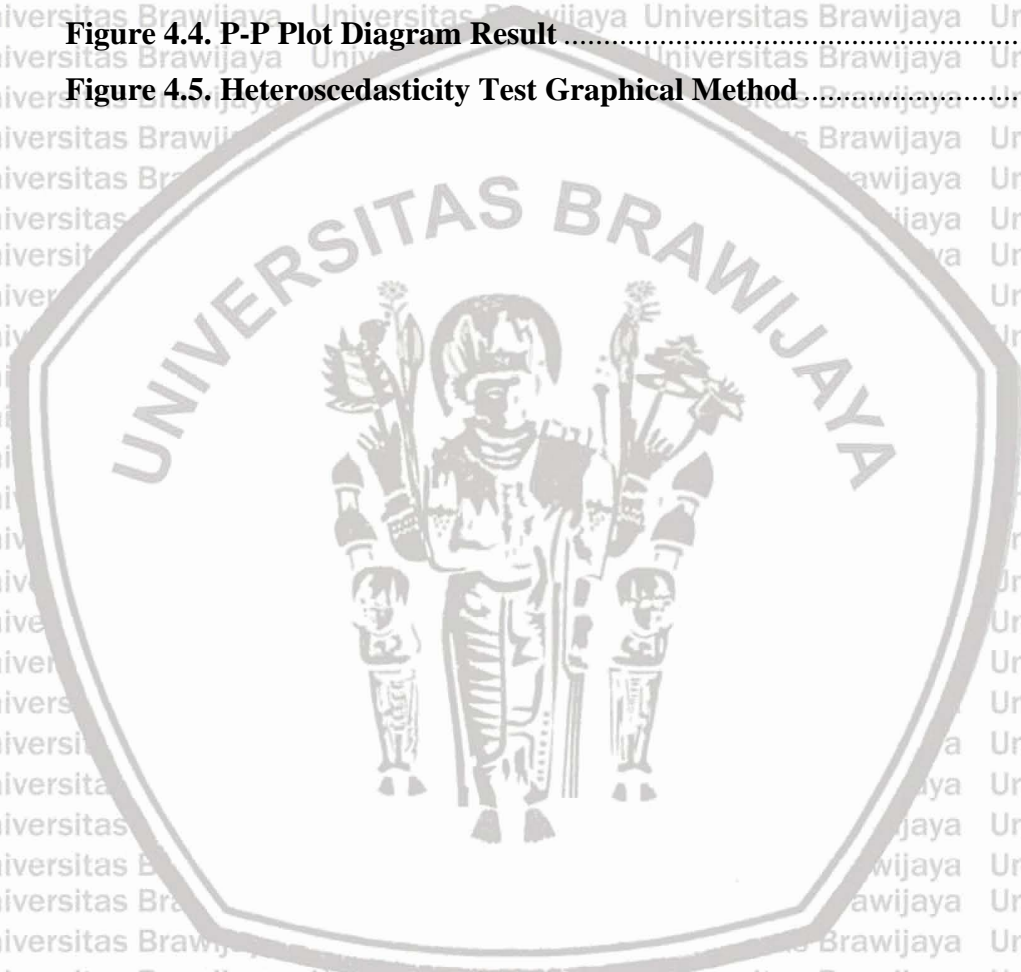
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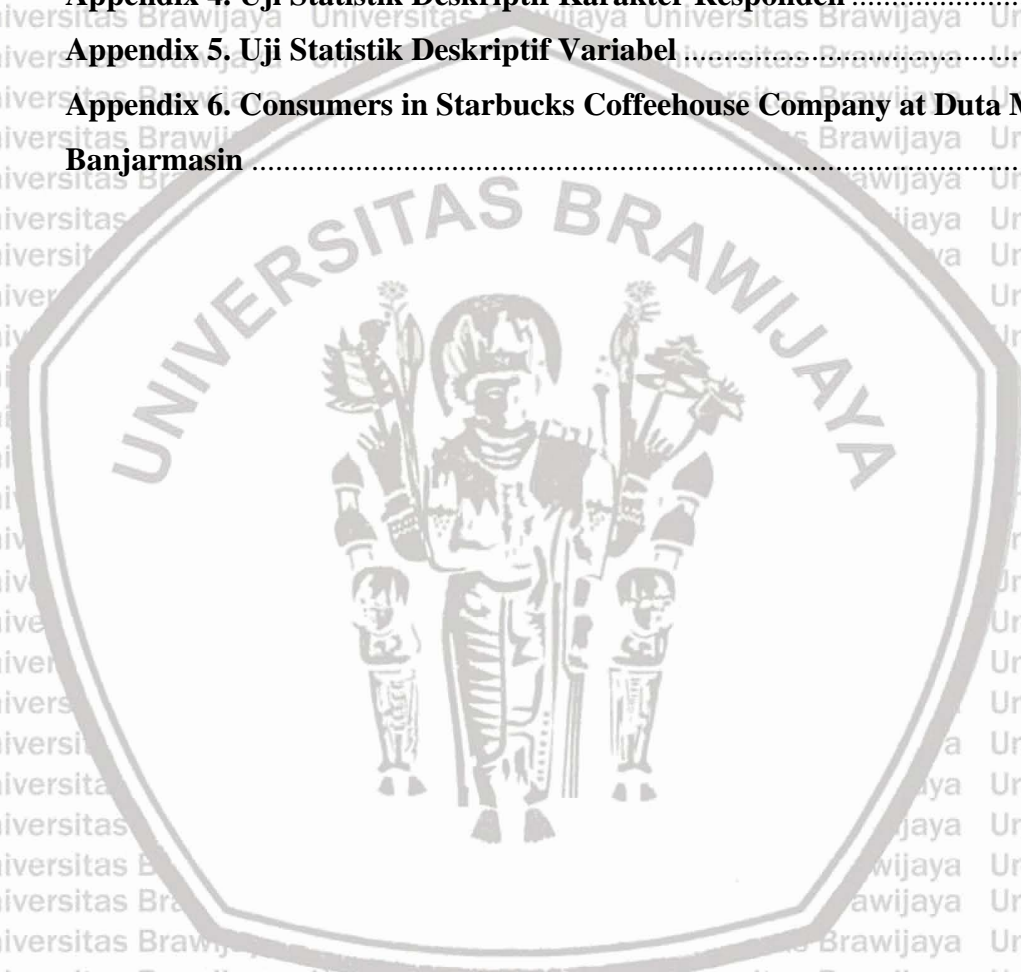
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**PENGARUH CITRA MEREK, PEMASARAN MEDIA SOSIAL, DAN KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA PERUSAHAAN KEDAI KOPI: STARBUCKS)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh Brand Image, Social Media Marketing, dan Service Quality terhadap Keputusan Pembelian pada penelitian Perusahaan Starbucks Coffeehouse di Duta Mall Banjarmasin. Jenis penelitian ini adalah explanatory research, yaitu menjelaskan hubungan dan pengaruh antara satu variabel dengan variabel lainnya melalui pengujian hipotesis. Penelitian ini menggunakan sampel sebanyak 100 responden dimana survei dilakukan melalui kuesioner online dan kertas. Sampel penelitian ini terdiri dari responden berusia minimal 17 tahun dan responden pernah menjadi konsumen Starbucks di Duta Mall Banjarmasin dalam kurun waktu satu tahun terakhir. Regresi Linier Berganda dan pengujian hipotesis menggunakan uji-t dan uji-f digunakan untuk menganalisis data, yang kemudian diolah melalui software SPSS. Dari hasil pengujian ketiga hipotesis dapat disimpulkan bahwa Brand Image, Social Media Marketing, dan Service Marketing berpengaruh positif dan signifikan terhadap Keputusan Pembelian pada Perusahaan Starbucks Coffeehouse di Duta Mall Banjarmasin. Dari penelitian ini dapat disimpulkan bahwa Brand Image, Social Media Marketing, dan Service Marketing akan meningkatkan Keputusan Pembelian pada Perusahaan Starbucks Coffeehouse di Duta Mall Banjarmasin.

**Kata Kunci:** *Brand Image, Social Media Marketing, Service Quality, Purchase Quality.*

# IMPACT OF BRAND IMAGE, SOCIAL MEDIA MARKETING, AND SERVICE QUALITY TOWARD PURCHASE DECISION (STUDY ON COFFEEHOUSE COMPANY: STARBUCKS)

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## ABSTRACT

This research aimed to determine the impact of the Brand Image, Social Media Marketing, and Service Quality toward Purchase Decisions on Starbucks Coffeehouse Company research at Duta Mall Banjarmasin. This research is explanatory research, which explains the relationship and influence between one variable with other variables through hypothesis testing. This research used a sample of 100 respondents in which the survey was conducted through an online and paper questionnaire. The sample of this research consisted of respondents at least 17 years old and the respondents have been Starbucks consumers at Duta Mall Banjarmasin in the last one-year period. Multiple Linear Regression and hypothesis testing using t-test and f-test were employed to analyze the data, which was then processed through SPSS software. From the results of testing three hypotheses, it can be concluded that the Brand Image, Social Media Marketing, and Service Marketing have positive and significant influence on Purchase Decision on Starbucks Coffeehouse Company at Duta Mall Banjarmasin. From this research, it can be concluded that Brand Image, Social Media Marketing, and Service Marketing will increase the Purchase Decision of Starbucks Coffeehouse Company at Duta Mall Banjarmasin.

**Key Words:** *Brand Image, Social Media Marketing, Service Quality, Purchase Quality.*

## CHAPTER I

### INTRODUCTION

#### 1.1. Background

Nowadays, becoming a sustainable company is the focus of every company, and because of the COVID-19 pandemic, many companies are trying harder to make it happen. Gaining profit as much as possible becomes the main objective. In order to get lots of profit, a company must be able to sell their goods or services as much as possible.

In the buying and selling system, there are seller and buyer, sale and purchase transactions occur. On the buyer side, they buy or use services based on their needs and desires. Large companies are very easy to find buyers, while for small or new companies, not many people recognize them, and their credibility is still questionable.

Marketing comes as a solution to these problems. By maximizing marketing, they introduce and increase buyer awareness of a product or service. Marketing can also make a potential buyer who initially feels no need to buy the product or service change their mind, so they feel the need to buy the product or service that the company offers.

There are many ways to influence the purchase decision of a potential buyer. For example, a company can use integrated marketing communications tools such as advertising, personal selling, direct marketing, mobile marketing, social media marketing, public relations, sales promotion, word of mouth, sponsorship, and so on.

In this research, a researcher used one of the variables from integrated marketing communications social media marketing, as the independent variables. For a consumer to use a social media marketing, they need to have a smartphone.

Worldwide companies see Indonesia as one of the key markets where future development will rise. The development in Indonesia's social media users would be basically determined by the population interest on smartphone users. Based on data of Statista, in 2019, 28 percent of the population in Indonesia used a smartphone. Moreover, in 2023 it is expected that the percentage of Indonesian population who used smartphone will increase by 5 percent. Thus, in 2023, the increase is forecasted at 33 percent. In 2018, Indonesia has 66 million have Internet access, while e-Commerce revenues are expected to have a positive annual average growth of 9.3% before 2023 (Bardon, 2019). Since we live in the millennial era, technology greatly affects the market. So, using social media as a promotion factor for increasing the purchase decision is a great opportunity because increasing the smartphone user in Indonesia and in order to use social media, a consumer needs to have a smartphone. In Indonesia, more precisely in the city of Banjarmasin (as a densely populated city and a student city), there is a great opportunities to use the smartphone.

The city of Banjarmasin has been known for centuries as a trading city with very large supporting factors, including a strategic geographical location because it is close to Central Kalimantan and East Kalimantan which is very supportive as a trading center, has a large port, namely the Trisakti port. Banjarmasin is very strategic as a transit city for the distribution of goods, it is located close to big cities, namely Surabaya and Makassar. Banjarmasin has many markets with 44 markets spread across each sub-district, where one of the largest and well-known wholesale markets around the Kalimantan region is the Sudimampir wholesale market which is a shopping destination for traders like the Tanah Abang market in Jakarta, the Regional Regulation



on RT/RW Banjarmasin 2013-2035 which several articles support the City of Banjarmasin as an economic area as well as the development of strategic trade and services. This is the reason why Banjarmasin remains ogled by national companies and industries as an important expansion area in the context of equitable distribution of its products. It is proven in the last two years, the expansion of several national companies and industries has continued to enter Banjarmasin. South Kalimantan only has 2 Starbucks Coffee Shops with a total of 4.074 million people and Banjarmasin itself they have 71.5703 people. Also, the other reason why the researcher choose Banjarmasin as the place of research is that with the coffee shop being identical with students, According to Webometrics, a state university (PTN) from South Kalimantan, Lambung Mangkurat University became the second-best university in Kalimantan after Mulawarman University.

Many coffee shop owners in big cities are formidable in their field, but only a handful manage to keep their businesses alive and well. The coffee shop business is a good business prospect but is also vulnerable. Taste, quality, brand image, and service must all be consistent in order for customers to remain loyal In big cities, coffee shop entrepreneurs are always encouraged to be more innovative and creative to attract customers and keep them coming back. Before the virus COVID-19 pandemic come to Indonesia, customers who come to the coffee shop want to enjoy the products offered and make it a gathering place and spend a long time socializing with others. Nowadays, the most important thing is that visitors stay healthy when visiting the coffee shop, this is because of the COVID-19 pandemic.

The reason for choosing Starbucks Duta Mall Banjarmasin is because many coffee shops have gone bankrupt. According to Prastika Putri in Editorial<sup>24</sup> (2020), the impact felt by coffee shops is that their business is gradually quiet and their turnover can drop by up to 90%, because not a few people choose to stay at home and order online instead of having to go out to a coffee shop and just hang out at the coffee shop.

Based on Statista (2020), Starbucks' net revenue in 2020 was 19.16 billion US dollars, a decrease of 27.7% from the previous year. Over the last decade, the multinational coffeehouse chain has seen year-over-year sales growth except for the drop in 2020, which may be traced to the coronavirus pandemic-related stay-at-home policy. The disruption caused by the COVID-19 outbreak is being used by Starbucks to “move aggressively and better differentiate” its brand from competitors. From Forbes (2020) site, there are 3 Ways Starbucks will emerge From COVID-19 stronger than before.

Firstly, Starbucks has consistently provided one of the best omnichannel retail experiences. The Starbucks mobile app was one of the first to implement “choose your own adventure” retail. The ability to preload money on the Starbucks mobile app provided the average Starbucks customer with a world of limitless options. Customers could pay using credit or debit card, personalize their drink orders on their phones, and purchase ahead of time from almost anywhere. Secondly, Starbucks declared early on that, in reaction to the viral epidemic, it would only sell to-go items in its locations.

This news was significant for two reasons. To begin with, it's simply the proper thing to do for Starbucks employees and customers. Also, it allows Starbucks to experiment with a new business model far more quickly than it could before the infection. The unique element of this store's pickup-only design is that it is almost certainly a more



efficient method for Starbucks to operate. Customers place all orders using their mobile phones. Thirdly, COVID-19 give Starbucks the chance to understand delivery economics. The Starbucks experience remains the same. It simply takes different forms under the same brand promises. Prior to digital, the pre-purchase service experience was everything in retail. Enter a business, ask a sales person or a barista for assistance, pay, and go. It's different now. Consumers' personal relationships with companies are now as much about the experience they have with brands after purchase, if not more so, especially when humans are involved. These are the touch points that matter far more in the long run than the silly habit of requiring one human to take dictation from another human behind a cash register, whether it's the call of a name to pick up a cup of coffee, a great experience making a return, or getting helpful service on a customer service phone or text line. It can be concluded that Starbucks in America quickly adapts to the COVID-19 pandemic.

The coffee shop industry is experiencing ups and downs in terms of competitiveness. The COVID-19 epidemic is causing an unprecedented supply and demand shock in the worldwide coffee industry. Since March 2020, when the World Health Organization (WHO) designated covid-19 a global pandemic, coffee prices have been very unpredictable, owing mostly to supply chain problems. Starbucks coffee shops has been shutting some locations, adding drive-thrus to others, rebuilding some with smaller cafes, and constructing a handful with no sitting at all as it concentrates on growing to-go alternatives. The ongoing COVID-19 epidemic is having a huge impact on businesses and marketing tactics all around the world, including Starbucks Coffee.



According to Henry Ayers (2020), Director and Founder of The Gentlemen Baristas, as home consumption has increased, cafés have evolved to fulfill customers' demands without having them to enter the café. Henry Ayers witnessed one of the largest coffee trends in 2020 develop when lockdown measures began throughout the world in March. Dalgona coffee, which is made with instant coffee, sugar, and milk, was a great success on social media. Today, however, pumpkin spice lattes and other fall drinks are gaining appeal, despite the fact that people's preferences for café beverages have shifted. The reason for this is that while individuals are consuming more at home, they are spending more on the luxury they are accustomed to when they do go out.

The reason researcher takes brand image as an independent variable because brand image has a big influence in increasing purchasing decisions as said by Bob Foster (2016), researcher also want to see how brand image affects the perception of purchase decision in this coffee shop and whether understanding of the brand image will ultimately influence the desire to improve purchasing decisions during the COVID-19 Pandemic.

The second variable is social media marketing, the researcher chose social media marketing as the independent variable because in Social Media Marketing it is presumed to positively influence the Purchase Decision variable. This hypothesis is supported by the results of study by Nabil, Donajah, and Ahmad (2016). This happened once when Starbucks received an estimated \$2.3 billion in free promotion from the 'Game of Thrones' gaffe, despite the fact that it wasn't even its coffee cup. According to CNBC business news (2019), social media analytics and monitoring platform

Talkwalker tallied almost 193,000 mentions of both Starbucks and "Game of Thrones," or a variation of the series' hashtag, on Twitter, in social forums, blogs, news sites, and other social media platforms within 48 hours. This demonstrates how important a cup of coffee is to the public's view that it is always associated with the Starbucks brand. The last independent variable is service quality, the research chooses this variable is because service during the COVID-19 pandemic is different from service before the COVID-19 pandemic, based on Fajar and Arifin (2019), The results of the study indicate that Service Quality has a positive and significant effect on Purchasing Decisions. Good service quality will create a perception of consumers where consumers can make decisions in using a service.

Furthermore, Starbucks Indonesia expresses their concern through content using the hashtags #dirumahsaja and Starbucks Cares. This action seeks to demonstrate the Starbucks brand's presence in the digital realm as well as its care for social issues.

Also, they have collaborated with shuttle service companies, namely Gojek. The goal of this minor thesis is to assess the impact of brand image, social media marketing, and service quality on purchase decisions, if the impact is significant, other coffee shops can imitate Starbucks strategy in increasing their profit with increasing their purchase decision of their potential buyers. Therefore, in preparing this minor thesis, the author raised the title **"Impact of Social Media Marketing, Brand Image, and Service Quality Toward Purchase Decision (Study on Coffeehouse Company: Starbucks)."**

**1.1. Research Questions**

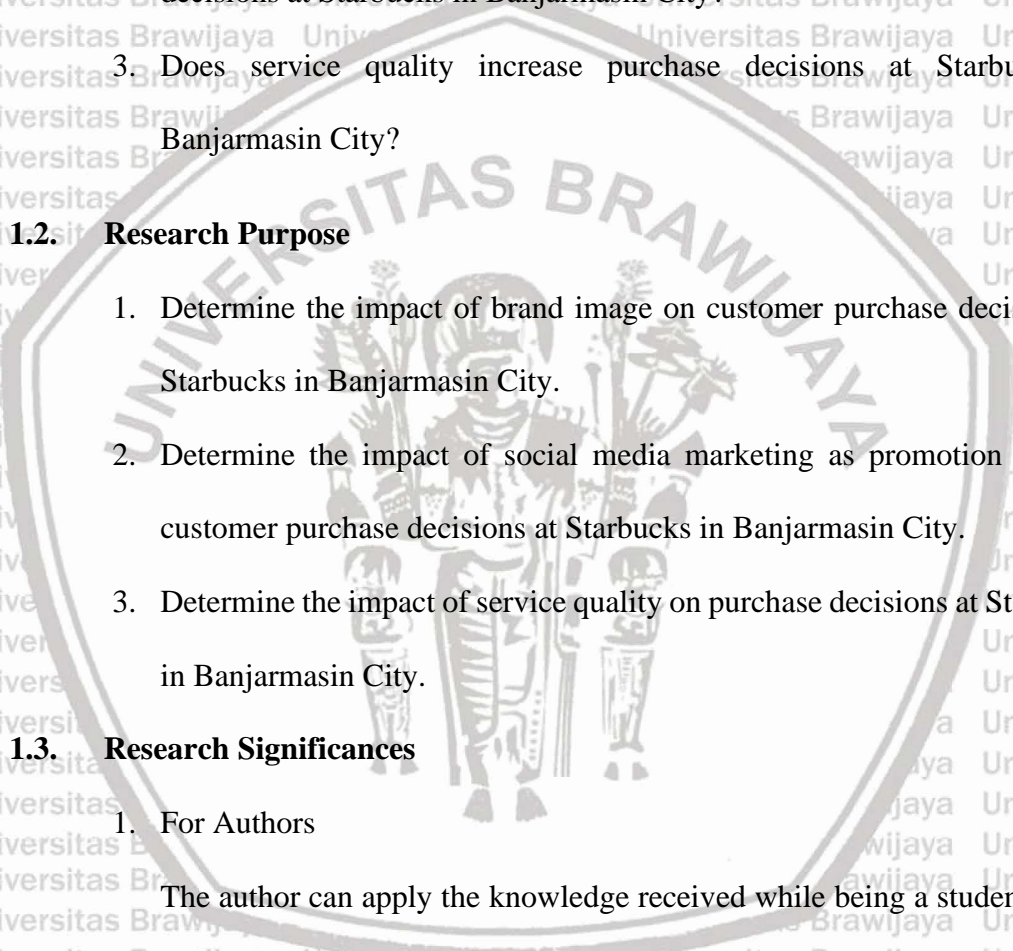
1. Does brand image influence customer purchase decisions at Starbucks in Banjarmasin City?
2. Does social media marketing as promotion tools influence purchase decisions at Starbucks in Banjarmasin City?
3. Does service quality increase purchase decisions at Starbucks in Banjarmasin City?

**1.2. Research Purpose**

1. Determine the impact of brand image on customer purchase decisions at Starbucks in Banjarmasin City.
2. Determine the impact of social media marketing as promotion tool on customer purchase decisions at Starbucks in Banjarmasin City.
3. Determine the impact of service quality on purchase decisions at Starbucks in Banjarmasin City.

**1.3. Research Significances**

1. For Authors  
The author can apply the knowledge received while being a student of the Management program at Faculty of Economics and Business, Universitas Brawijaya, and add knowledge and insight about the reality relating to marketing in the real world.





2. For Companies

This research is expected to provide an insight into knowledge that could be used as consideration for business strategies and business development

3. For Education

This research could increase brand image, social media marketing, service quality, and purchase decision. The result of this research is expected to be useful for education, especially in the marketing aspect of the pandemic.



## CHAPTER II

### LITERATURE REVIEW

#### 2.1. Previous Research

Several previous research have been reviewed by the author as a reference for conducting this research. The first research was conducted by Patria Laksamana (2018) entitled *Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry*. The researcher used one independent variable which was Social Media Marketing, and the dependent variable was purchase intention and brand loyalty. Furthermore, it is an empirical research with a cross-sectional approach. It was conducted in Jakarta with 286 respondents. Results indicate that social media marketing has significant impact on both purchase intention and brand loyalty. The author recommended that empirical research in various industries is needed further to understand social media marketing in various contexts.

The second research was conducted by Bob Foster (2016) entitled *Impact of Brand Image on Purchasing Decision on Mineral Water Product "Amidis" (Case Study on Bintang Trading Company)*. This study aimed to determine whether brand image of mineral water "Amidis" has an impact on purchasing decisions. The research object was conducted at the trading company using an accidental sampling method by distributing questionnaires to consumers and prospective buyers of mineral water. In this study, the number of samples that had been used was 117 respondents. The variable of this research is Brand Image, Attribute, Benefits, Attitude, Purchase Decision. This

study found that the brand name 'Amidis' for mineral water has a positive impact on consumers and potential buyers of 'Amidis' mineral water. For future research, the author recommended investigating other significant factors that could affect mineral water "Amidis" purchase decisions.

The third research was conducted by Walid Nabil Iblasi, Dojanah M.K.

Bader, and Sulaiman Ahmad Al-Qreini (2016) entitled *The Impact of Social Media as Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances)*. This research aimed to

investigate the impact of social media as a marketing tool on purchasing decisions; social media becomes an important communication tool that people use to connect to other people or organizations. In this study, a total of 105 questionnaires were distributed. The results showed that all members of the study sample with different percentages spend a long time using social media websites indicating that these websites are a fertile and rich place to practice e-marketing and influence the consumers purchasing decisions. Furthermore, the study proved the impact of using social media websites as a marketing tool on the stages of purchasing decision (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior), which encourages the use of social media in e-marketing. For future research, it is important for the company to use social media to market its products as these

websites attract a large category of society. The importance of focusing on social media (Facebook, Twitter and YouTube) is due to its significant impact on purchasing decisions and designing the marketing strategy through social



media in a way that considers attracting the users and consumers from different age and income groups.

The fourth research was conducted by C.N. Krishna Naik, Swapna Bhargavi Gantasala, and Gantasala V. Prabhakar (2010) entitled *Service Quality (Servqual) and its Effect on Customer Satisfaction in Retailing*. The variables of this research are Service Quality and Customer Satisfaction. This research used SERVQUAL to analyze the gap between customer perceptions and expectations concerning the service at retail units in the South Indian state of Andhra Pradesh. This research was carried out in a survey cross-sectional applied to 369 respondents. The results show that customers have the highest expectations on the promptness of service, accuracy of transactions, and security issues. Customers reported the highest satisfaction for promptness and service speed and the accuracy of transactions at cash counters. For future research, the author recommended that customer expectations and customer perceptions are subjective and are in a state of constant flux and change. The findings, therefore, can be generalized to a given period, a pre-defined market, and economic scenarios. A longitudinal study could probably overcome or alleviate this limitation.

The fifth research of this study was conducted by Noro Fajar Prianggoro, and Arifin Sitio (2019) entitled *Effect of Service Quality and Promotion on Purchase Decisions and Their Implications on Customer Satisfaction*. This study aimed to analyze the effect of Service Quality and Promotion on Purchasing Decisions and Their Implications on Customer



Satisfaction. In this study, there were 100 respondents participated. The results show that Service Quality has a positive and significant effect on purchasing decisions. Also, the results indicate that promotion has a positive and significant effect on purchasing decisions, and service quality has a significant indirect effect on customer satisfaction. Furthermore, the promotion has a significant indirect effect on customer satisfaction. It was also found that the purchase decision has a positive and significant effect on customer satisfaction. For the future study, the author recommended improving service quality in terms of speed and service efficiency. This can be done with online services to shorten the service time. Also, other variables influence purchasing decisions such as price, location, brand image, and others. It was intended to get more comprehensive research results.

The sixth research was conducted by Michael Putter, Umidjon Akhunjonov, and Bojan Obrenovic (2017) entitled *The Impact of Social Media on Consumer Buying Intention*. This study shows that companies that are adept at integrating strategic approaches to the use of social network platforms are likely to be most successful in reaching, engaging, and maintaining a consumer. Factors that influence brand perception and intention to buy include the social mechanism that drives consumer perspectives and the views of others posted demonstrated in social media posts. An emerging strategic focuses on the use of user-generated content, content that consumers create in response to specific brands or brand requests and influences the perceptions of other consumers. This kind of strategic approach requires a high degree of

maintenance. The author recommended focusing on this factor for future research.

The seventh research of this study was conducted by Wonyoung Kim, Hee-Seork Park, Wanyong Choi, and Homun Jun (2017), entitled *The Relationship between Service Quality, Satisfaction, and Purchase Intention of Customers at Non-Profit Business*. This study aimed to examine the relationships between service quality, satisfaction, and purchase intention in the context of a non-profit business. The result of this study shows that various service quality constructs influence satisfaction consumers and shows that perceived satisfaction toward the non-profit fitness business positively influences the intention to purchase services. Also, it was revealed that the service quality of non-profit fitness business was not directly influenced on the purchase intention of customers in the non-profit fitness business. Future research should be conducted analyzing other variables (e.g., demographics, involvement, value, loyalty, etc.) that influence the customers' decision-making process in the non-profit fitness business.

The last research reviewed by the author is research by Bandar Khalaf Alharthey (2019) entitled *Impact of Service Quality on Customer Trust, Purchase Intention and Store Loyalty, with Mediating role of Customers' Satisfaction on Customer Trust and Purchase Intention: Study of Grocery Shopping*. This study aimed to examine the impact of Service Quality on Customer Trust, Purchase Intention and Store Loyalty, where satisfaction performs the role of mediator with Trust and Purchase Intention. It was

conducted in Jeddah with 322 samples by using convenient sampling. This study shows that service quality and purchase intention are directly correlated as high service quality boosts customer purchase intention. When the relationship between customers' satisfaction and customers' trust was measured, it was found out that there was a significant relationship between these two variables. Customer satisfaction plays an important role in strengthening the relationship between service quality and trust and service quality and purchase intention. Also, the results suggest that a positive image of grocery stores in the customers' minds also increases store loyalty. In order to acquire a more comprehensive understanding, future studies must enlarge the geographic constraint to the entire country. Also, to get more precise results, they can be collected from different time intervals. Furthermore, this theoretical model can be simulated in other industries to examine the correlation of the same variables.

## **2.2. Variables Definitions**

### **2.2.1. Brand Image**

Brand image is the perception a buyer gets to buy a product or a service while thinking about purchasing. Customers' existing perceptions of a brand are referred to as a brand image. In the minds of target customers, it can be identified as a specific package of associations. It means what the company stands for as of now (Malki, 2015).

### **2.2.2. Social Media Marketing**

Social media can be defined as "consumer-generated media that covers a wide variety of new sources of online information, created and used by consumers intended to share information with others regarding any topic of interest (Kohli, Suri, & Kapoor, 2014). Social media websites have become the center of information distribution on products, including introducing new product lines, creating brand awareness, and methods to shape consumer behavior (Muntinga, Moorman & Smit, 2011). Social media provides the unique opportunity to use word-of-mouth marketing to a wider audience, supporting consumer-to-consumer communications and advancing brand awareness through a large-scale social network (Kozinets, de Valck, Wojnicki, & Wilner, 2010).

The use of social media channels and websites to advertise a product or service is known as social media marketing. Social Media Marketing refers to the method of increasing website visits or exposure through social media sites. The aim of most social media marketing campaigns is to produce engaging content that allows readers to share it with their social networks (Bansal, Zehra & Varsha, 2014).

### **2.2.3. Service Quality**

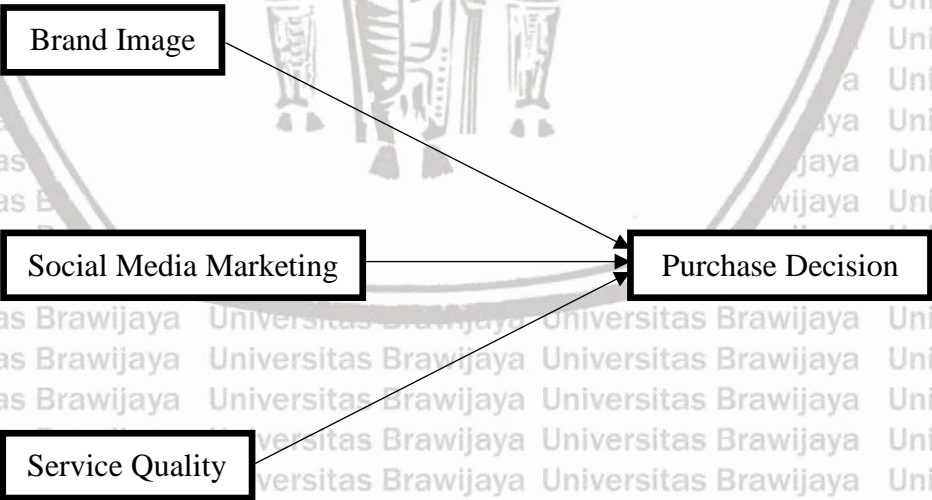
Service quality is an assessment of how well a delivered service conforms to the customer's expectations. The term Service Quality is an association of two different words; service and quality. Service means any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership. Quality has come to be recognized

as a strategic tool for attaining operational efficiency and better business performance. Service quality means the ability of a service provider to satisfy the customer in an efficient manner through which he can better the performance of the business (Ramyia, Kowsalya, & Dharanipriya, 2019).

**2.2.4. Purchase Decision**

The thought process that drives a buyer from finding a need to create choices and select a specific product and brand is known as the purchase decision. When making an order, customers are presented with several options before committing to a purchase. The purchasing decision is the mechanism by which buyers decide which goods and brands to buy that began with the introduction of needs, information research, evaluation of information, making a purchase, and then evaluate the decision after purchasing (Foster, 2016).

**2.3. Research Framework**



This research consists of a literature review of the variables that are discussed within this minor thesis. There are four variables (three independent variables, one dependent variable) in this research. This research was conducted in quantitative approach and descriptive analysis.

## 2.4. Hypothesis Model

- **H1:** Brand Image variable has a significant positive impact on Purchase Decision variable.

Brand Image is presumed to positively influence the Purchase Decision variable. This hypothesis is supported by the results of previous study by Bob Foster (2016), which stated that brand image has positive influence on purchase decision .

- **H2:** Social Media Marketing variable has a significant positive impact on Purchase Decision variable.

Social Media Marketing is presumed to positively influence the Purchase Decision variable. This hypothesis is supported by the results of study by Nabil, Donajah, and Ahmad (2016).

- **H3:** Service Quality variable has a significant positive impact on Purchase Decision variable.

Based on Fajar and Arifin (2019), Service Quality has a positive and significant effect on purchasing decisions.

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1. Type of Research

Explanatory research was employed in this research since it contained and showed the cause-and-effect relation between two and more variables. The type of research approach used was quantitative research. This research is related to the concepts and theories of brand image, social media marketing, service quality, and purchase decision. The discussion started with a review of theoretical articles and hypothesis to answer the predetermined problem in order to conclude and describe the results of the data gathered from the answered questionnaire by the consumer of Starbucks.

#### 3.2. Research Location

The research location is also considered a description of the research object and sources of data obtained by the researcher as material to be tested. The location chosen to conduct the research was Banjarmasin, the capital city of South Borneo/Kalimantan, Indonesia.

#### 3.3. Population and Sample

##### 3.3.1. Research Population

The population is a generalization area consisting of objects or subjects with certain qualities and characteristics determined by the researcher to be studied and then draw the conclusion (Sugiyono, 2015). The research population was consumers of Starbucks who have experienced the service quality of Starbucks.

### 3.3.2. Research Sample

The population's size and characteristics are reflected in the sample. If the population is huge and the researcher is unable to study everyone in the population, for example, due to a lack of money, resources, or time, the researcher may choose a sample from that population. As a result, the population sample selected must be genuinely representative (Sugiyono, 2015).

This research used a sample from the determined population. It is because the number of Starbucks' consumers is huge. Besides, it is out of the ability of the researcher. The sample of this research is 100 consumers of Starbucks in Banjarmasin City from the last 1 years. Roscoe theory formula was used to Determination of the number of samples in this research. The number of sample members is at least 10 times the number of variables studied. For this research, the amount of variables is 4, so at least the number of samples is 40, but this research uses 100 samples to get more accurate data.

### 3.3.3. Sampling Technique

Nonprobability sampling is a sampling technique that does not provide equal opportunity for every element or member of the population to be selected as a sample. This sampling technique includes systematic sampling, quota, accidental, purposive, saturated, and snowball (Sugiyono, 2015). The sampling technique in this research used non-probability sampling, and the method was purposive sampling. As the number of populations in this research, the consumer who have visited Starbucks in Duta Mall Banjarmasin, cannot be identified in exact number and change over time, this research employed



nonprobability sampling to conduct the research. Purposive sampling was used since the definition of sampling technique is sampling based on certain considerations. This sample is more suitable for qualitative research.

The sampling criteria in this research are as follows:

1. The respondent is at least 17 years old
2. Respondents have been a Starbucks consumer at Duta Mall Banjarmasin in the last year

The data is distributed through social media platforms, the platforms used by researchers are Instagram, WhatsApp, Line, on these platforms the researchers spread Google Forms. In addition to spreading, it on social media platforms, researchers also personally contacted prospective respondents.

#### **3.4. Research Data & Source**

##### **3.4.1. Type and Data Source**

Primary and secondary data was used in this research. Primary data is necessary to have unused and new data to determine what or how to get a better result in purchase decision, primary data and to achieve the specific purpose of the study. While, the secondary data can help to complete any gaps and deficiencies, and other additional information the needs to be collected. It helps to improve the understanding of the problem. There are two data for this research; (1) primary data is the collection of the primary data in this research obtained by distributing questionnaires to parties that related to the research which was the consumer of the Starbucks, (2) secondary data helped for a better understanding regarding the predetermined problem.

### 3.4.2. Data Collection Method

The questionnaire is a data collection technique that involves asking the respondent to answer a series of questions or written comments. When the researcher decided what variables to measure and what to expect from the respondent, the questionnaire is an effective data collection technique. In addition, if the number of respondents is massive and spread out over a large region, a questionnaire is needed. Questionnaires can be in the form of closed or open questions/statements, and they can be handed out in person, mailed, or distributed over the internet. The data collection method for this research are questionnaires and literature reviews (Sugiyono, 2015).

#### 1. Questionnaire

The questionnaire was designed with Google Forms. The questionnaire was distributed through social media such as Line, WhatsApp, Instagram, email, and others. A structured questionnaire was conducted for information assortment devices. The results of the questionnaire obtained were managed and analyzed by conducting several tests to determine the accuracy.

#### 2. Literature Review

A literature study in this research was sourced from previous collected data and research, scientific journals, and books relating to research topics to support the results of primary data.

### 3.5. Definition of Operational Variable

Operationalizing is achieved by examining the concept's behavioral dimensions, aspects, or properties. It is then converted into observable and measurable components in order to provide a definition calculation index. A sequence of phases is involved in operationalizing a concept. The first step is to provide a meaning for the construct intended for measurement. Then, it is necessary to think about the content of the measure; an instrument (one or more items or questions) must be developed to measure the concept that wants to be measured. Subsequently, a response format (for instance, a seven-point rating scale with end-points anchored by “strongly disagree” and “strongly agree”) was needed, and, finally, the validity and reliability of the measurement scale had to be assessed (Sekaran & Bougie, 2016).

#### 3.5.1. Variable Identification

Research variables are everything in the way that the researchers have to study in order to collect knowledge about it and draw conclusions (Sugiyono, 2015). This research used four variables consisting of three independent variables and one dependent variable.

### 3.6. Brand Image Dimensions (X1)

Brand image can be interpreted as a description obtained by the consumer or the perception formed on consumers of a certain brand. Brand image is the whole evaluation, that is, value or subjective interests whereby customers add it to consumption results. Based on Bob Foster, the sub-dimension of brand image are attributes, benefits and attitudes. The statement items are:

1. Good perception of the consumer towards service given by \_\_\_\_\_ company

2. The pricing level of \_\_\_\_\_'s product is acceptable by the consumer

3. The service quality given is suitable with consumer expectation

4. \_\_\_\_\_ company has a specific benefit that can help consumer's problem

5. Consumer's desire of the service that can give a sense of happy satisfaction

6. Consumer subjective interest towards \_\_\_\_\_ company

### 3.7. Social Media Marketing Dimensions (X2)

Social media marketing refers to the increased website visits or exposure through social media sites and allowing readers to share it with their social networks

(Bansal, Zehra & Varsha, 2014). The sub-dimension of social media marketing based

on Patria Laksamana are Entertainment Interaction, Trendiness, Customization, and

Electronic Word of Mouth. The statement items are:

1. Using \_\_\_\_\_'s social media is fun

2. Content shown in \_\_\_\_\_'s social media seem interesting

3. \_\_\_\_\_ Social media enables information sharing with others

4. Conversation or opinion exchange with others is possible through \_\_\_\_\_ social media

5. It is easy to deliver my opinion through \_\_\_\_\_ Social Media

6. Contents shows in \_\_\_\_\_'s social media is the newest information

7. Using \_\_\_\_\_'s social media is very trendy

8. \_\_\_\_\_'s social media offers customized information search

9. \_\_\_\_\_'s social media provides customized service

10. I would like to pass along information on the brand, product, or service from \_\_\_\_\_'s social media to my friends.

11. I would like to upload content from \_\_\_\_\_'s social media on my blog or microblog.

### 3.8. Service Quality (X3)

Service quality is an essential element in identifying consumers' decision-making processes and in developing consumer satisfaction and repeat consumption habits. In other words, it has always been important to consider consumers' views of service experienced (Wonyoung, Hee-Seork, & Choi, 2017). The SERVQUAL scale was first published in 1988 and has undergone numerous improvements and revisions since then. From a multidimensional scale to capture customer perceptions and expectations of service quality, the scale contains 21 perception items distributed throughout the five service quality sub-dimensions; Responsiveness, Tangible, Reliability, Empathy, Assurance (Zeithaml, Bitner, Gremler (2018). The statement items are:

1. The service staffs are helpful and pleasant
2. The service staffs precisely serve customers with food ordered
3. \_\_\_\_\_s company provides its services at the time it promises to do so.
4. The bill is brought without error
5. \_\_\_\_\_s Company keeps consumers informed about when services will be performed.
6. Employees in \_\_\_\_\_s Company give you prompt service.
7. Employees in \_\_\_\_\_s Company are always willing to help you.

8. Employees in \_\_\_\_\_s Company are never too busy to respond to your request.

9. The behavior of employees in \_\_\_\_\_s Company instills confidence in you.

10. You feel safe in your transactions with \_\_\_\_\_s Company.

11. Employees in \_\_\_\_\_s Company are consistently courteous with you.

12. Employees in \_\_\_\_\_s Company have the knowledge to answer your questions

13. \_\_\_\_\_s Company gives you individual attention.

14. \_\_\_\_\_s Company has employees who give you personal attention.

15. \_\_\_\_\_s Company has your best interests at heart.

16. Employees of \_\_\_\_\_s Company understand your specific needs.

17. \_\_\_\_\_s Company has operating hours that are convenient to all its consumers.

18. \_\_\_\_\_s Company has modern-looking equipment.

19. \_\_\_\_\_s Company's physical facilities are visually appealing.

20. \_\_\_\_\_s Company's employees appear neat.

21. Materials associated with the service (such as pamphlets or statements) are

visually appealing at \_\_\_\_\_s Company.

### 3.9. Purchase Decision Dimensions (Y)

The buying decision is how buyers decide which goods and brands to buy (Foster, 2016). There are four sub-dimensions in purchase decision used in measuring purchase decision; (1) Problem Introduction, (2) Search Information, (3) Alternatives Evaluation, (4) Purchasing Decision, and (5) Consumer Post-Purchasing. The statement items are:

1. The quality of \_\_\_\_\_s company products and services fulfils consumer desires

2. Consumers can find information to help in making purchasing at \_\_\_\_\_s.



3. \_\_\_\_\_s company media promotion help the consumer get the information
4. Consumer can choose several options of \_\_\_\_\_s products according to the price and quality
5. Consumer evaluates several products based on their references
6. Consumers believe their purchase decision is correct
7. The influence of others in a purchase decision
8. Consumer's desire and ability in making a purchase decision
9. Consumers are satisfied with the product they buy.
10. Consumers who purchase a product are willing to recommend it to others.

**Table 3.1**  
**Questionnaire Layout**

No	Variable	Indicator	Statement Items	Source
1	Brand Image (X1)	Attributes	1. Good perception of the consumer towards service given by Starbucks Company 2. Pricing level of Starbucks' products is acceptable by the consumer 3. The service quality given is suitable with consumer expectation	Bob Foster (2016)
		Benefit	1. Starbucks company has a specific benefit that can help consumer's problem 2. Consumer's desire of the service that can give a sense of happy satisfaction	



		Attitude	1. Consumer subjective interest towards Starbucks company	
2.	Social Media Marketing (X2)	Entertainment	1. Using Starbucks social media is fun 2. The content shown in Starbucks social media seem interesting	Patria Laksamana (2018)
		Interaction	1. Starbucks social media enables information sharing with others 2. Conversation or opinion exchange with others is possible through Starbucks social media 3. It is easy to deliver my opinion through Starbucks social media	
		Trendiness	1. Contents show in Starbucks' social media is the newest information 2. Using Starbucks' social media is very trendy	
		Customization	1. Starbucks's social media offers customized information search 2. Starbucks' social media provides customized service	
		Electronic word of mouth	1. I would like to pass along information on the brand, product, or service from Starbucks' social media to my friends 2. I would like to upload content from Starbucks social media on my blog or microblog	





3.	Service Quality (X3)	Reliability	<ol style="list-style-type: none"> <li>1. The service staffs are helpful and pleasant</li> <li>2. The service staffs precisely serve customers with food ordered</li> <li>3. Starbucks company provides its services at the time it promises to do so.</li> <li>4. The bill is brought without error</li> </ol>	Zeithaml, Bitner, Gremler (2018)
		Responsiveness	<ol style="list-style-type: none"> <li>1. Starbucks Company keeps consumers informed about when services will be performed.</li> <li>2. Employees in Starbucks company give you prompt service.</li> <li>3. Employees in Starbucks company are always willing to help you.</li> <li>4. Employees in Starbucks Ccompany are never too busy to respond to your request.</li> </ol>	
		Assurance	<ol style="list-style-type: none"> <li>1. The behavior of employees in Starbucks company instils confidence in you.</li> <li>2. You feel safe in your transactions with Starbucks company.</li> <li>3. Employees in Starbucks company are consistently courteous with you.</li> <li>4. Employees in Starbucks company know to answer your questions</li> </ol>	
		Empathy	<ol style="list-style-type: none"> <li>1. Starbucks company gives you individual attention.</li> <li>2. Starbucks company has employees who give you personal attention.</li> </ol>	

			<ol style="list-style-type: none"> <li>Starbucks company has your best interests at heart.</li> <li>Employees of Starbucks company understand your specific needs.</li> <li>Starbucks company has operating hours that are convenient to all its consumers.</li> </ol>	
		Tangibles	<ol style="list-style-type: none"> <li>Starbucks company has modern-looking equipment.</li> <li>Starbucks company's physical facilities are visually appealing.</li> <li>Starbucks company's employees appear neat.</li> <li>Materials associated with the service (such as pamphlets or statements) are visually appealing at Starbucks company.</li> </ol>	
4.	Purchase Decision (Y)	Problem Introduction	<ol style="list-style-type: none"> <li>The quality of Starbucks company products and services fulfills consumer desires</li> </ol>	Bob Foster (2016)
		Search Information	<ol style="list-style-type: none"> <li>Consumers can find information to help in making purchases at Starbucks.</li> <li>Starbucks company media promotion help the consumer get the information</li> </ol>	
		Alternatives Evaluation	<ol style="list-style-type: none"> <li>Consumer can choose several options of Starbucks products according to the price and quality</li> <li>Consumer evaluates several products based on their references</li> </ol>	

		Purchasing Decision	<ol style="list-style-type: none"> <li>1. Consumers believe their purchase decision is correct</li> <li>2. The influence of others in a purchase decision</li> <li>3. Consumer's desire and ability in making a purchase decision</li> </ol>	
		Consumer Post-Purchasing	<ol style="list-style-type: none"> <li>1. Consumers are satisfied with the product they buy.</li> <li>2. Consumers who purchase a product are willing to recommend it to others.</li> </ol>	

### 3.10. Measurement Scale

The research instrument was used to measure the value of the variables studied.

Thus the number of instruments to be used for research will depend on the number of variables studied. The measurement scale is an agreement used as a reference to determine the length of the short interval in the measuring instrument, so that the measuring instrument when used in the measurement will produce quantitative data (Sugiyono, 2015: 133).

According to Sugiyono (2015: 134), there are four types of scales, and here the researcher used the Likert scale. The Likert scale measures attitudes, opinions, and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically defined by researchers, from now on referred to as research variables.

The Likert scale is designed to examine how strongly subjects agree or disagree with statements on a five-point scale with the following anchors:



**Table 3.2**  
**Interpretation of Measurement Scale**

Scale	Category
1	Strongly Disagree
2	Disagree
3	Neither Agree nor Disagree
4	Agree
5	Strongly Agree

(Source: Sekaran and Bougie, 2016)

The responses over several items tapping a particular concept or variable can be analyzed item by item. Still, it is also possible to calculate a total or summated score for each respondent by summing across items. The summated approach is widely used, and therefore the Likert scale is also referred to as a summated scale (Sekaran and Bougie, 2016: 216).

### 3.11. Research Test Instrument

Measuring instruments in research is usually called research instruments. So the research instrument is a tool used to measure observed natural and social phenomena. Specifically, these phenomena are called research variables. The number of research instruments depends on the number of research variables that have been determined to be studied (Sugiyono, 2015: 147-149). In this research, researchers used a questionnaire to get valid results. The instruments used were validity and reliability.

#### 3.11.1. Validity Test

The research results are valid if there is a similarity between the data collected and the data that occurs on the object under study. Valid instrument means the measuring instrument used to obtain data (measure) is valid. Valid



means that the instrument can measure what should be measured (Sugiyono,

2015: 172-173). Validity is a test of how well a developed instrument measures

the particular concept it is intended to measure. In other words, validity is

concerned with measuring the right concept (Sekaran and Bougie, 2016: 220).

The researcher examined the validity of the test instrument by inserting the

items of respondents for each variable into the validity review software SPSS.

The testing conditions are as follows: The statement instrument is valid if the

calculated r-value exceeds the r-table and the significance value is less than

0.05.

### **3.11.2. Reliability Test**

Reliability is a test of how consistently a measuring instrument

measures whatever concept it is measuring. Reliability refers to stability and

consistency of measurement (Sekaran and Bougie, 2016: 220). The reliability

of a measure indicates the extent to which it is without bias (error free) and

hence ensures consistent measurement across time and the various items in the

instrument (Sekaran and Bougie, 2016: 223). The results of the research are

reliable if there is a similarity of data at different times. A reliable instrument

is an instrument that will produce the same data when used several times to

measure the same object (Sugiyono, 2015: 172-173). A questionnaire is reliable

if one's response to a statement is consistent or stable over time. In SPSS, this

test can be analyzed by using Cronbach's alpha, which is used to measure the

lower limit value of the reliability of a construct. Variable statement can be

declared as reliable if the Cronbach's alpha value is greater than 0.600. In

general, reliabilities less than 0.60 are considered poor, those in the 0.70 range is considered acceptable, and those over 0.80 are considered good (Sekaran and Bougie, 2016: 290).

### **3.12. Classical Assumption Test**

#### **3.12.1. Normal Test**

The normality test determines if the disturbing variable or residual in the regression model has a normal distribution. There are two approaches to determine whether residuals are normally distributed or not: graph analysis and statistical analysis. The normal distribution can be shown using graph visualization by the distribution of data in the form of a bell (bell shape) and a normal P-P Plot of regression structured residual graphs. The Kolmogorov Smirnov method can be used to measure the normality of statistical analysis results. The significance value of the Kolmogorov Smirnov method normality test is 0.200 or greater than 0.050.

#### **3.12.2. Multicollinearity**

Multicollinearity is a statistical phenomenon in which two or more independent variables in a multiple regression model are highly correlated (Sekaran and Bougie, 2016: 393). The simplest and most obvious way to detect multicollinearity is to check the correlation matrix for the independent variables. More common measures for identifying multicollinearity are the tolerance value and the variance inflation factor (VIF – the inverse of the tolerance value) (Sekaran and Bougie, 2016: 316). The following steps are taken to identify the multicollinearity assumption:

1. If the VIF value is smaller than 10 ( $VIF < 10$ ), there is no multicollinearity problem.

2. If the value  $< 1$ , there is no multicollinearity problem.

### 3.12.3. Heteroscedasticity

The heteroscedasticity test is used to assess whether or not members of a data group have the same variance (Ghozali, 2016: 134). Homoscedasticity or non-homoscedasticity is an excellent regression model. A scatterplot graph on the output produced can be used to detect it. If the points on the scatterplot graph do not form a specific pattern or spread above and below the number 0 on the Y axis, then heteroscedasticity exists; however, if the points on the scatterplot graph do not form a specific pattern or spread above and below the number 0 on the Y axis, heteroscedasticity do not exist.

### 3.13. Data Analysis Method

Data analysis is an activity after data from all respondents, or other data sources have been collected. Activities in data analysis according to Sugiyono (2015) are (1) grouping data based on variables and types of respondents, (2) tabulating data based on variables from all respondents, (3) presenting data for each variable studied, (4) performing calculations to answer formulation of the problem, and (5) performing calculations to test the hypothesis that has been proposed.

A quantitative approach was used in this research to find the relationship between independent and dependent variables using multiple regression analyzes. This research utilised statistical packages for social scientists (SPSS) to analyze the data.

### 3.13.1. Multiple Regression Model

The multiple regression model is used to explain the effect of the independent variable on the dependent variable to create the equation of line multiple linear regression models. A multiple linear regression model was used to analyze the influence of the independent and dependent variables, for the independent variables consist of Brand Image (X1), Social Media Marketing (X2), and Service Quality (X3), and for the dependent variables is Purchase Decision (Y1). Interval scale data from this analysis were obtained on a Likert scale. The following is the equation model for multiple linear regression analysis used in this research:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

- Y = Purchase Decision
- X1 = Brand Image
- X2 = Social Media Marketing
- X3 = Service Quality
- a = Constanta
- $\beta_1, \dots, \beta_3$  = coefficient regression independent variable
- e = error item



### 3.13.2. Determination Coefficient

The determinant coefficient ( $R^2$ ) is important for determining how the model can explain variations in the dependent variable. Between zero and one is the coefficient of determination. A small  $R^2$  value indicates that the independent factors' capacity to define the dependent variable is severely limited. When the value is near to point  $>1$ (one), it means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2016).

### 3.14. Hypotheses Test

The probability score for this analysis is based on the fundamental principle behind the hypothesis test, which explains the following:

- $H_0$ : there is no significant influence between the independent variable and the dependent variable.
- $H_1$ : there is a significant influence between the independent variable and the dependent variable.
- Underlying decision:

1.  $P$  (probability)  $<$  (level of significance /  $\alpha$ ) 0.05 resulting  $H_0$ ,  $H_1$  accepted

2.  $P$  (probability)  $>$  (level of significance /  $\alpha$ ) 0.05 resulting  $H_0$ ,  $H_1$  rejected

• F-test or F-table:

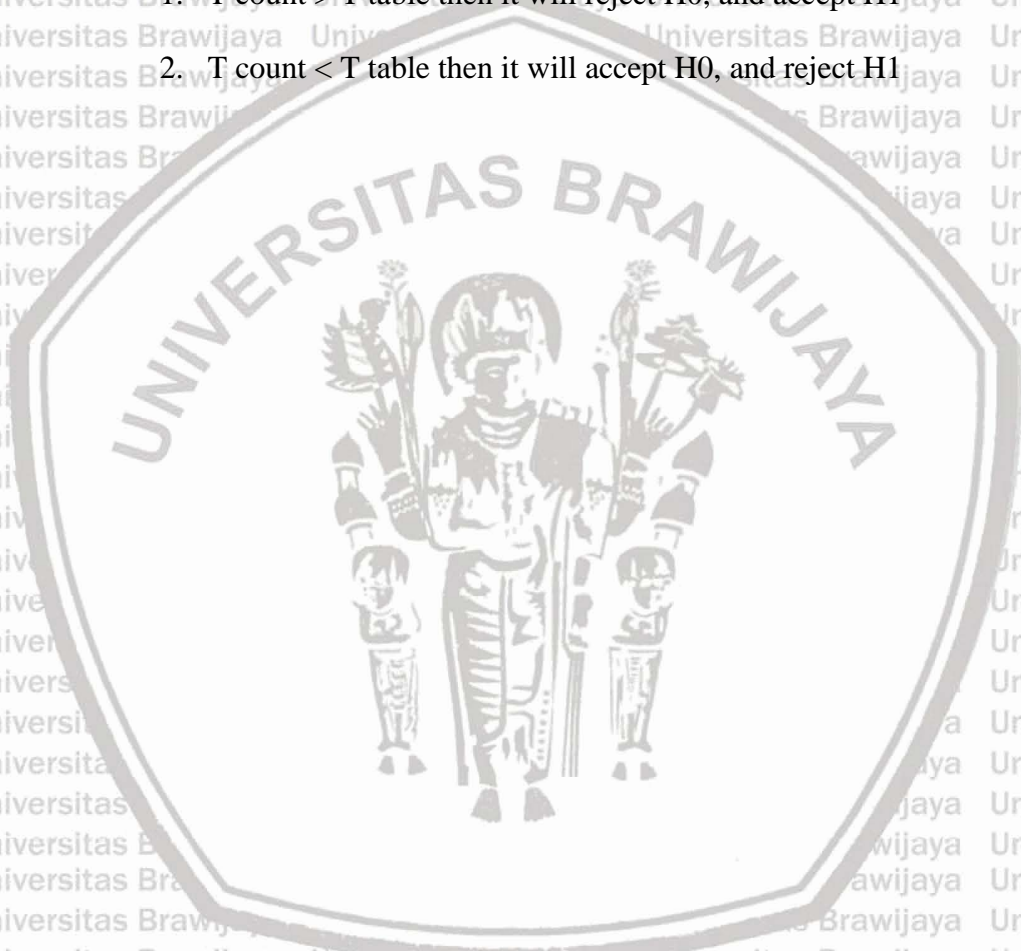
1.  $F_{count} > F_{table}$  then it will reject  $H_0$ , and accept  $H_1$

2.  $F_{count} < F_{table}$  then it will accept  $H_0$ , and reject  $H_1$

T-test or T-table:

1.  $T_{count} > T_{table}$  then it will reject  $H_0$ , and accept  $H_1$

2.  $T_{count} < T_{table}$  then it will accept  $H_0$ , and reject  $H_1$



CHAPTER IV

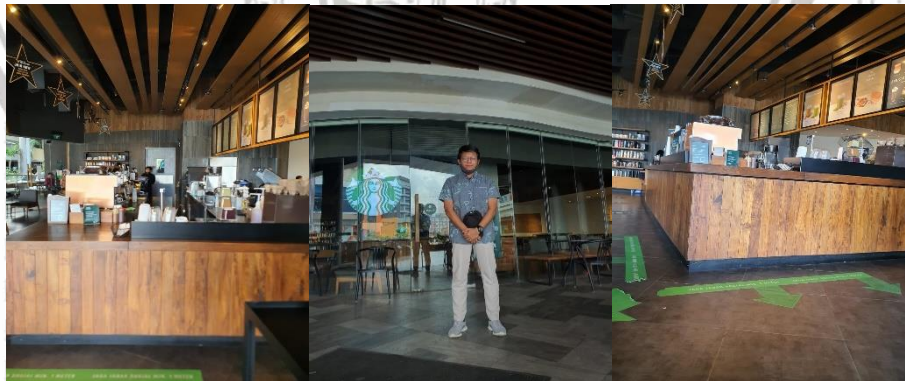
ANALYSIS, FINDINGS, AND DISCUSSION

4.1. General Description of Starbucks

Starbucks is a popular international brand that is known for its coffee and outstanding services. The worldwide development of the Seattle-based business has made it one of the best-known coffeehouse chains in history. Other than their well-known coffee, Starbucks is also well-known for its amazing customer experience.

When servicing the customers, the baristas will communicate with their very famous gesture, asking for the customer's name. Other than that, their physical stores have a chilling and relaxing vibe and serve quality beverages, food and merchandise. This is their key point to make Starbucks so popular around the globe because their services are always above one's expectation, and this is how Starbucks secure their customers and increasing their purchase decision

Figure 4.1  
Starbucks Duta Mall Banjarmasin



(Source: Researcher's Camera, 2021)



**Figure 4.2**  
**Starbucks Duta Mall Banjarmasin**



(Source: Researcher's Camera, 2021)

Starbucks Indonesia opens its first store at the Plaza Indonesia, 17 May 2002.

Statista (2020) shows that Starbucks as of September 2020 has 458 outlets spread across various cities in Indonesia, one of them is in Banjarmasin City (Statista, 2020).

Starbucks opened its first outlet in Banjarmasin on July 28, 2017, located at Duta Mall Banjarmasin. Starbucks Duta Mall Banjarmasin is located on Jl. Ahmad Yani KM.2 Banjarmasin, known for its signature roasts, light bites and WiFi availability.

#### **4.1.1. Starbucks Missions and Values**

Starbucks mission is to inspire and nurture the human spirit – one person, one cup and one neighbourhood at a time. With their partners, their coffee and their customers at their core, the values of Starbucks are (1) creating a culture of warmth and belonging, where everyone is welcome, (2) Acting with courage, challenging the status quo and finding new ways to grow Starbucks company and each other, (3) Being present, connecting with transparency, dignity and respect, and (4) Delivering their very best in all they do, holding themselves accountable for results (Starbucks, 2021).

#### 4.2. Respondent Characteristic

This research was done by distributing research questionnaires (paper-based/offline) and share the link of the questionnaires via Google Forms through social media (online) to respondents who have met the criteria. Then, overview of the characteristics of the respondents sampled in this research were obtained. The number of samples in this research is 100 respondents. Characteristics of respondents in this research consisted of gender, age, latest education background, occupation, and income per month. The researcher spreads questions by spreading the google form link to the WhatsApp, line, Instagram.

##### 4.2.1. According to Gender

**Table 4.1.**  
**Respondent Characteristic based on the Gender**

Gender	Frequency	Percentage
Female	42	42%
Male	58	58%
<b>Total</b>	<b>100</b>	<b>100%</b>

(Source: Primary Data processed, 2021)

##### 4.2.2. According to Age

**Table 4.2**  
**Respondent Characteristic based on the Age**

Age	Frequency	Percentage
17 – 21 Years	13	13%
22 – 26 Years	41	41%
27 – 31 Years	24	24%
32 – 36 Years	12	12%
>37 Years	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

(Source: Primary Data processed, 2021)



4.2.3. According to Latest Education Background

**Table 4.3**  
Respondent Characteristic based on the Latest Education

Education	Frequency	Percentage
Elementary School	0	0%
Junior High School	0	0%
Senior High School	25	25%
Bachelor/Diploma	67	67%
Others	8	8%
<b>Total</b>	100	100%

(Source: Primary Data processed, 2021)

4.2.4. According to Occupation

**Table 4.4**  
Respondent Characteristic based on the Occupation

Occupation	Frequency	Percentage
Government Employee/ Police-Military	31	31%
Businessman/Entrepreneurs	8	8%
Private Employee	12	12%
Student/College Student	36	36%
Others	13	13%
<b>Total</b>	100	100%

(Source: Primary Data processed, 2021)

4.2.5. According to Income per Month

**Table 4.5**  
Respondent Characteristic based on Income per Month

Income per Month	Frequency	Percentage
< Rp 1.500.000,00	26	26%
Rp 1.500.000,00 – Rp 3.000.000,00	29	29%
Rp 3.000.000,00 – Rp 4.500.000,00	14	14%
Rp 4.500.000,00 – Rp 6.000.000,00	24	24%
> Rp 6.000.000,00	7	7%
<b>Total</b>	100	100%

(Source: Primary Data processed, 2021)



Table 4.1 shows the respondents' frequency based on gender. The respondents were women with 42 people, and the remaining 58 were men. This shows that coffee consumption was not only done by men, but also began to be in demand by women. And this result indicates that male customers were more often to make a transaction in Starbucks, it can be inferred coffee was synonymous with male gender. Males consumed coffee at a substantially greater rate (50.8 percent) than females (32.8 percent). There were no significant differences in the reasons for consumption, the components of coffee, or the effects of coffee on health in the coffee consumption group (Shinichi, Hiroki, Toshihide, Kei, Masahiro, Toshiro, 2013). Table 4.2 shows the majority were in the age range of 22-26 years old. This has in common data from the National Health and Nutrition Examination Survey (NHANES) for the years 2003–2012 revealed that 75% of US people over the age of 20 drank coffee. According to Aina, Fikry, and Zainuddin (2016) the result of their research shows that 22 years old bachelor's degree student with a monthly income of less than RM 1,000, intends to return to a café with three key atmospheric elements: a pleasant ambience, Wifi availability, and attractive facility aesthetics. For the table 4.3 can be inferred that in Banjarmasin bachelor/diploma graduates go to Starbucks Duta Mall Banjarmasin can be caused by being a student city in Kalimantan, Banjarmasin has many bachelor/diploma graduates, they like to hang out with their friends, where they can share stories and experiences, and also spent focusing on oneself and only doing things one wants to do. The results showed that the main reasons for

hanging out in the coffee shops, apart from drinking coffee, were to chat with friends, look for entertainment and fill in time (Hamdani, Aswani, & Bustami, 2017). Related to the with table 4.3, most of bachelor/diploma graduates were workers, it shows that as many as 51% of respondents were workers. This can be caused by people being able to do their jobs other than in their offices. Café placement is essential to many people's ways of navigating cities, and cafés obviously play an important function for both mobile and office or home-based employees as locations to relax and work (Grace, 2009). The last table shows that 100 respondents participating in this study the percentage was not above 30 percent, this shows how much they earn, they go to Starbucks Duta Mall Banjarmasin, it means Starbucks as their lifestyle. Furthermore, from the primary data, 54% were the age from 17-26 years. It shows lot of young people went to Starbucks. Young people love spending time in Starbucks coffee shops, according to Nadya (2018), where activities symbolize a lifestyle. There were activities such as hanging out with friends, conversing, discussing work, performing college projects, and office assignments available at Starbucks. The result of Nadya's research shows that young people love hanging out at Starbucks; this demonstrates an interest not just in the distinctive flavor of Starbucks coffee, but also in other factors, such as the comfortable environment and the amenities offered, which make young people eager to spend time at Starbucks. Also, young people already regard hanging out culturally to be a worthwhile habit. Young people have the perception that Starbucks has a social prestige, so young people make Starbucks their lifestyle.



### 4.3. Description of Variable

Using the measuring scale from chapter three as a guide to get the actual score range, the author employed the interval of a Likert scale. The following is a table with the interval scale description:

**Table 4.6**  
**Interpretation of Measurement Scale**

Scale	Category
1	Strongly Disagree
2	Disagree
3	Neither Agree nor Disagree
4	Agree
5	Strongly Agree

(Source: Sekaran and Bougie, 2021)

#### 4.3.1. Frequency Distribution of Brand Image

**Table 4.7**

Variabel	Notes	Respondent Answer					Mean
		SS	S	N	TS	STS	
X1.1.1	Frequency	13	55	26	4	2	3.73
	Percentage	13%	55%	26%	4%	2%	
X1.1.2	Frequency	12	59	20	7	2	3.72
	Percentage	12%	59%	20%	7%	2%	
X1.1.3	Frequency	11	68	18	3	0	3.87
	Percentage	11%	68%	18%	3%	0%	
X1.2.1	Frequency	8	65	17	8	2	3.69
	Percentage	8%	65%	17%	8%	2%	
X1.2.2	Frequency	12	58	24	5	1	3.75
	Percentage	12%	58%	24%	5%	1%	
X1.3.1	Frequency	15	54	21	3	7	3.67
	Percentage	15%	54%	21%	3%	7%	

#### Frequency Distribution of Brand Image (X1)

(Source: Primary Data Processed, 2021)

4.3.2. Frequency Distribution of Social Media Marketing

Table 4.8.

Frequency Distribution of Social Media Marketing (X2)

Variabel	Notes	Respondent Answer					Mean
		SS	S	N	TS	STS	
X2.1.1	Frequency	12	33	37	11	7	3.32
	Percentage	12%	33%	37%	11%	7%	
X2.1.2	Frequency	23	49	24	4	0	3.91
	Percentage	23%	49%	24%	4%	0%	
X2.2.1	Frequency	16	35	38	8	3	3.53
	Percentage	16%	35%	38%	8%	3%	
X2.2.2	Frequency	11	34	46	9	0	3.47
	Percentage	11%	34%	46%	9%	0%	
X2.2.3	Frequency	25	46	25	4	0	3.92
	Percentage	25%	46%	25%	4%	0%	
X2.3.1	Frequency	22	48	28	2	0	3.9
	Percentage	22%	48%	28%	2%	0%	
X2.3.2	Frequency	8	42	40	10	0	3.48
	Percentage	8%	42%	40%	10%	0%	
X2.4.1	Frequency	10	38	43	7	2	3.47
	Percentage	10%	38%	43%	7%	2%	
X2.4.2	Frequency	12	47	36	3	2	3.64
	Percentage	12%	47%	36%	3%	2%	
X2.5.1	Frequency	19	46	31	2	2	3.78
	Percentage	19%	46%	31%	2%	2%	
X2.5.2	Frequency	21	50	24	4	1	3.86
	Percentage	21%	50%	24%	4%	1%	

(Source: Primary Data Processed, 2021)



4.3.3. Frequency Distribution of Service Quality

Table 4.9  
Frequency Distribution of Service Quality (X3)

Variabel	Notes	Respondent Answer					Mean
		SS	S	N	TS	STS	
X3.1.1	Frequency	13	70	17	0	0	3.96
	Percentage	13%	70%	17%	0%	0%	
X3.1.2	Frequency	24	59	11	3	3	3.98
	Percentage	24%	59%	11%	3%	3%	
X3.1.3	Frequency	18	60	19	2	1	3.92
	Percentage	18%	60%	19%	2%	1%	
X3.1.4	Frequency	30	58	12	0	0	4.18
	Percentage	30%	58%	12%	0%	0%	
X3.2.1	Frequency	11	61	15	5	8	3.62
	Percentage	11%	61%	15%	5%	8%	
X3.2.2	Frequency	9	72	10	8	1	3.8
	Percentage	9%	72%	10%	8%	1%	
X3.2.3	Frequency	12	71	12	0	5	3.85
	Percentage	12%	71%	12%	0%	5%	
X3.2.4	Frequency	17	66	15	2	0	3.98
	Percentage	17%	66%	15%	2%	0%	
X3.3.1	Frequency	16	75	9	0	0	4.07
	Percentage	16%	75%	9%	0%	0%	
X3.3.2	Frequency	13	73	14	0	0	3.99
	Percentage	13%	73%	14%	0%	0%	
X3.3.3	Frequency	13	69	14	3	1	3.9
	Percentage	13%	69%	14%	3%	1%	
X3.3.4	Frequency	22	68	10	0	0	4.12
	Percentage	22%	68%	10%	0%	0%	



X3.4.1	Frequency	5	57	16	17	5	3.4
	Percentage	5%	57%	16%	17%	5%	
X3.4.2	Frequency	5	61	28	6	0	3.65
	Percentage	5%	61%	28%	6%	0%	
X3.4.3	Frequency	7	65	22	5	1	3.72
	Percentage	7%	65%	22%	5%	1%	
X3.4.4	Frequency	5	68	24	3	0	3.75
	Percentage	5%	68%	24%	3%	0%	
X3.4.5	Frequency	13	73	14	0	0	3.99
	Percentage	13%	73%	14%	0%	0%	
X3.5.1	Frequency	25	68	7	0	0	4.18
	Percentage	25%	68%	7%	0%	0%	
X3.5.2	Frequency	28	65	7	0	0	4.21
	Percentage	28%	65%	7%	0%	0%	
X3.5.3	Frequency	20	74	6	0	0	4.14
	Percentage	20%	74%	6%	0%	0%	
X3.5.4	Frequency	27	66	7	0	0	4.2
	Percentage	27%	66%	7%	0%	0%	

(Source: Primary Data Processed, 2021)



4.3.4. Frequency Distribution of Purchase Decision

Table 4.10  
Frequency Distribution of Purchase Decision (Y)

Variabel	Notes	Respondent Answer					Mean
		SS	S	N	TS	STS	
Y1.1.1	Frequency	11	74	13	2	0	3.94
	Percentage	11%	74%	13%	2%	0%	
Y1.2.1	Frequency	13	71	14	2	0	3.95
	Percentage	13%	71%	14%	2%	0%	
Y1.2.2	Frequency	11	74	15	0	0	3.96
	Percentage	11%	74%	15%	0%	0%	
Y1.3.1	Frequency	12	74	13	1	0	3.97
	Percentage	12%	74%	13%	1%	0%	
Y1.3.2	Frequency	7	78	14	1	0	3.91
	Percentage	7%	78%	14%	1%	0%	
Y1.4.1	Frequency	7	77	14	2	0	3.89
	Percentage	7%	77%	14%	2%	0%	
Y1.4.2	Frequency	6	73	15	2	4	3.75
	Percentage	6%	73%	15%	2%	4%	
Y1.4.3	Frequency	7	74	17	2	0	3.86
	Percentage	7%	74%	17%	2%	0%	
Y.1.5.1	Frequency	15	71	14	0	0	4.01
	Percentage	15%	71%	14%	0%	0%	
Y.1.5.2	Frequency	8	67	24	1	0	3.82
	Percentage	8%	67%	24%	1%	0%	

(Source: Primary Data Processed, 2021)

4.4. Validity and Reliability Test

4.4.1. Validity Test

The Pearson Correlation approach is used to test the validity of the instrument by connecting each item score to the overall score. Testing criteria using the Pearson Correlation technique means that if the correlation coefficient ( $r_{iT}$ )  $\geq$  correlation table (r-table) means the questionnaire items are declared



valid or able to measure variables, so it can be used as a data collection tool.

The following table summarizes the validity testing results:

**Table 4.11**  
**Variables Validity Test**

Variable	Dimension/Indicator	Item	Validity Coefficient	Explanation
Brand Image	Attributes	X1.1.1	0,561	Valid
		X1.1.2	0,613	Valid
		X1.1.3	0,495	Valid
	Benefit	X1.2.1	0,615	Valid
		X1.2.2	0,638	Valid
	Attitude	X1.3.1	0,715	Valid
Social Media Marketing	Entertainment	X2.1.1	0,489	Valid
		X2.1.2	0,380	Valid
	Interaction	X2.2.1	0,479	Valid
		X2.2.2	0,446	Valid
		X2.2.3	0,370	Valid
	Trendiness	X2.3.1	0,392	Valid
		X2.3.2	0,532	Valid
	Customization	X2.4.1	0,547	Valid
		X2.4.2	0,402	Valid
	Electronic Word of Mouth	X2.5.1	0,488	Valid
X2.5.2		0,516	Valid	



Service Quality	Reliability	X3.1.1	0,363	Valid
		X3.1.2	0,330	Valid
		X3.1.3	0,311	Valid
		X3.1.4	0,269	Valid
	Responsiveness	X3.2.1	0,404	Valid
		X3.2.2	0,360	Valid
		X3.2.3	0,276	Valid
		X3.2.4	0,430	Valid
	Assurance	X3.3.1	0,361	Valid
		X3.3.2	0,340	Valid
		X3.3.3	0,422	Valid
		X3.3.4	0,381	Valid
	Empathy	X3.4.1	0,509	Valid
		X3.4.2	0,400	Valid
		X3.4.3	0,352	Valid
		X3.4.4	0,397	Valid
X3.4.5		0,394	Valid	
Tangibles	X3.5.1	0,290	Valid	
	X3.5.2	0,350	Valid	
	X3.5.3	0,217	Valid	
	X3.5.4	0,349	Valid	
Purchase Decision	Problem Introduction	Y1.1.1	0,653	Valid
	Search Information	Y1.2.1	0,475	Valid
		Y1.2.2	0,337	Valid
	Alternatives Evaluation	Y1.3.1	0,466	Valid
		Y1.3.2	0,490	Valid
	Purchasing Decision	Y1.4.1	0,424	Valid
		Y1.4.2	0,607	Valid
		Y1.4.3	0,581	Valid
Consumer Post-Purchasing	Y1.5.1	0,444	Valid	
	Y1.5.2	0,355	Valid	

(Source: Primary Data Processed, 2021)

Based on a summary of the testing results, the validity of the research variables notes that all items have the value of the item correlation coefficient with a total score ( $r_{IT}$ ) > correlation table value. Thus, the questionnaire items on each dimension that measure brand image, social media marketing, service quality, and purchase decision variables are valid or able to measure the



indicators that exist in these variables so that they could be used as data collection tools in this research. The statement instrument is valid if the r-count value is greater than the r-table and the r-table for 100 respondents is 0.1966.

**4.4.2. Reliability Test**

The variable statement is reliable if the Cronbach's alpha value is greater than 0.600. It means that the questionnaire items are declared reliable or consistent in measuring the measured variables. The summary of reliability test results is as the following table:

**Table 4.12.  
Reliability Test**

Variable	Cronbach's Alpha	N of Items	Explanation
Brand Image	0.661	6	Reliable
Social Media Marketing	0.622	11	Reliable
Service Quality	0.65	21	Reliable
Purchase Decision	0.639	10	Reliable

(Source: Primary Data Processed, 2021)

Brand Image, Social Media Marketing, Service Quality, and Purchase Decision variables generate a Cronbach's alpha value of more than 0.6, according to a summary of the reliability test findings. So, the variables have been determined to be reliable or consistent, allowing them to be utilized as data gathering instruments in this study.



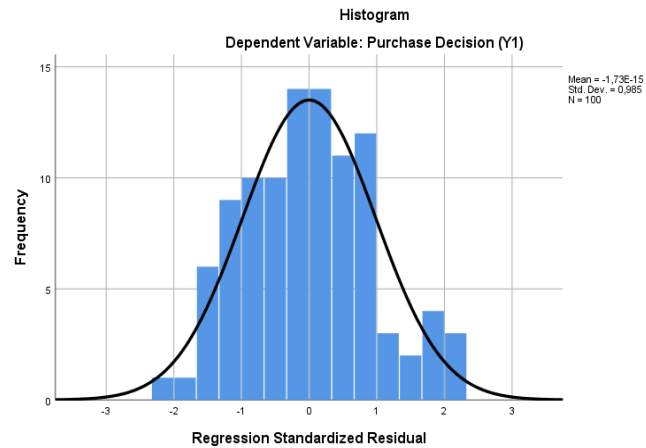


4.5. Classical Assumption of Regression

4.5.1. Normality Test

a. Normality Test Histogram Graph Method

Figure 4.3. Histogram Graph Result



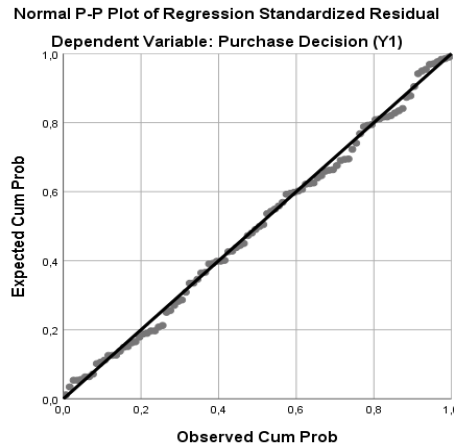
(Source: Primary Data Processed, 2021)

In the histogram graph above, it can be seen that the residual frequency was mostly collected at the value of 0. It can be seen that the distribution pattern of the data is normal (according to the pattern).



b. Normality Test P-P Plot Graph Method

Figure 4.4. P-P Plot Diagram Result



(Source: Primary Data Processed, 2021)

Based on the results of the normal p-plot image test, it is shown that the points spread around the diagonal line and follow the direction of the histogram line towards a normal distribution pattern. It means the dependent variable of purchasing decisions meets the assumption of normality.



c. Kolmogorov-Smirnov Normality Test Method

**Table 4.13.**  
**Normal Test Result of Kolmogorov-Smirnov Test**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,70378183
Most Extreme Differences	Absolute	,051
	Positive	,051
	Negative	-,035
Test Statistic		,051
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

(Source: Primary Data Processed, 2021)

Test Statistic looks narrow because the frequencies are not spread too far, it can be seen in the appendix on page 100. The significance value of the normality test of the Kolmogorov Smirnov method is 0.200 or greater than 0.050, meaning that the data in this study are normally distributed.



4.5.2. Multicollinearity Test

Table 4.14.  
Multicollinearity Test Result

Variable	Collinearity Statistics	
	Tolerance	VIF
Brand Image	0.945	1.058
Social Media Marketing	0.883	1.132
Service Quality	0.857	1.167

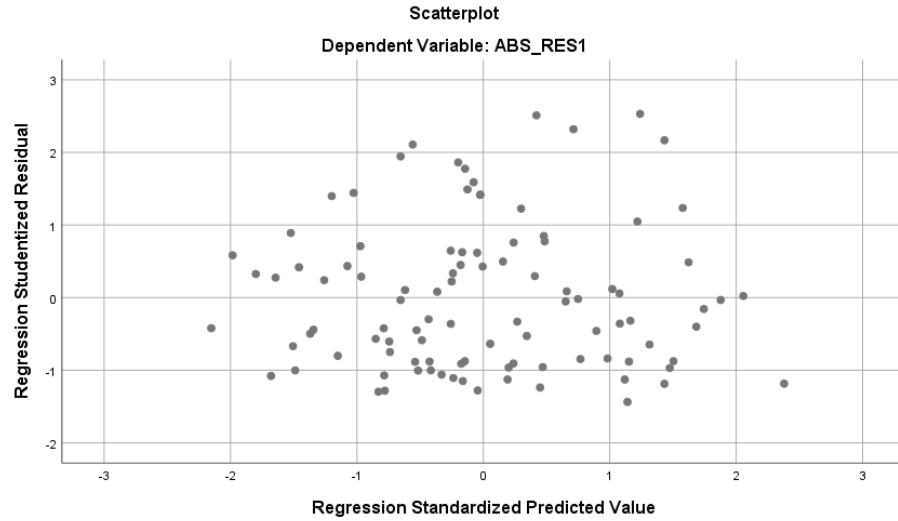
(Source: Primary Data Processed, 2021)

Based on the table above, the tolerance value for all independent variables is  $> 0.10$ . In addition, the VIF value of all independent variables is also  $< 10$ . It means that the variables used in this research do not show any symptoms of multicollinearity, which means that all variables can be used.



4.5.3. Heteroscedasticity Test

Figure 4.5  
Heteroscedasticity Test Graphical Method



(Source: Primary Data Processed, 2021)

Based on the picture above, the points on the graph spread undirected and irregularly. It means that the data in this research avoids the symptoms of heteroscedasticity.

4.5.4. Autocorrelation Test

Table 4.15.  
Autocorrelation Test Graphical Method

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,789 <sup>a</sup>	,623	,611	1,73020	1,963

a. Predictors: (Constant), Service Quality (X3), Brand Image (X1), Social Media Marketing (X2)

b. Dependent Variable: Purchase Decision (Y1)

(Source: Primary Data Processed, 2021)



With the table value at a significance level of 5%, the number of data (n) 100, and the number of independent variables 3 (k = 3), then from the Durbin-Watson table, the upper limit value (dU) is 1.7364. Because the DW value of 1.963 is greater than the upper limit (dU) 1.7364 and less than 2.2636 or  $4 - 1.7364$  (4-dU) or can be summarized  $(du) 1.7364 < (dw) 1.963 < (4-du) 2.2636$ , it can be concluded that there is no autocorrelation in this regression model.

#### 4.6. Multiple linear regression

##### 4.6.1. Regression Equation

**Table 4.16**  
**Multiple Linear Regression Analysis Test**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,234	3,013		,409	,683
	Brand Image (X1)	,128	,060	,139	2,148	,034
	Social Media Marketing (X2)	,136	,043	,209	3,135	,002
	Service Quality (X3)	,357	,037	,649	9,580	,000

a. Dependent Variable: Purchase Decision (Y1)

(Source: Primary Data Processed, 2021)

$$Y = a + bx_1 + bx_2 + bx_3 + e$$

$$Y = 1.234 + 0.128X_1 + 0.136X_2 + 0.357X_3 + e$$

The equation can be explained if the constant is positive 0.1234, meaning that if the variables X1, X2, and X3 are zero (0) or the value is constant (constant), then the Y variable has a value of 0.1234.



- Variable X1

The regression coefficient for the X1 variable is 0.128, meaning that an increase in the X1 variable by 1 unit will cause an increase in the Y variable

by 0.128 units. The coefficient is positive, which means that the direction of the relationship between the X1 variable and the Y variable is in the same direction. If the X1 variable increases, the Y variable also increases.

- Variable X2

The regression coefficient for the X2 variable is 0.136, meaning that an increase in the X2 variable by 1 unit will cause an increase in the Y variable

by 0.136 units. The coefficient is positive, which means that the direction of the relationship between the X2 variable and the Y variable is in the same direction. If the X2 variable increases, the Y variable also increases.

- Variable X3

The regression coefficient for the X3 variable is 0.357, meaning that an increase in the X3 variable by 1 unit will cause an increase in the Y variable

by 0.357 units. The coefficient is positive, which means that the direction of the relationship between the X3 variable and the Y variable is in the same direction. If the X3 variable increases, the Y variable also increases.

4.6.2. Coefficient of Determination (R2)

**Table 4.17**  
**Coefficient of Correlation and Determination**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,789 <sup>a</sup>	,623	,611	1,73020	1,963

a. Predictors: (Constant), Service Quality (X3), Brand Image (X1), Social Media Marketing (X2)

b. Dependent Variable: Purchase Decision (Y1)

(Source: Primary Data Processed, 2021)

The coefficient of determination is used to calculate the influence or contribution of the independent variable toward the dependent variable. From the table above, it can be seen that the R Square value is 0.623 or 62.3%. This figure shows the large influence of the variables X1, X2, and X3 on Variable Y combined, while the remaining 37.7% is influenced by other variables outside this research or the error value.

4.7. Hypotheses Test

4.7.1. Model Regression Testing

**Table 4.18**  
**F Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	474,256	3	158,085	52,808	,000 <sup>b</sup>
	Residual	287,384	96	2,994		
	Total	761,640	99			

a. Dependent Variable: Purchase Decision (Y1)

b. Predictors: (Constant), Service Quality (X3), Brand Image (X1), Social Media Marketing (X2)

(Source: Primary Data Processed, 2021)





Based on the table above, it is known that F-Table (n-k) (100-3) = F-Table 97 = 2.700, the calculated F value is greater than the table F value (52.808 > 2.700), with a significance value of 0.000 < 0.05. Thus, H0 is rejected, H1 is accepted, which means that the variables X1, X2, and X3, if tested together or simultaneously, have an effect on the Y variable.

**4.7.2. Hypothesis Test Result (t-Test)**

**Table 4.19  
T-test Partial  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,234	3,013		,409	,683
	Brand Image (X1)	,128	,060	,139	2,148	,034
	Social Media Marketing (X2)	,136	,043	,209	3,135	,002
	Service Quality (X3)	,357	,037	,649	9,580	,000

a. Dependent Variable: Purchase Decision (Y1)

(Source: Primary Data Processed, 2021)

- Variable X1

Based on the t-test table above, the effect of the X1 variable on the Y variable is 0.034 < 0.050 while the t-count value is 2.148 > t-table (1.98498), where H0 is rejected, and H1 is accepted. It means that there is an effect of X1 on Variable Y.

- Variable X2

Based on the t-test table above, the effect of the X2 variable on the Y variable is 0.002 < 0.050 while the t-count value is 3.135 > t-table (1.98498), where H0



is rejected, and H1 is accepted. It means that there is an effect of X2 on Variable

Y.

- Variable X3

Based on the t-test table above, the effect of the X3 variable on the Y variable

is  $0.000 < 0.05$ , while the t-count value is  $9.580 > t\text{-table} (1.98498)$ , where H0

is accepted, and H1 is rejected. It means that there is an effect of X3 on Variable

Y.

#### 4.8. Discussion of Research Result

Based on the results of testing the Brand Image, Social Media

Marketing, and Service Quality hypothesis that consisted of 48 items, the results

of hypothesis testing indicated that all of the independent variables had a

significant positive influence on purchase decisions on Starbucks coffeehouse

in Banjarmasin. The regression coefficient of all the independent variables was

positive 0.139 (brand image), 0.209 (social media marketing), 0.395 (service

marketing), meaning that every increase in Brand Image, Social Media

Marketing, Service Quality will increase the Purchase Decision by 13.9%,

20.9%, and 39.5%. Based on the t-test, which compared t-count, it can be

concluded that all the independent variables in this research have a positive and

significant influence on purchase decisions at Starbucks coffeehouse in Duta

Mall Banjarmasin. The influence between the independent variables and

dependent variables explained that all of the independent variables were

increasing purchase decisions on Starbucks. It would be higher or be better if

Starbucks improved the Brand Image, Social Media Marketing, and Service

Quality of their coffeehouse. For the Brand Image, it corresponds to Bob Foster (2016), which stated that brand image positively influences purchase decisions.

It also corresponds to the result from the study written by Nabil, Donajah, and Ahmad (2016) that Social Media Marketing has a significant positive effect on purchase decisions. Moreover, for Service Quality, it corresponds to Fajar and Arifin (2019) who found that Service Quality has a significant effect on Purchase Decision.

#### 4.9. Research Implication

After conducting research, it was found that Service Quality has a significant and greatest influence on Brand Image and Social Media Marketing. For Starbucks to increase the Purchase Decision of their consumer, they need more focus on their brand image and social media marketing. Due to COVID-19 pandemic, Starbucks have been having a hard to focus on Service Quality. They need to improve and increase the creativity of using their social media and making their brand image better than before. From the data, it was found that Social Media Marketing has a great and significant influence on Service Quality. It shows that Starbucks needs to focus on promoting their product on Social Media Marketing. Starbucks is known for their engagement on Twitter. Starbucks needs to focus on other social media marketing platforms such as TikTok. In the future, if the world, especially in Indonesia, can handle COVID-19 pandemic, Starbucks needs to focus on their service quality because it is the biggest influence of other variables. Starbucks needs to execute activity that attracts visitor's attention, for instance, distributing free masks. Based on the

result, Brand Image came to the last for influencing the purchase decision.

Starbucks needs to build their brand image that relates to the world right now, such as an creating a healthy drink that is popular among consumers nowadays.



## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1. Conclusions

Conclusions may be formed once hypotheses are proposed, issues are defined, research is conducted, and data is analyzed. It was discovered that Brand Image, Social Media Marketing, and Service Quality all have an influence. The effect of factors on each other exceeds 65% and more than 35% is influenced by other variables outside this research. There might be other factors that affect Purchase Decision toward Starbucks in Duta Mall Banjarmasin, such as personal selling, sponsorships, and so on.

Based on the results of research data analysis and research discussion, then it can be concluded as follows:

1. Starbucks coffeehouse brand image has a positive and significant impact on purchase decisions in Starbucks Duta Mall Banjarmasin.
2. Starbucks coffeehouse social media marketing has a positive and significant impact on purchase decision in Starbucks Duta Mall Banjarmasin.
3. Starbucks coffeehouse service quality has a positive and significant impact on purchase decision in Starbucks Duta Mall Banjarmasin.

Among them, service quality has the highest value and would determine customer's purchase decision. Fajar and Arifin (2019) investigated the same hypothesis that verified service quality has a positive and significant effect on

purchasing decisions. Good service quality will create a perception of consumers where consumers can make decisions in using a service.

## 5.2. Suggestions

Based on the conclusions, the following recommendations can be made for the benefit of the firm or even other parties:

1. The company is required to maintain and improve its Brand Image, Social Media Marketing, and Service Quality. Furthermore, at Starbucks in Duta Mall Banjarmasin, Service Quality is the most significant since it has the most effect on Purchase Decisions.
2. For future researchers, it is suggested to add more variables such as personal selling, sponsorships, and so on. It is expected that future researchers can find a new value that can influence Purchase Decisions.
3. For future researchers can use the data collection method by sending a photo of himself or an official identification number, somewhat guaranteeing that 1 respondent can only fill out 1 survey.

## 5.3. Research Limitations

The research limitations contained in this study are as follows:

1. The number of respondents used for this study is still lower than the total population of Banjarmasin, so it does not represent the condition of Starbucks customers.
2. In this study, the researcher cannot guarantee that 100 respondents are 100 different people because 1 person can fill in more than one survey.

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Malang, 31 August 2021  
Minor Thesis Supervisor



**Prof. Dr. H. Moeljadi, SE., SU., M.Se., CRP, CFP**  
**NIP. 195307271979031005**



**APPENDIX**

**Appendix 1: Lembar Pertanyaan**

Yth. Saudara/I Responden

Perkenalkan nama saya Muhammad Bayu Wiranoto S1 Jurusan Manajemen konsentrasi Pemasaran Fakultas Ekonomi dan Bisnis Universitas Brawijaya. Saya ini saya sedang melakukan penelitian untuk tugas akhir (skripsi) dengan judul **“THE IMPACT OF BRAND IMAGE, SOCIAL MEDIA MARKETING, SERVICE QUALITY TOWARD PURCHASE DECISION (STUDY ON COFFEEHOUSE COMPANY: STARBUCKS)”**.

Penelitian ini merupakan salah satu syarat kelulusan pada jenjang yang sedang saya tempuh. Berkaitan dengan hal tersebut, saya memohon partisipasi Saudara/Saudari untuk meluangkan waktu melengkapi kuesioner ini, sehingga dapat membantu saya melengkapi data yang diperlukan. Informasi yang terkumpul tetap dirahasiakan dan hanya digunakan untuk kepentingan penelitian.

**Identitas Responden**

- Nama : .....
- Jenis Kelamin : a. Perempuan  
b. Laki-laki
- Usia : a. 17 – 21 tahun  
b. 22 – 26 tahun  
c. 27 – 31 tahun  
d. 32 – 36 tahun  
e. >37 tahun
- Pendidikan Terakhir : a. SD  
b. SMP  
c. SMA  
d. Sarjana/Diploma  
e. Lainnya .....
- Pekerjaan : a. Pelajar/ Mahasiswa  
b. Pegawai Negeri/ TNI



c. Pegawai Swasta

d. Wiraswasta

e. Lainnya

- Pendapatan Perbulan : a. < Rp 1.500.000,00
- b. Rp 1.500.000,00 – Rp 3.000.000,00
- c. Rp 3.000.000,00 – Rp 4.500.000,00
- d. Rp 4.500.000,00 – Rp 6.000.000,00
- e. > Rp 6.000.000,00

**Petunjuk Pengisian**

Berilah respon terhadap pernyataan dalam table dengan memberikan tanda (√) pada kolom yang sesuai dengan persepsi Saudara/I mengenai pernyataan tersebut.

Skala respon adalah sebagai berikut:

- STS : Sangat Tidak Setuju
- TS : Tidak Setuju
- N : Netral
- S ; Setuju
- SS : Sangat Setuju



Appendix 2: Lembar Pertanyaan (google form)

# Kuisisioner tentang Dampak Brand Image, Social Media Marketing dan Service Quality terhadap Keputusan Pembelian

Untitled section

Nama

Your answer

Jenis Kelamin

- a. Perempuan
- b. Laki-laki

Syarat Mengikuti Kuisisioner \*

- Responden minimal berusia 17 tahun
- Responden pernah menjadi konsumen Starbucks di Duta Mall Banjarmasin dalam periode satu tahun terakhir

Next



## Kuisisioner tentang Dampak Brand Image, Social Media Marketing dan Service Quality terhadap Keputusan Pembelian

Yth. Saudara/I Responden

Perkenalkan nama saya Muhammad Bayu Wiranoto. Saya adalah mahasiswa jurusan Manajemen, konsentrasi Pemasaran, Fakultas Ekonomi dan Bisnis, Universitas Brawijaya. Saya saya sedang melakukan penelitian untuk tugas akhir (skripsi) dengan judul "The Impact of Brand Image, Social Media Marketing, Service Quality Toward Purchase Decision (Study on Coffeehouse Company: Starbucks)".

Penelitian ini merupakan salah satu syarat kelulusan pada jenjang yang sedang saya tempuh. Berkaitan dengan hal tersebut, saya memohon partisipasi Saudara/Saudari untuk meluangkan waktu melengkapi kuisisioner ini, sehingga dapat membantu saya melengkapi data yang diperlukan. Informasi yang terkumpul tetap dirahasiakan dan hanya digunakan untuk kepentingan penelitian.

Petunjuk Pengisian:

Berilah respon terhadap pernyataan dalam table dengan memberikan tanda (√) pada kolom yang sesuai dengan persepsi Saudara/I mengenai pernyataan tersebut. Skala respon adalah sebagai berikut:

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Netral
- 4 : Setuju
- 5 : Sangat Setuju

\*Required

Usia

- a. 17 - 21 tahun
- b. 22 - 26 tahun
- c. 27 - 31 tahun
- d. 31 - 36 tahun
- e. > 37 tahun

Pendidikan Terakhir

- a. SD
- b. SMP
- c. SMA
- d. Sarjana/Diploma
- e. Lainnya

Pekerjaan

- a. Pelajar/ Mahasiswa
- b. Pegawai Negeri/TNI
- c. Pegawai Swasta
- d. Wiraswasta
- e. Lainnya

Pendapatan Perbulan

- a. < Rp 1.500.000,00
- b. > Rp 1.500.000,00 – Rp 3.000.000,00
- c. > Rp 3.000.000,00 – Rp 4.500.000,00
- d. > Rp 4.500.000,00 – Rp 6.000.000,00
- e. > Rp 6.000.000,00

Brand Image

1. Persepsi konsumen yang baik terhadap layanan yang diberikan oleh Starbucks

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

2. Tingkat harga Produk Starbucks dapat diterima oleh konsumen

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

3. Kualitas pelayanan yang diberikan sesuai dengan harapan konsumen

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju





4. Starbucks memiliki manfaat khusus yang dapat membantu masalah konsumen

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

5. Keinginan konsumen terhadap pelayanan yang dapat memberikan rasa puas

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

6. Kepentingan subyektif konsumen terhadap Starbucks

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

**Social Media Marketing**

1. Menggunakan (mengikuti) media sosialnya Starbucks itu menyenangkan

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

2. Konten yang ditampilkan di media sosial Starbucks tampak menarik

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

3. Starbucks menyediakan layanannya pada waktu yang dijanjikannya.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju





4. Tagihan (bill) diajukan tanpa kesalahan

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

5. Starbucks terus memberi informasi kepada konsumen tentang kapan layanan akan dilakukan.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

6. Karyawan di Starbucks memberi Anda layanan yang cepat.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

7. Karyawan di Starbucks selalu bersedia membantu Anda.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

8. Karyawan di Starbucks tidak pernah terlalu sibuk untuk menanggapi permintaan Anda.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

9. Perilaku karyawan di Starbucks menanamkan kepercayaan pada Anda.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

10. Anda merasa aman dalam transaksi Anda dengan Starbucks.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

11. Karyawan di Starbucks selalu bersikap sopan kepada Anda.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju



12. Karyawan di Starbucks memiliki pengetahuan untuk menjawab pertanyaan Anda

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

13. Starbucks memberi Anda perhatian individu.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

14. Starbucks memiliki karyawan yang memberi Anda perhatian pribadi.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

15. Starbucks mengutamakan kepentingan terbaik Anda.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

16. Karyawan Starbucks memahami kebutuhan spesifik Anda.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

17. Starbucks memiliki jam operasional yang nyaman bagi semua konsumennya.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

18. Starbucks memiliki peralatan yang tampak modern.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

19. Fasilitas fisik Starbucks secara visual menarik.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

20. Karyawan Starbucks tampil rapi.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

21. Materi yang terkait dengan layanan (seperti pamflet atau pernyataan) secara visual menarik di Starbucks.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

**PURCHASE DECISION**

1. Kualitas produk dan layanan Starbucks memenuhi keinginan konsumen

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

2. Konsumen dapat mencari informasi untuk membantu melakukan pembelian di Starbucks.

3. Media promosi Starbucks membantu konsumen mendapatkan informasi

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

4. Konsumen bisa memilih beberapa pilihan produk Starbucks sesuai harga dan kualitasnya

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

5. Konsumen mengevaluasi beberapa produk berdasarkan referensi mereka sendiri

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

6. Konsumen yakin keputusan pembelian mereka benar

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju



7. Pengaruh orang lain dalam keputusan pembelian

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

8. Keinginan dan kemampuan konsumen dalam mengambil keputusan pembelian

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

9. Konsumen merasa puas dengan produk yang dibelinya.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

10. Konsumen yang membeli suatu produk bersedia merekomendasikannya kepada orang lain.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju



**Appendix 3: Statement Item (Bahasa Indonesia)  
Brand Image**

No	Keterangan	Respon				
		STS	TS	N	SS	SS
1	Persepsi konsumen yang baik terhadap layanan yang diberikan oleh Starbuck					
2	Tingkat harga Produk Starbuck dapat diterima oleh konsumen					
3	Kualitas pelayanan yang diberikan sesuai dengan harapan konsumen					
4	Starbuck memiliki manfaat khusus yang dapat membantu masalah konsumen					
5	Keinginan konsumen terhadap pelayanan yang dapat memberikan rasa puas					
6	Kepentingan subyektif konsumen terhadap Starbuck					

**Sosial Media Marketing**

No	Keterangan	Respon				
		STS	TS	N	SS	SS
1	Menggunakan (mengikuti) media sosialnya Starbuck itu menyenangkan					
2	Konten yang ditampilkan di media sosial Starbuck tampak menarik					
3	Social mediana Starbuck memungkinkan berbagi informasi dengan orang lain					
4	Percakapan atau pertukaran pendapat dengan orang lain dimungkinkan melalui media sosialnya Starbuck					
5	Sangat mudah untuk menyampaikan pendapat saya melalui media sosialnya Starbucks					
6	Konten yang ditampilkan di media sosialnya Starbuck adalah informasi terbaru					
7	Menggunakan (mengikuti) media sosialnya Starbuck sangat trendi					
8	Media sosial Starbuck menawarkan pencarian informasi yang disesuaikan					
9	Media sosial Starbuck menyediakan layanan yang disesuaikan					
10	Saya ingin menyampaikan informasi tentang merek, produk, atau layanan dari media sosial Starbuck kepada teman-teman saya					
11	Saya ingin mengupload konten dari media sosial Starbucks di blog atau mikro blog saya					



Service Quality

No	Keterangan	Respon				
		STS	TS	N	SS	SS
1	Staf layanan bermanfaat dan menyenangkan					
2	Staf layanan secara tepat melayani pelanggan dengan makanan yang dipesan					
3	Starbucks menyediakan layanannya pada waktu yang dijanjikannya.					
4	Tagihan (bill) diajukan tanpa kesalahan					
5	Starbucks terus memberi informasi kepada konsumen tentang kapan layanan akan dilakukan.					
6	Karyawan di Starbucks memberi Anda layanan yang cepat.					
7	Karyawan di Starbucks selalu bersedia membantu Anda.					
8	Karyawan di Starbucks tidak pernah terlalu sibuk untuk menanggapi permintaan Anda.					
9	Perilaku karyawan di Starbucks menanamkan kepercayaan pada Anda.					
10	Anda merasa aman dalam transaksi Anda dengan Starbucks .					
11	Karyawan di Starbucks selalu bersikap sopan kepada Anda.					
12	Karyawan di Starbucks memiliki pengetahuan untuk menjawab pertanyaan Anda					
13	Starbucks memberi Anda perhatian individu.					
14	Starbucks memiliki karyawan yang memberi Anda perhatian pribadi.					
15	Starbucks mengutamakan kepentingan terbaik Anda.					
16	Karyawan Starbucks memahami kebutuhan spesifik Anda.					
17	Starbucks memiliki jam operasional yang nyaman bagi semua konsumennya.					
18	Starbucks memiliki peralatan yang tampak modern.					
19	Fasilitas fisik Starbucks secara visual menarik.					
20	Karyawan Starbucks tampil rapi.					
21	Materi yang terkait dengan layanan (seperti pamflet atau pernyataan) secara visual menarik di Starbucks .					



### Purchase Decision

No	Keterangan	Respon				
		STS	TS	N	SS	SS
1	Kualitas produk dan layanan Starbucks memenuhi keinginan konsumen					
2	Konsumen dapat mencari informasi untuk membantu melakukan pembelian di Starbucks.					
3	Media promosi Starbucks membantu konsumen mendapatkan informasi					
4	Konsumen bisa memilih beberapa pilihan produk Starbucks sesuai harga dan kualitasnya					
5	Konsumen mengevaluasi beberapa produk berdasarkan referensi mereka sendiri					
6	Konsumen yakin keputusan pembelian mereka benar					
7	Pengaruh orang lain dalam keputusan pembelian					
8	Keinginan dan kemampuan konsumen dalam mengambil keputusan pembelian					
9	Konsumen merasa puas dengan produk yang dibelinya.					
10	Konsumen yang membeli suatu produk bersedia merekomendasikannya kepada orang lain.					



**Appendix 4: Uji Statistik Deskriptif Karakter Responden**

**Jenis Kelamin**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	58	58,0	58,0	58,0
	Perempuan	42	42,0	42,0	100,0
	Total	100	100,0	100,0	

**Usia**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 – 21 tahun	13	13,0	13,0	13,0
	22 – 26 tahun	41	41,0	41,0	54,0
	27 – 31 tahun	24	24,0	24,0	78,0
	32 – 36 tahun	12	12,0	12,0	90,0
	>37 tahun	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

**Pendidikan Terakhir**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	25	25,0	25,0	25,0
	Sarjana/Diploma	67	67,0	67,0	92,0
	Lainnya	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

**Pekerjaan**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/ Mahasiswa	31	31,0	31,0	31,0
	Pegawai Negeri/ TNI	8	8,0	8,0	39,0
	Pegawai Swasta	12	12,0	12,0	51,0
	Wiraswasta	36	36,0	36,0	87,0
	Lainnya	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

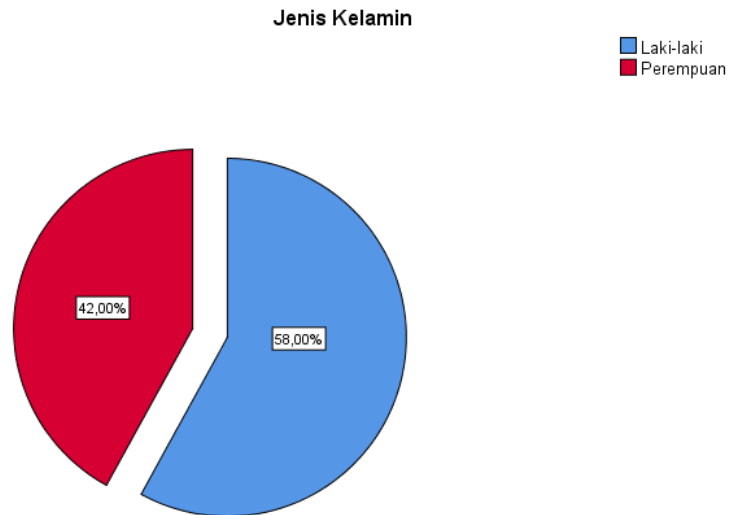


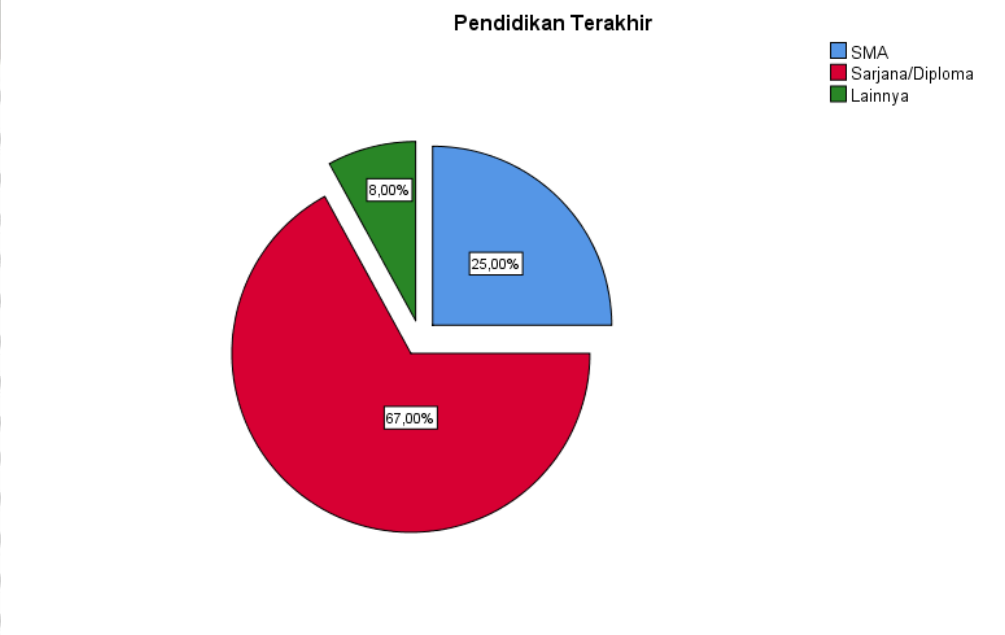
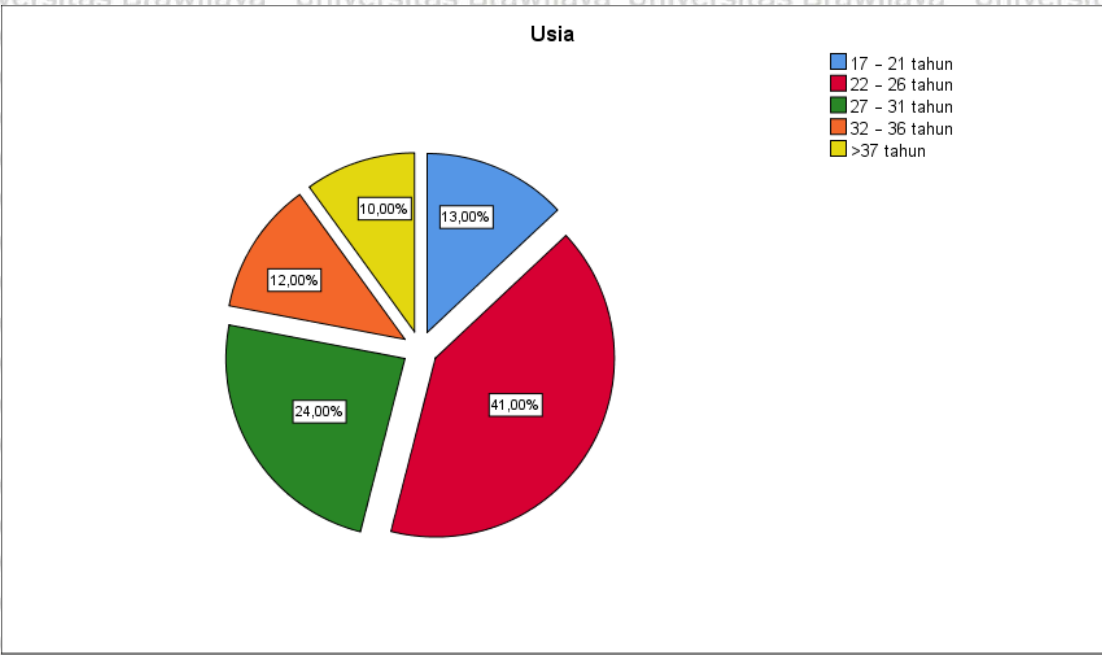


**Pendapatan Perbulan**

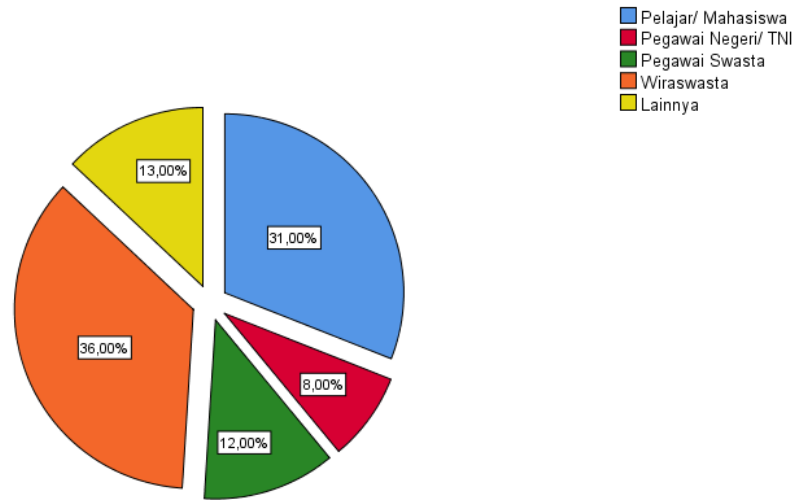
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 1.500.000,00	26	26,0	26,0	26,0
	> Rp 1.500.000,00 – Rp 3.000.000,00	29	29,0	29,0	55,0
	> Rp 3.000.000,00 – Rp 4.500.000,00	14	14,0	14,0	69,0
	> Rp 4.500.000,00 – Rp 6.000.000,00	24	24,0	24,0	93,0
	> Rp 6.000.000,00	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

**Pie Chart**

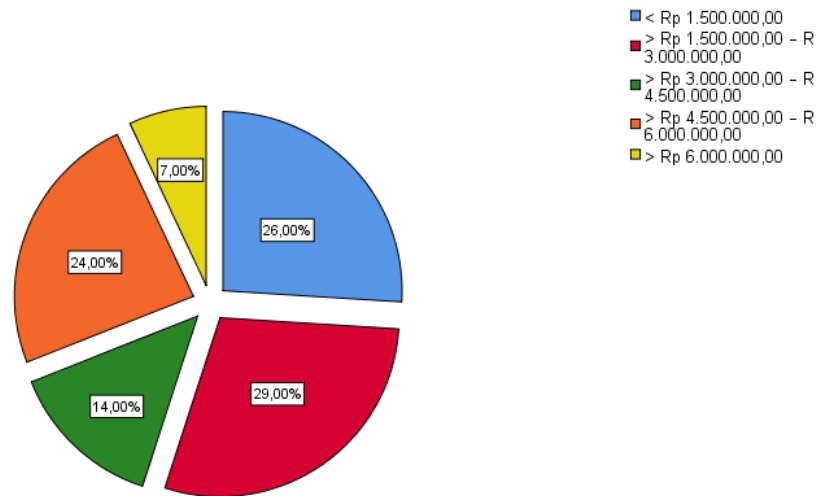




Pekerjaan



Pendapatan Perbulan



Appendix 5: Uji Statistik Deskriptif Variabel

X1.1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2,0	2,0	2,0
	2,00	4,0	4,0	6,0
	3,00	26,0	26,0	32,0



	4,00	55	55,0	55,0	87,0
	5,00	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

**X1.1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	7	7,0	7,0	9,0
	3,00	20	20,0	20,0	29,0
	4,00	59	59,0	59,0	88,0
	5,00	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

**X1.1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0	3,0
	3,00	18	18,0	18,0	21,0
	4,00	68	68,0	68,0	89,0
	5,00	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

**X1.2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	8	8,0	8,0	10,0
	3,00	17	17,0	17,0	27,0
	4,00	65	65,0	65,0	92,0
	5,00	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

**X1.2.2**



	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0
	2,00	5	5,0	6,0
	3,00	24	24,0	30,0
	4,00	58	58,0	88,0
	5,00	12	12,0	100,0
Total	100	100,0	100,0	

**X1.3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	7	7,0	7,0
	2,00	3	3,0	10,0
	3,00	21	21,0	31,0
	4,00	54	54,0	85,0
	5,00	15	15,0	100,0
Total	100	100,0	100,0	

**Brand Image (X1)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15,00	1	1,0	1,0
	16,00	2	2,0	3,0
	17,00	2	2,0	5,0
	18,00	9	9,0	14,0
	19,00	2	2,0	16,0
	20,00	9	9,0	25,0
	21,00	12	12,0	37,0
	22,00	10	10,0	47,0
	23,00	12	12,0	59,0
	24,00	19	19,0	78,0
	25,00	7	7,0	85,0
	26,00	7	7,0	92,0
	27,00	6	6,0	98,0
	29,00	1	1,0	99,0



	30,00	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

**X2.1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	7	7,0	7,0	7,0
	2,00	11	11,0	11,0	18,0
	3,00	37	37,0	37,0	55,0
	4,00	33	33,0	33,0	88,0
	5,00	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

**X2.1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	24	24,0	24,0	28,0
	4,00	49	49,0	49,0	77,0
	5,00	23	23,0	23,0	100,0
	Total	100	100,0	100,0	

**X2.2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	3,0	3,0	3,0
	2,00	8	8,0	8,0	11,0
	3,00	38	38,0	38,0	49,0
	4,00	35	35,0	35,0	84,0
	5,00	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

**X2.2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	2,00	9	9,0	9,0	9,0
	3,00	46	46,0	46,0	55,0
	4,00	34	34,0	34,0	89,0
	5,00	11	11,0	11,0	100,0
Total		100	100,0	100,0	

### X2.2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	25	25,0	25,0	29,0
	4,00	46	46,0	46,0	75,0
	5,00	25	25,0	25,0	100,0
Total		100	100,0	100,0	

### X2.3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	28	28,0	28,0	30,0
	4,00	48	48,0	48,0	78,0
	5,00	22	22,0	22,0	100,0
Total		100	100,0	100,0	

### X2.3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	10	10,0	10,0	10,0
	3,00	40	40,0	40,0	50,0
	4,00	42	42,0	42,0	92,0
	5,00	8	8,0	8,0	100,0
Total		100	100,0	100,0	

### X2.4.1



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	7	7,0	7,0	9,0
	3,00	43	43,0	43,0	52,0
	4,00	38	38,0	38,0	90,0
	5,00	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

**X2.4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	3	3,0	3,0	5,0
	3,00	36	36,0	36,0	41,0
	4,00	47	47,0	47,0	88,0
	5,00	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

**X2.5.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	2	2,0	2,0	2,0
	2,00	2	2,0	2,0	4,0
	3,00	31	31,0	31,0	35,0
	4,00	46	46,0	46,0	81,0
	5,00	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

**X2.5.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	4	4,0	4,0	5,0
	3,00	24	24,0	24,0	29,0
	4,00	50	50,0	50,0	79,0





	5,00	21	21,0	21,0	100,0
	Total	100	100,0	100,0	

**Social Media Marketing (X2)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	31,00	1	1,0	1,0	1,0
	33,00	1	1,0	1,0	2,0
	34,00	2	2,0	2,0	4,0
	35,00	6	6,0	6,0	10,0
	36,00	7	7,0	7,0	17,0
	37,00	9	9,0	9,0	26,0
	38,00	17	17,0	17,0	43,0
	39,00	13	13,0	13,0	56,0
	40,00	4	4,0	4,0	60,0
	41,00	5	5,0	5,0	65,0
	42,00	4	4,0	4,0	69,0
	43,00	6	6,0	6,0	75,0
	44,00	8	8,0	8,0	83,0
	45,00	4	4,0	4,0	87,0
	46,00	3	3,0	3,0	90,0
	47,00	3	3,0	3,0	93,0
	48,00	3	3,0	3,0	96,0
	50,00	2	2,0	2,0	98,0
	51,00	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

**X3.1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	17	17,0	17,0	17,0
	4,00	70	70,0	70,0	87,0
	5,00	13	13,0	13,0	100,0
	Total	100	100,0	100,0	





**X3.1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	3,0	3,0	3,0
	2,00	3	3,0	3,0	6,0
	3,00	11	11,0	11,0	17,0
	4,00	59	59,0	59,0	76,0
	5,00	24	24,0	24,0	100,0
	Total	100	100,0	100,0	

**X3.1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	2	2,0	2,0	3,0
	3,00	19	19,0	19,0	22,0
	4,00	60	60,0	60,0	82,0
	5,00	18	18,0	18,0	100,0
	Total	100	100,0	100,0	

**X3.1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	12	12,0	12,0	12,0
	4,00	58	58,0	58,0	70,0
	5,00	30	30,0	30,0	100,0
	Total	100	100,0	100,0	

**X3.2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	8	8,0	8,0	8,0
	2,00	5	5,0	5,0	13,0
	3,00	15	15,0	15,0	28,0
	4,00	61	61,0	61,0	89,0

	5,00	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

**X3.2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	8	8,0	8,0	9,0
	3,00	10	10,0	10,0	19,0
	4,00	72	72,0	72,0	91,0
	5,00	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

**X3.2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	5	5,0	5,0	5,0
	3,00	12	12,0	12,0	17,0
	4,00	71	71,0	71,0	88,0
	5,00	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

**X3.2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	15	15,0	15,0	17,0
	4,00	66	66,0	66,0	83,0
	5,00	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

**X3.3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	9	9,0	9,0	9,0



	4,00	75	75,0	75,0	84,0
	5,00	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

### X3.3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	14	14,0	14,0
	4,00	73	73,0	87,0
	5,00	13	13,0	100,0
	Total	100	100,0	100,0

### X3.3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0
	2,00	3	3,0	4,0
	3,00	14	14,0	18,0
	4,00	69	69,0	87,0
	5,00	13	13,0	100,0
	Total	100	100,0	100,0

### X3.3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	10	10,0	10,0
	4,00	68	68,0	78,0
	5,00	22	22,0	100,0
	Total	100	100,0	100,0

### X3.4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	5	5,0	5,0
	2,00	17	17,0	22,0



	3,00	16	16,0	16,0	38,0
	4,00	57	57,0	57,0	95,0
	5,00	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

### X3.4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	6	6,0	6,0	6,0
	3,00	28	28,0	28,0	34,0
	4,00	61	61,0	61,0	95,0
	5,00	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

### X3.4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,0	1,0	1,0
	2,00	5	5,0	5,0	6,0
	3,00	22	22,0	22,0	28,0
	4,00	65	65,0	65,0	93,0
	5,00	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

### X3.4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0	3,0
	3,00	24	24,0	24,0	27,0
	4,00	68	68,0	68,0	95,0
	5,00	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

### X3.4.5



	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	14	14,0	14,0
	4,00	73	73,0	87,0
	5,00	13	13,0	100,0
Total	100	100,0	100,0	

**X3.5.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	7	7,0	7,0
	4,00	68	68,0	75,0
	5,00	25	25,0	100,0
Total	100	100,0	100,0	

**X3.5.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	7	7,0	7,0
	4,00	65	65,0	72,0
	5,00	28	28,0	100,0
Total	100	100,0	100,0	

**X3.5.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	6	6,0	6,0
	4,00	74	74,0	80,0
	5,00	20	20,0	100,0
Total	100	100,0	100,0	

**X3.5.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	7	7,0	7,0
	4,00	66	66,0	73,0



	5,00	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

**Service Quality (X3)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	69,00	2	2,0	2,0	2,0
	71,00	2	2,0	2,0	4,0
	72,00	1	1,0	1,0	5,0
	74,00	3	3,0	3,0	8,0
	76,00	4	4,0	4,0	12,0
	78,00	6	6,0	6,0	18,0
	79,00	1	1,0	1,0	19,0
	80,00	9	9,0	9,0	28,0
	81,00	5	5,0	5,0	33,0
	82,00	13	13,0	13,0	46,0
	83,00	12	12,0	12,0	58,0
	84,00	10	10,0	10,0	68,0
	85,00	5	5,0	5,0	73,0
	86,00	9	9,0	9,0	82,0
	87,00	6	6,0	6,0	88,0
	88,00	4	4,0	4,0	92,0
	89,00	2	2,0	2,0	94,0
	90,00	1	1,0	1,0	95,0
	92,00	3	3,0	3,0	98,0
	95,00	1	1,0	1,0	99,0
	97,00	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

**Y1.1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	13	13,0	13,0	15,0
	4,00	74	74,0	74,0	89,0



	5,00	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

**Y1.2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	14	14,0	14,0	16,0
	4,00	71	71,0	71,0	87,0
	5,00	13	13,0	13,0	100,0
	Total	100	100,0	100,0	

**Y1.2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	15	15,0	15,0	15,0
	4,00	74	74,0	74,0	89,0
	5,00	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

**Y1.3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	13	13,0	13,0	14,0
	4,00	74	74,0	74,0	88,0
	5,00	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

**Y1.3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	14	14,0	14,0	15,0
	4,00	78	78,0	78,0	93,0





	5,00	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

**Y1.4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	14	14,0	14,0	16,0
	4,00	77	77,0	77,0	93,0
	5,00	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

**Y1.4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	4,0	4,0	4,0
	2,00	2	2,0	2,0	6,0
	3,00	15	15,0	15,0	21,0
	4,00	73	73,0	73,0	94,0
	5,00	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

**Y1.4.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	17	17,0	17,0	19,0
	4,00	74	74,0	74,0	93,0
	5,00	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

**Y1.5.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	14	14,0	14,0	14,0



	4,00	71	71,0	71,0	85,0
	5,00	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

**Y1.5.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	24	24,0	24,0	25,0
	4,00	67	67,0	67,0	92,0
	5,00	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

**Purchase Decision (Y1)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	33,00	3	3,0	3,0	3,0
	34,00	2	2,0	2,0	5,0
	35,00	4	4,0	4,0	9,0
	36,00	10	10,0	10,0	19,0
	37,00	9	9,0	9,0	28,0
	38,00	13	13,0	13,0	41,0
	39,00	15	15,0	15,0	56,0
	40,00	16	16,0	16,0	72,0
	41,00	11	11,0	11,0	83,0
	42,00	7	7,0	7,0	90,0
	43,00	2	2,0	2,0	92,0
	44,00	5	5,0	5,0	97,0
	45,00	2	2,0	2,0	99,0
	46,00	1	1,0	1,0	100,0
	Total	100	100,0	100,0	



### Appendix 6: Consumers in Starbucks Coffeehouse Company at Duta Mall Banjarmasin

