

Navigating Through the COVID-19 Crisis: A Case Study of Starbucks

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ABSTRACT

The purpose of this study is to examine the impact of the COVID-19 pandemic on the world's most famous coffeehouse chain, Starbucks Corporation. Starbucks has a large number of loyal customers; it makes Starbucks qualify as the best object for this study. By the end of 2020, Starbucks has more than 30,000 locations worldwide in more than 80 countries. The COVID-19 pandemic struck Starbucks' business, forcing the company to looking for new strategies and alternatives to run its business efficiently. This study was built on data collected. There are 100 customers participated in the survey. Discussion and recommendations are presented.

Keywords: Starbucks, COVID-19, Malaysia, Brand loyalty.

INTRODUCTION

The existence of coffee has been known for a long time. Coffee builds a culture, where people do a conversation when they meet each other. People from around the world bond with this drink with unified taste. Coffee is one of the most popular drinks, and one of the most traded commodities because coffee has thousands of different types and varieties worldwide. For some people, it is more than just a morning drink or a reward after a hard day at work, or simply just drink it to get a little active. To others, it represents much more than that. Some people follow their rituals of drinking coffee by mixing it with the beauty of places and events to escape from the crowded reality. Thus, coffee has become an integral part of many people's lifestyles.

The word coffee comes from the word *kahvah*, which is the Turkish pronunciation of the Arabic word for coffee, *qahwah*. It is possible that coffee has been around for 1600 years and had many uses before it became the popular beverage today, including its use for medicine and catalyst energy (Williams, 1992). Due to its stimulant effect, coffee consumption was temporarily banned before it spread to Europe. In the sixteenth century, coffee was preserved as a potential drug, and the coffeehouses were frowned upon. According to Ukers (1922), coffee has been compared to a lubricant that manages humans just like machines. Ukers added that coffee was subsequently introduced to European culture through Italy because it is the closest location to the Middle East, where frequent encounters with coffee-drinking Turks were common.

When talking about coffee, Starbucks is inseparable, as the largest and most famous coffee company, Starbucks has established about 30,000 stores in more than 80 markets around the world (Starbucks, 2020). According to Starbucks, the company was

established in 1971 in Seattle, USA. The coffee roasting method at Starbucks was first introduced by Alfred Peet, who inspired partners Jerry Baldwin, Gordon Bowker, and Zev Siegel to form Starbucks. (Schultz, 1997). Those three met when they were students at the University of San Francisco and shared the same goal of selling premium coffee beans. Starbucks began to expand by building its first international store in Japan in 1996, where the company sells many products related to coffee and drinks and expanded to sell snacks and pastries. Starbucks has many branches and stores worldwide, which has naturally contributed to its good fame and high returns, which are considered the highest in the coffee industry. Starbucks even managed to penetrate global economies and open its markets throughout Asia, including China and Malaysia (Chuang, 2019).

Starbucks expanded across the world and opened numerous branches in Asia. The coffee giant started operating in Malaysia in December 1998 in Kuala Lumpur. After that, Starbucks covered 58 Malaysian cities, has opened 300 stores and employed more than 4000 people (Starbucks Stories Asia, 2019). Starbucks has established its name amongst young Malaysians as a famous brand that people go to for more than drinking coffee. When going to high-end cafes like Starbucks, customers feel a sense of pride, making them want to go regardless of Starbucks' high prices (Nurbaya, 2010).

Similarly, coffee shops' atmosphere and decoration enhance the customer experience, creating an environment where friends and families gather to spend time (Felton, 2012). According to Felton, coffeehouse culture creates a sense of intimacy and offer social formations. This often leads to customers returning to the coffee shop, where they feel more comfortable spending their time. Moreover, the relationship between Starbucks and its customers built based on loyalty. This loyalty relationship is an advantage that Starbucks has over its competitors (Goh et al., 2020). Therefore, Starbucks' legacy continues to expand, and the company is slowly indulging in occupying much of the Malaysian coffee culture. Leaving coffee traces worldwide, history will long mark Starbucks as one of the most recognized brands around the world.

Starbucks established its position as a popular brand, and its products gained public approval. Consumers want to try Starbucks despite the price of the company's products (Rachel, 2014). Brands need to be distinctive and differentiated in order to position themselves positively in consumers' minds. Consumers often buy products stemming from brands that they perceive as positive despite their products' prices (Schiffman & Wisenblit, 2018). Consumers will develop a relationship with the brand they love and judge based on its name, its products, appearance, and even packaging. If the stores can provide a relaxing atmosphere for their customers, their mood will improve, and their brand relationship will be strengthened. Therefore, it is strongly agreed that a positive brand image will entice consumers to purchase the products (Huang & Hoang, 2014). This is also evident in the Starbucks case, as the company provides a relaxing environment filled with the aroma of coffee.

In light of the COVID-19 pandemic, companies try to resist the massive impact this sudden pandemic imposes on them, and Starbucks is no exception. The negative impact is felt in areas where strict quarantine measures restrict production and consumption and convey negative warnings to managers and stakeholders (Shen et. al, 2020). The pandemic's negative impact on the global economy is severe, and the prevention and control of the COVID-19 pandemic are getting serious. According to Shen (2020), many industries have been hardest hit by COVID 19 pandemic. As same as other businesses,

Starbucks could not escape from the impact of COVID-19. Starbucks deals with it and implements the effects on their business.

The pandemic has affected Starbucks' revenues and caused a sales drop that has not seen by company since 2008-2009 financial disaster, this is supported by Levine (2020), in research of Starbucks company in an article "*The Uncertain Future of Post-Pandemic Starbucks*". By monitoring Starbucks' performance during the 2008-2009 great recession, the company has demonstrated that it is more easily affected by an economic downturn than most other fast-food chains or coffee shops. Levine (2020) stated that Starbucks' main advantage is the loyalty of customers. Levine explained that more than 44% of its business profits come from the loyalty program members. Therefore, the company's foundation is mostly dependent on customers' loyalty, highlighting the customers' perspective as crucial to its success. As a result, this study evaluates responses of Starbucks' customers to the company's measures regarding the COVID-19 pandemic.

The literature review examines Starbucks' matters to survive in the coffee shop industry during the COVID-19 pandemic. Starbucks is a popular and large corporation with a large number of consumers that serves as the primary basis for its growth. This review will briefly examine how Starbucks Corporation manages and handles issues concerning the COVID-19 global pandemic and its measures to limit further consequences. This review will be used as a foundation for this study, which will mainly emphasize how Starbucks' main success, its customers perceive the brand.

Companies frequently spend most of their budget trying to create a brand image and establish the contact with customers through excessive ads. Sometimes, companies misappropriate massive ads which tend to create a weak links that can easily be changed. However, this is not the case with Starbucks, Starbucks is the perfect example of a company that nurtured and developed its brand image through simple way, mouth-to-mouth. The company sold most of its products and made most of its profits without any advertising. Without many ads, Starbucks has managed to create a broad customer base and introduce itself in the food industry to expand from just coffee sellers to successfully introducing other products (Keller, 2008).

The COVID-19 pandemic challenges organizations' ability to adapt. The surprising measure imposed on the organizations is to require them to adapt in order to provide their online service on the internet. It is obvious; however, the company did not anticipate this pandemic. Their capabilities are being tested on whether or not they can survive in the pandemic. Many companies have turned to provide their services online, either fully or partially. Fast food chains and restaurants that were already technologically advanced are able to adapt slowly because most of them previously have apps where they previously offered their customers options to take their products or order them online, same as Starbucks which has this feature. Although the process remains challenging, Starbucks has not to take further measures yet to ensure customers' satisfaction while fighting the impact of pandemic on its business.

According to the World Health Organization (WHO, 2020), wearing a mask can minimize the spread of COVID-19 since people would less likely contract the virus if they regularly wear masks in public places. Responding to this issue, Starbucks issues a policy which state that employees and customers must wear masks and face shield when entering coffee shops or visiting the company. It is not only help to break the spread of the virus,

but also will help the cooperation keep its image amongst its customers. Major companies in the food industry have taken similar measures to combat the negative impact the epidemic has imposed on them. Shortly after the COVID-19 pandemic was declared, most restaurants, fast food chains, and cafes closed their locations and only operate their product through ordering and delivery (Rizou, et. al, 2020). Likewise, Starbucks makes it easy for customers to purchase their products without visiting the coffee shop by ordering from the car, through the Starbucks app, or placing an order with a Starbucks delivery. According to the World Health Organization, the spread of COVID-19 is not easy to detect, so most people infected with the virus may not have severe symptoms. Therefore, in the peak of the pandemic, online services and food delivery define the places where the food industry can most make sense.

Brands like Starbucks has loyal companies and employees who eagerly follow the metrics the company takes. The company wants to show its support for the government and frontline workers to prevent the spread of COVID-19. The COVID-19 pandemic causes problems for employees and customers at Starbucks, interfering customer satisfaction. Due to its risks and the massive spread of infection, this disease has caused employees to work in the coffee shop, often when employees get sick and need to be quarantined, and they have to pay medical fees. However, most Starbucks employees reported that they are satisfied with the salary they provided. In addition, employees at Starbucks are provided with rewards and bonuses (Azriuddin et al., 2020). Starbucks has pledged to its employees that they do not need to worry about their medical fees because Starbucks will cover the payment when its employees are quarantined (Starbucks, 2020). This measure has been implemented in several countries, and our study will examine whether these measures have helped Starbucks grow its reputation among consumers.

When people start worrying whether the virus can be transmitted through food, food safety has become a major concern that has been highlighted during the COVID-19 pandemic (Rizou, 2020). Although there is dissent on whether the virus can be efficiently transmitted through meals, the number of concerns regarding food safety is growing. Consumers are strongly advised to wash their hands thoroughly before eating their meals to avoid the possibility of contracting the disease (World Health Organization, 2020). According to the World Health Organization (2020), the virus can be transmitted through metals, utensils, and surfaces. Therefore, it is highly recommended that restaurants and catering industries alleviate their customers' concerns by proving to them how clean their stores. Thus, Starbucks has not hesitated to provide hand sanitizers in all of its branches and has carefully made sure to adhere to hygienic procedures when creating the products (Starbucks, 2020).

Starbucks Corporation can improve its customer loyalty by ensuring its employees have high job satisfaction. Employees with a high degree of job satisfaction can be perform better in their organization which will benefit the company (Goh et al., 2020). The company often offers many benefits to its employees, such as sick pay and overtime. It will also offer other helpful payments to workers who have contracted COVID-19 or have had a close relationship with someone in their store. The company also offers disaster pay to an employee with COVID-19 symptoms who is 60 years or older or has underlying health conditions. According to Rossann Williams, the executive vice president and president, U.S. company-operated business and Canada, if employees could not return to work even after the previous payments, additional pay replacement may be made up to 26 weeks.

Organizations need to troubleshoot and fix problems that might threaten their business. Although the COVID-19 pandemic affects all industries worldwide, companies must know how to act and maintain their customers' confidence. Starbucks has managed to preserve its image by donating to organizations to help curb the disease's spread. Starbucks is known to have loyal customers and establishing trust with them is one of the most important things they have to keep. The company did not see such an impact on its sales since the 2008-2009 financial crisis (Levine, 2020). However, if the appropriate measures are followed this time, and if Starbucks deals with the current pandemic, then Starbucks will likely survive the crisis as well.

RESEARCH METHOD

To conduct opinion of the study on the measures has taken by Starbucks to stop the spread of COVID-19 in its stores, several methods in obtaining the data has been observed. In this study, we looked at various articles, websites, and journals to understand the concept of the study. Furthermore, we incorporated a survey we conducted in this study. Along with the methods, information, findings and conclusions are gathered about the Starbuck customers base on health. First, collecting the data on consumer opinions about Starbucks' policy through survey by using google form. The results are the foundation of our study, and they reflect the customers' perception of a post- COVID-19 Starbucks. The questionnaires conducted by using google form and targeted 100 respondents who did their part in answering the survey. Online survey method used in this study to conveniently prevent ourselves from interacting with many people because COVID-19 pandemic is still happening. This questionnaire was distributed by via WhatsApp and Facebook. This method helped to obtain information from Starbucks customers regarding the firm's reputation during the COVID-19 crisis.

The survey is our primary data source, and it has contributed significantly to most of the discussion. The survey consists of three sections with three individual tables listed below. The first section questions the respondents about their demographics. We included this to check if the customer perspective on Starbucks is Malaysia-based only or internationally. After answering the first question, a second section was presented to respondents, which consisted of four questions to inquire about consumers' general perception of Starbucks. This section aims to test general consumer understanding. Finally, respondents were presented with the third section, which consisted of a total of ten questions. These questions range from strongly agree to strongly disagree, and respondents are asked to rate the ten facts based on their view of the Starbucks metrics.

The sample targeted and focused on Starbucks customers. The survey was open to all genders and from different professions but mostly focused on the youth. We did not specify nationality, but most respondents were Malaysians as this survey was conducted in Penang, Malaysia. Also, most of the respondents were Starbucks regular customers. The survey was one of two ways conducted to collect the primary data. The second way was conducting an online interview with the participants. We have focused on teenagers and young adults as they are often regular coffee consumers. When we conducted the interview, the customers we targeted were primarily Starbucks' regular teenage customers. We interviewed respondents online by using software such as Webex and Zoom. Due to the current situation, both the interview and survey were useful methods of data collection. Respondents expressed their thoughts in interviews. They stated that Starbucks employees would ask them about the procedures. Clients reported that they

frequently scan Q.R. codes, wear masks, and sanitize their hands. Customers have reported that Starbucks frequently checks customers' temperatures and will be strict on them. A high temperature indicates the possibility of a customer having the COVID-19 virus, so Starbucks pays attention to this aspect. The interview helped us to understand the customer's perspective on this issue.

The secondary data used in this study were extracted from many websites, journals, and articles. The information was taken from the official Starbucks website and Starbucks Malaysia. Both websites contain up-to-date and relevant information that we need to obtain. Through these resources, we obtained much information about Starbucks' actions to deal with the COVID-19 crisis and the strategies they followed to keep their business going. We also searched the websites writing on Starbucks. In this study, several journals were used in the literature review, which helped us to understand the current situation. The journals provided the foundation for our study and our findings.

RESULTS AND DISCUSSION

This section presents and further explain the findings and data extracted and structured from Google Form responses distributed via social media among 100 individuals. The survey attends to examine customers' perceptions of the measures taken by Starbucks during the COVID-19 pandemic. This section consists of three parts, the first declares the respondents' demographics, the second examines consumers' opinions on Starbucks, and the third summarizes customers' perception of Starbucks' services.

Table 1. Summary of respondents' demographics (N=100)

Response	Frequency	Percentage (%)
Age		
Less than 20 years old	13	13.0
20 – 29	75	75.0
30 – 39	8	8.0
40 – 49	0	0.0
Over 50 years old	4	4.0
Gender		
Male	53	53.0
Female	47	47.0
Nationality		
Malaysian	81	81.0
Non-Malaysian	19	19.0
Race		
Malay	63	63.0
Chinese	12	12.0
Indian	8	8.0
Arab	14	14.0
German	1	1.0
Pakistan	1	1.0
Indonesia	1	1.0
Occupation		
Student	75	75.0
Government Staff	12	12.0

Private Sector Staff	7	7.0
Unemployed	2	2.0
Self-employed	3	3.0
Industries worker	1	1.0
Monthly Income		
No Income	63	63.0
RM 2500 and below	19	19.0
RM 2501-RM 5000	8	8.0
RM 5001-RM10,000	6	6.0
RM 10,000 and above	3	3.0

Table 1 shows a summary of the demographic profiles of the respondents. The survey was distributed online to 100 participants. Over half of the respondents were males (53%). It suggested that men and women consume coffee at different rates. It has been found that young males drink more coffee than females of the same age. The study also showed that women drink less coffee and that women who dislike coffee taste ten times more likely than men who do not like it (Shinichi et al., 2013). Moreover, the study adds that even young women who love coffee taste may not drink it regularly. Shinichi et al. (2013) also add that females consume more green tea than males, whether they drink coffee. Therefore, our study reflects 6% more males than females because men are more inclined to drink coffee and represent a larger portion of Starbucks' regular customers.

According to the data projected in the table above, it can be concluded that most of the respondents were Malaysian. This is because the surveys have been mostly conducted in Penang, Malaysia. The most responsive race was Malay youth between the ages of 20 and 29. Most of the respondents were students without income. We have focused on targeting young coffee consumers because most of Starbucks' regular customers are from a young age. None of the 100 participants were in their forties. This study mostly reflects young coffee consumers' opinions on Starbucks' approaches to the COVID-19 pandemic.

In Penang, Malaysia, most of the respondents were Malay, followed by Chinese and Indians, representing 12% and 8%, respectively. This could be because Chinese and Indians are most likely to consume other beverages Malays cannot consume easily, like alcoholic beverages. Tea is also consumed by the Chinese heavily, who often choose to have it over coffee. Therefore, Malays would pick visiting cafes and drink coffee more often.

Outside of Malaysia, most non-Malaysian respondents were of Arab descent, up to 14%. This is because coffee has evaporated from regions around the Middle East and Africa, allowing itself to be a small but extant part of the culture in those regions (Williams, 1992). Three other ethnicities participated in the survey, German, Pakistan, and Indonesian, with a participation rate of 1% each.

Most of the respondents were students who have no income but are frequent visitors to Starbucks. Since most of the respondents were students, about 63% of the respondents had no income. However, 12% of respondents work in the government sector and 7% in the private sector. Only 3 of the respondents reported that they had earned more than RM 10,000 per month. This means that the segment of consumers in our study is mostly

made up of young people who use their allowances or money they do not earn to live. Although Starbucks is generally quite pricey, these young adults and teens still choose to have their coffee at Starbucks. This demonstrates the popularity and loyalty of Starbucks products for its customers. However, our study focused on youth because they are mostly steeped in the ritual of drinking coffee. In the next part of our study, we will discuss these demographic views and perspectives on the health of Starbucks' reputation during COVID-19.

Table 2. Survey on Starbucks customers on the impact of COVID-19 on Starbucks

Response	Frequency	Percentage (%)
Did you go to Starbucks during COVID-19 pandemics?		
Yes	70	70.0
No	30	30.0
Do you think that COVID-19 has affected Starbucks businesses?		
Yes	59	59.0
No	18	18.0
Not Sure	23	23.0
Do you feel Starbucks treat their customer the same before Pandemic COVID-19?		
Yes	49	49.0
Not at all	20	20.0
Roughly the same	31	31.0
Will you go or repurchase Starbucks drinks in the future?		
Yes	46	46.0
No	15	15.0
Maybe	38	38.0

Table 2 shows the survey responses on the impact of COVID-19 on Starbucks. Of the 100 respondents who answered our survey, the majority (70%) of respondents visited Starbucks during the COVID-19 pandemic. This indicates that Starbucks customers have been loyal to the brand and are still buying the company's product frequently, indicating that Starbucks has strong customer loyalty. 59% agreed that Starbucks' business was affected during the COVID-19 crisis. This is supported by Shen et al. (2020), who mentioned that COVID-19 had hit the global economy hard. Just like most firms, Starbucks' cooperation could not escape the effect of the COVID-19 pandemic. However, our data shows that 49 of the 70 respondents who went to Starbucks during the COVID-19 pandemic reported that Starbucks was treating its customers the same way it did before the crisis, and there was no report of an adverse change in customer-employee interaction. The conclusion was made: Although Starbucks' business has been affected by the COVID-19 crisis, it still has a strong customer base that supports

its business. Despite the crisis, Starbucks provides good services and treats its clients well. From the data, 46 respondent customers were sure they were ready to buy from Starbucks again.

Table 3. Customer perception of Starbucks COVID-19 Measures

Response	Frequency	Percentage (%)
COVID-19 has affected Starbucks ' business.		
1 – Strongly Disagree	6	6.0
2 – Disagree	8	8.0
3 – Neutral	32	32.0
4 – Agree	30	30.0
5 – Strongly Agree	24	24.0
Starbucks prefers customers to use online delivery apps, such as FoodPanda and GrabFood.		
1 – Strongly Disagree	5	5.0
2 – Disagree	8	8.0
3 – Neutral	38	38.0
4 – Agree	34	34.0
5 – Strongly Agree	15	15.0
Starbuck prefers customers to take away rather than dine-in.		
1 – Strongly Disagree	4	4.0
2 – Disagree	8	8.0
3 – Neutral	35	35.0
4 – Agree	37	37.0
5 – Strongly Agree	16	16.0
Customers must wear a mask and scan Q.R. codes before entering the premises.		
1 – Strongly Disagree	4	4.0
2 – Disagree	8	8.0
3 – Neutral	35	35.0
4 – Agree	37	37.0
5 – Strongly Agree	16	16.0
Starbucks upgraded its Online app to facilitate customers.		
1 – Strongly Disagree	7	7.0
2 – Disagree	1	1.0
3 – Neutral	17	17.0
4 – Agree	36	36.0
5 – Strongly Agree	39	39.0
Starbucks provides free hand sanitizer to customers.		
1 – Strongly Disagree	6	6.0
2 – Disagree	6	6.0
3 – Neutral	50	50.0
4 – Agree	22	22.0
5 – Strongly Agree	16	16.0
Starbucks limits the number of customers in the premises.		
1 – Strongly Disagree	4	4.0
2 – Disagree	4	4.0
3 – Neutral	33	33.0
4 – Agree	32	32.0

5 – Strongly Agree	27	27.0
Starbucks has tightened the rules in the store like social distancing.		
1 – Strongly Disagree	5	5.0
2 – Disagree	4	4.0
3 – Neutral	28	28.0
4 – Agree	40	40.0
5 – Strongly Agree	23	23.0
Starbucks always remind customers about COVID-19 precaution.		
1 – Strongly Disagree	7	7.0
2 – Disagree	4	4.0
3 – Neutral	33	33.0
4 – Agree	37	37.0
5 – Strongly Agree	19	19.0
Starbucks closes its franchise if it is located at a COVID-19 red zone.		
1 – Strongly Disagree	5	5.0
2 – Disagree	9	9.0
3 – Neutral	35	35.0
4 – Agree	31	31.0
5 – Strongly Agree	20	20.0

Table 3 shows responses to the customers' perspective on the COVID-19 metrics at Starbucks. Based on the table above, nearly of respondents agreed that COVID-19 has affected Starbucks' business, while 32% disagreed, and 14% are neutral on the topic. Most of the 49 respondents agreed that Starbucks preferred their customers to use online delivery apps like Food Panda and Grab Food, while only 13 respondents replied that they disagreed. Delivery apps have proven to be popular in times of pandemic. It helps people stay safe by keeping their distance and adhering to safety procedures. Of the respondents, nearly 53% agreed that Starbucks made sure their customers wore masks and scanned Q.R. codes before entering their store, and only 12% disagreed with the statement.

Meanwhile, 70% of respondents agreed that Starbucks had upgraded its online apps to accommodate customers during the pandemic, 8% still disagreed. This shows that the response is positive because Starbucks is aware of the current situation and has improved its online application to facilitate its customers. Starbucks has introduced a hand sanitizer in its outlets. 38% had seen the change. This may mean that Starbucks does not offer hand sanitizers in all outlets. Several customers (59%) reported that Starbucks had limited the number of customers in their stall, and 63% of them agreed that Starbucks is implementing the concept of social distancing. This indicates that customers do perceive that Starbucks is implementing strict rules in their stores.

Based on findings on how Starbucks updates its customers to its COVID-19 precautions, it is concluded that the majority of 56 customers, representing 56% of respondents, agreed that Starbucks always reminds its customers about COVID-19 precautions while only 11 respondents disagreed. This is impressive as most customers have been reminded of the rules in-store during the COVID-19 pandemic. Aside from that, under the franchise closing aspect, if it is located in a red zone for COVID-19 as shown in Table 3, it seems that most of them agree that Starbucks will likely close its red zone franchise, and 51 respondents support this. In short, we can conclude that most Starbucks outlets have taken an interest in safety measures and following the government's Standard

Operating Procedures (SOP). Starbuck can maintain its reputation through its measures and stay up to date with standard operating procedures and new orders from the government.

CONCLUSIONS

The data collected from the sample group has provided us with much information to use in this study. Like any other companies, Starbucks could not escape from the effect of global pandemic. The results of our analysis suggested that more than half of the sample assume that the pandemic had an impact on the Starbucks Corporation. This can be reinforced by a statement uploaded in Quick-Service and Fast Casual Restaurant News and Information that quotes CFO Patrick Grismer stated that this COVID-19 pandemic has caused 80 percent of flow-through on dropped revenue. As we all know, the pandemic has forced many companies to temporarily suspend their operations because they have received instructions from world governments to halt certain activities to curb this pandemic. The world's largest coffee company, Starbucks, has taken steps to close around 400 stores and will familiarize its new " pickup" concept of mobile phone orders, as it adapts to changes brought by the coronavirus pandemic.

However, it can be concluded that this pandemic did not cause Starbucks to lose their loyal customers. This is shown from our study's findings where we concluded that more than half of Starbucks customers are still buying the company's products during this pandemic. This has proven that Starbucks coffee is still the choice of the public even during the COVID-19 pandemic. Although the COVID-19 pandemic has a negative impact on everyone, Starbucks coffee serves their customers the best they can. One of the reasons why people still visit Starbucks is that Starbucks has tightened the rules that their customers have to follow. For instance, Starbucks customers need to wear a mask and do Q.R. scan code before entering their store. This has indirectly increased the comfort of customers who visit Starbucks because Starbucks has also limited the number of customers who can enter their store one at a time. This can make social imprisonment easier to implement because the rules tightened by Starbucks are implemented quite well.

Starbucks' online platforms help Starbucks customers, as this can also help coffee lovers enjoy their favourite drinks without having to leave home. Starbucks introduced "Stars for Everyone," an update that has been made to make it easier for their customers to place orders online plus rewards on every purchase. This update allows users to scan their app and pay with cash, credit or debit cards, or select mobile wallets and earn rewards toward free items.

In conclusion, the Starbucks corporation can still survive the enormous impact of the COVID-19 pandemic that has hit this world. The overall rating given by the customers is excellent. This proves that Starbucks coffee is in a safe condition. Upgrading the online system and making it easier for customers to make online purchases is also a responsible step. Therefore, Starbucks should facilitate online shopping by providing various payment and delivery methods, not to waste customer evaluation. In short, we can conclude that customers have positive responses to the services provided by Starbucks Coffee. The research has been carried out successfully in determining the Starbucks company's condition during the COVID-19 pandemic.

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