

The Linked Factor of Customer Satisfaction and Loyalty in F&B Industry: A Study of Operational Performance Factor

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ABSTRACT

The focus of this research is to investigate how operational performance affects customer satisfaction and loyalty in the food and beverage industry. Starbucks has been selected as this research object. Conducting a survey and referring to other studies of journals and articles to support the assisting data are the research methods employed. According to the research results, 71 % of respondents are pleased with current Starbucks services and products. The studies also revealed that the majority of customers had heard of Starbucks on social media. The study's findings reveal that operation success is significantly linked to customer satisfaction. Customer satisfaction has been described as a significant mediator between service quality and customer loyalty. Having a clear understanding of the hypothesized relationship in the study encourages Starbucks to figure out the best action to gain or increase customer loyalty by providing good service quality to build a loyal customer base and customer satisfaction.

Keywords: Customer Loyalty; Customer Satisfaction; Food and Beverage Industry; Operation Performance

INTRODUCTION

The continuous evolution of the global economy has led to transformative changes in the catering sector, reshaping the model of the global catering market. Food and Beverage (F&B) industry stands as a cornerstone of the global economy, catering to the essential need for sustenance while offering a vast array of culinary experiences. Beginning with the emergence of fast food in the late 1980s and followed by the rise of leisure food and drinks in the 1990s, the sector has witnessed profound shifts in consumer preferences and market dynamics (Rama, 1996). Moreover, the segmentation of F&B has deepened, leading to a diversified, chain-based market on a global scale. In the modern catering landscape, technology and innovation have become core drivers of success, with management practices emphasizing efficiency and scalability over manual processes.

Amidst an increasingly competitive landscape, where consumer choices abound and discerning palates demand excellence, the operational performance of F&B establishments has emerged as a critical determinant of success. Operational efficiency, encompassing factors such as service speed, food quality, cleanliness, and overall service excellence, directly impacts the customer experience. As patrons frequent F&B establishments not only for nourishment but also for the ambiance, service, and overall dining experience, any shortcomings in operational performance have the potential to diminish customer satisfaction and erode brand loyalty. The significance of operational performance within the F&B industry cannot be overstated.

Furthermore, in an era characterized by heightened consumer expectations and empowered by digital platforms, customer satisfaction has become the linchpin of business success. Dissatisfied customers are quick to voice their grievances through online reviews and social media platforms, amplifying the repercussions of subpar operational performance. Conversely, satisfied customers not only return but also serve as brand advocates, contributing to positive word-of-mouth marketing and fostering long-term loyalty.

One of the global commodities that carries significant economic weight and plays a crucial role in international trade is coffee (Torok et al., 2018). The coffee industry, characterized by its global reach and economic significance, faces a myriad of challenges that impact its stability and sustainability. One of the most pressing issues is the constant fluctuation in prices and exports, which can have far-reaching implications for coffee-producing countries and businesses across the supply chain (Wahyudi, 2020). The reliance of many countries on coffee exports as a crucial source of income underscores the importance of addressing disruptions and instability in the coffee trade. Additionally, the livelihoods of millions of coffee farmers and workers are directly impacted by fluctuations in global coffee prices, highlighting the interconnectedness of the industry and its broader economic implications.

Starbucks, a prominent player in the catering sector, especially coffee industry, has played a pivotal role in reshaping the coffee industry landscape since its inception in the late 1980s. By introducing a new paradigm of coffee consumption that combines convenience with quality, Starbucks has become synonymous with leisure food and beverages, offering not just a beverage but an immersive experience for consumers.

Understanding the intricate dynamics between operational performance, customer satisfaction, and loyalty within the F&B industry is essential for businesses striving to thrive in this competitive landscape. By identifying the key drivers of operational excellence and their impact on customer perceptions, businesses can implement

targeted strategies to enhance customer satisfaction and foster enduring loyalty. Against this background, the primary objective of this study is to investigate the impact of operational performance on customer satisfaction and loyalty within the food and beverage industry, with a specific focus on Starbucks.

This research holds significant implications for both academia and industry within the food and beverage sector, particularly for Starbucks and similar establishments. Academically, this research contributes to the growing body of literature on service quality, customer satisfaction, and loyalty within the F&B industry. By empirically testing theoretical frameworks and models in a real-world setting, this study advances scholarly understanding of the mechanisms driving customer behavior and loyalty dynamics in the context of food and beverage consumption. Besides, insights derived from this research can offer valuable guidance for Starbucks in refining its operational strategies to better meet customer expectations, enhance satisfaction levels, and foster long-term loyalty among its patrons. By examining the relationship between operational performance, customer satisfaction, and loyalty, this study aims to contribute to the existing body of knowledge in the fields of hospitality management, marketing, and consumer behavior.

LITERATURE REVIEW

Operational Performance

Operational Performance (OP) is a critical facilitator for the entire supply chain performance, which is often the total number of different factors, elements, and enablers in the chain. Lu et al. (2017) and Shobayo (2017) described operational performance as the degree to which the goods and services provided by the company to fulfill customer expectations and demand. This definition highlights the crucial role that operational efficiency plays in ensuring customer satisfaction within the context of the food and beverage industry. Azim et al. (2015) underscored the significant impact of operational performance on the financial health of businesses, specifically emphasizing its influence on operating profits. This suggests that the effectiveness with which an organization manages its operations directly affects its bottom line. By integrating these perspectives, it becomes evident that operational performance is not merely about meeting operational targets but is intricately linked to both customer satisfaction and financial performance, making it a pivotal aspect of organizational success in the competitive F&B sector.

Besides, a constant objective of their operating policies is a critical factor in enhancing the reputation of the company. This consistency not only fosters trust and confidence among customers but also serves as a fundamental guide for businesses in directing their operational processes (Goetsch & Davis, 2020). Therefore, beyond its immediate effects on customer satisfaction and profitability, operational performance plays a pivotal role in shaping the overall perception of a company and providing a strategic framework for decision-making. By aligning operational policies with customer expectations and financial objectives, F&B businesses can not only optimize their performance but also enhance their reputation and maintain a competitive edge in the marketplace.

The operations literature highlights several fundamental competitive goals and operational success criteria that are paramount for business organizations, as evidenced by studies such as Wong et al. (2011), Khaddam et al. (2020), Saryatmo and Sukhotu (2021), and Ku et al. (2016). These goals typically include cost, flexibility, efficiency, dependability, and speed, all of which play crucial roles in shaping operational strategies and performance. For instance, if an organization's business strategy revolves around providing affordable prices, the operational goal would naturally be to minimize total operational expenses. This alignment between business strategy and operational

objectives ensures coherence and synergy within the organization, enabling it to effectively pursue its overarching goals while remaining competitive in the marketplace. By understanding and prioritizing these critical competitive goals, businesses can develop targeted operational strategies that not only optimize performance but also enhance their overall competitiveness and resilience in dynamic business environments.

Operational performance is integral to the success of Starbucks, as it directly impacts various facets of the customer experience and overall business operations. With a global presence and a commitment to delivering high-quality coffee and exceptional service, Starbucks relies heavily on efficient operational processes to maintain its competitive edge. Operational performance within Starbucks encompasses a range of factors, including service speed, product consistency, store cleanliness, and employee professionalism. Ensuring consistency across these operational dimensions is crucial for meeting customer expectations and fostering satisfaction. For instance, efficient service delivery ensures that customers receive their orders promptly, enhancing convenience and overall experience. Moreover, maintaining stringent quality control measures guarantees that Starbucks' beverages meet the brand's standards, contributing to customer loyalty and positive word-of-mouth. Additionally, the cleanliness and ambiance of Starbucks outlets play a significant role in shaping the overall customer perception and willingness to revisit. Furthermore, the professionalism and friendliness of Starbucks employees are instrumental in creating a welcoming environment and building rapport with customers. By continuously monitoring and optimizing operational performance across these key areas, Starbucks can enhance customer satisfaction, drive loyalty, and sustain its position as a leader in the coffee industry.

Customer Loyalty

Customer loyalty encompasses various behaviors wherein customers engage in continuous business transactions with a company or repeatedly purchase products from a specific brand. Loyalty can manifest in different forms; one instance involves customers consistently purchasing a particular product from a specific location, irrespective of price or quality considerations. Another form is evident in customers actively promoting a company through social channels, even if they have only made a single purchase from that company (Carter, 2020). According to Kee et al. (2021), customer loyalty is primarily demonstrated by a strong preference for engaging with a specific company, driven by the confidence and trust instilled in customers. This inclination often prompts customers to recommend the company's services to their acquaintances. Additionally, customers develop a sense of familiarity with the company, further leading them to defend it against criticism. This loyalty stems from the positive experiences and emotions associated with the company's services.

Regardless of the manifestation, customer loyalty significantly influences a company's profitability. The company has the potential to increase its sales and revenue as loyal customers tend to make purchases more frequently, remain loyal to the company despite alternative options in the market, are open to trying new and innovative products and services, and actively recommend them to others (Pérez-Morón et al., 2022). As customers progress to the recommendation stage, they demonstrate their willingness to advocate for the brand by actively endorsing it to others. This stage also entails customers refraining from seeking alternative options and proactively maintaining their loyalty to the company (Rahim et al., 2012). Understanding and fostering customer loyalty is essential for businesses, as it not only leads to repeat purchases but also enhances brand advocacy and long-term profitability.

Customer Satisfaction

Customer satisfaction is defined as a positive or negative awareness between operational performance and customers' personal feelings, with positive awareness resulting in satisfaction and negative awareness leading to disappointment (Kotler, 2003). Kotler and Keller (2008) highlighted that customer satisfaction could be both enjoyment and unhappiness. Moreover, Maladi et al. (2019) stated that customer satisfaction hinges on the dynamic interplay between a customer's perception of a product or service's performance and their initial expectations. In essence, it is about whether the delivered experience aligns with what customers expect. When the provided factors meet or exceed these expectations, customers feel content; however, falling short leads to disappointment and dissatisfaction. Conversely, surpassing expectations leads to elevated levels of satisfaction. Thus, customer satisfaction is intricately tied to the alignment between what customers anticipate and what they actually receive.

Customer satisfaction is often influenced by several factors, including product or service qualities, customer emotion, the success or failure of a service, and perceptions. Satisfaction implies continual progress (Goetsch & Davis, 2020). For instance, elements such as the layout and ambiance of a coffee shop, the demeanor of the staff, and the taste or temperature of the food and beverages all play a role.

Irawan (2008) outlines four key indicators of customer satisfaction. Firstly, feeling satisfied with the product and service involves customers expressing satisfaction when they receive excellent service and products from the company. Secondly, consistent purchasing behavior indicates that customers will continue to use and buy a product if their expectations are met. Thirdly, customers who feel satisfied after using a product or service are likely to recommend it to others. Lastly, meeting customer expectations post-purchase involves ensuring that the quality of products and services aligns with what customers anticipate. These indicators collectively contribute to assessing and understanding levels of customer satisfaction, which is crucial for businesses in maintaining customer loyalty and driving growth.

Customer satisfaction plays a pivotal role in shaping customer behavioral intentions (Tendur et al., 2021). When customers are satisfied with a product or service, they are more likely to exhibit positive behaviors towards the brand, such as repeat purchases, word-of-mouth recommendations, and loyalty. Additionally, high levels of customer satisfaction can lead to increased trust and confidence in the brand, further strengthening customer relationships and fostering long-term loyalty. Therefore, it is crucial for company to prioritize efficient customer experience to enhance customer satisfaction, as satisfied customers are considered invaluable assets to the company (Pérez-Morón et al., 2022).

In today's increasingly competitive market environment, customer satisfaction, purchase desires, and giving them a pleasant experience are vital to ensuring business sustainability (Juliana et al., 2021). Companies should continually develop themselves to be a final trigger point for buying. Recognizing that customer satisfaction and positive experiences are pivotal in driving repeat business and fostering brand loyalty, organizations are compelled to adapt and innovate continually. This adaptation involves not only meeting but surpassing customer expectations at every touchpoint, from product quality to service delivery. By positioning themselves as the final trigger point for purchasing decisions, companies can establish a compelling value proposition that resonates with consumers and differentiates them from competitors. This relentless pursuit of excellence in customer satisfaction and experience is indispensable for business sustainability in an era characterized by rapidly evolving consumer preferences

and intensifying competition. Therefore, businesses must prioritize customer-centric strategies and continually strive to enhance their offerings to remain relevant and thrive in today's ever-changing market landscape.

Relationship between Variables

Relationship between Customer Satisfaction and Customer Loyalty

Customer satisfaction and customer loyalty are strongly correlated, while they are distinct structures (Gelade & Young, 2005; Silvestro & Cross, 2000). Correlation means that there is a correlation between two or more variables or variables where there is a dependency between them in a way that cannot be due to chance alone. According to Kee et al. (2021), satisfied customers typically exhibit loyalty and are inclined to continue using similar products in the future. This loyalty stems from their positive experiences and satisfaction with the products or services provided. When customers are satisfied with their purchases, they are more likely to develop a sense of trust and confidence in the brand, which encourages repeat purchases and fosters long-term loyalty. Therefore, customer satisfaction plays a crucial role in building a loyal customer base and sustaining business success over time. Higher customer satisfaction, for instance, would achieve greater customer loyalty. Most research shows that this research stream has a positive relationship between quality of service and consumer loyalty, and customer satisfaction is generally the mediator between them (Chodzaza & Gombachika, 2013). The final consequence of the total and cumulative experience that customers have with a business is referred to. Besides, customer satisfaction will contribute to customer loyalty because individuals appear to be reasonable and risk-averse to minimize risk and keep with the service providers with whom they have already had a successful customer loyalty experience (Brunner et al., 2008).

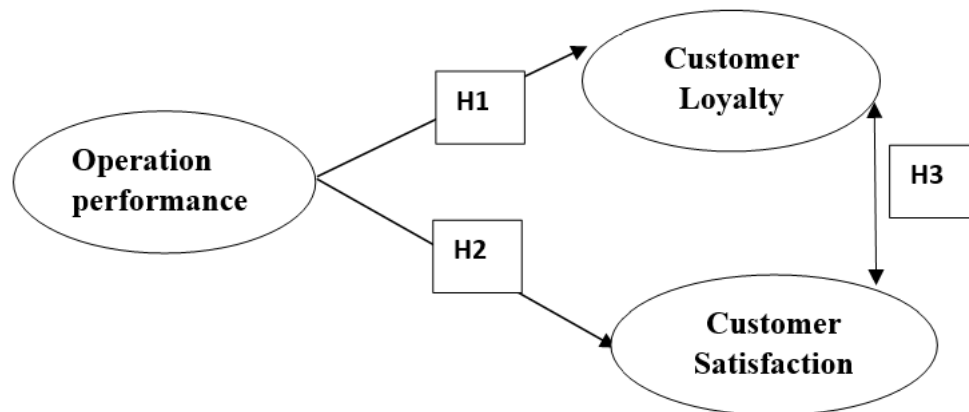
Relationship between Operation Performance and Customer Loyalty

The performance of the service and the operations of a company represent an important variable for consumers when obtaining a product or service from them since it is the basis of the development of behavior of their taste, preference, and loyalty on the part of consumers. Buyers towards the brand. In the case of the multinational Starbucks located in Indonesia and in many other countries, it implements the following items in its sales and customer service operations, which are related to the loyalty of its customers. This responsibility to the environment allows them to create a positive image before the public that cares about the issue, which generates in their preference and attachment to other brands that do not implement these strategies. High quality of products and services is one of the reasons why the customer chooses to go to Starbucks stores and be faithful to them with a constant visit to the establishment (Wongkar et al., 2020).

Relationship between Operation Performance and Customer Satisfaction

In a fiercely competitive environment, user satisfaction has a greater weight in the company's assessment system, and companies with various consumer concepts have begun to pursue the improvement of "user satisfaction". Because improving customer satisfaction has an important impact on operation performance, it is a major goal of enterprises to improve customer satisfaction levels. At the microeconomic level, customer satisfaction is associated with increases in market share and profitability (Ellinger et al., 2012). It is generally believed that the improvement of satisfaction will lead to the improvement of operation performance.

Figure 1. Research Framework



Hypothesis 1 identifies the relationship between operation performance and customer loyalty. Hypothesis 2 discusses the relationship between operation performance and customer satisfaction. Hypothesis 3 explores the relationship between customer satisfaction and customer loyalty.

RESEARCH METHOD

The first method we use is by conducting a survey. Due to the impact of Covid-19, only Google Forms investigations were conducted. Respondents for this study are from Malaysia and China. An anonymous Google form surveyed different groups of people's customer satisfaction and loyalty to Starbucks. This survey lists a series of questions to obtain the survey results, such as the age, gender, and nationality of the respondent, understanding of Starbucks, acceptance, satisfaction, and other questions to assist this survey.

Next, the cited articles selected for this study came from Google Scholar and Google web pages. First search for Starbucks as a keyword, and then search for articles related to customer loyalty and customer satisfaction. After screening many articles, several articles cited in this article were selected. These articles were selected because their articles revolved around Starbucks and customer satisfaction and loyalty, which are consistent with the purpose of this research.

RESULTS

Table 1. Demographic Information

Responses	Frequency	Percentage (%)
Gender		
Male	69	68
Female	34	32
Age		
18 and below	5	4.90
19-25	89	86.40
25-29	9	8.70
Ethnicity		
Indian	14	13.60
Malay	28	27.20
Chinese	61	59.20
Nationality		
Malaysian	94	91.26
Chinese	9	8.74

Table 1 displays the demographic characteristics of the respondents. The respondents provided a total of 103 replies. The demographic profile that was collected is based on their gender, age, ethnicity, and nationality. Most of the respondents are male which 68% of them is. The majority of the respondents are between the ages of 19 and 25, which is 89 out of 103 (86.4%), while those who are aged 18 and under has only 5 respondents out of 103(4.9%). While the other group aged 25-29 which is 9 out of 103 (8.7%). Moreover, the result from Table 1 shows that the ethnicity of most respondent are Chinese which is 61 out of 103 (59.20%) while 28(27.20) of them are Malay and 14(13.60%) of them are Indian. According to Table 1, most of the respondents are from Malaysia based on nationality which is 94 out of 103 (39.66 %) while the others are Chinese.

Table 2. The Impact of Operation Performance on Customer Loyalty

Responses	Frequency	Percentage (%)
How do you know Starbucks?		
Social media	62	60.20
Friend/family	36	34.95
Television	2	1.93
Radio	9	8.70
Newspaper	1	0.97
Why did you choose Starbucks?		
Nice surrounding	32	31.07
Prefer it taste	30	29.13
Good service	21	20.39
Affordable	13	12.62
Easy to get	7	6.79
Who will you visit Starbucks with?		
Friends	56	54.39
Own self	27	26.21
Family	10	9.7
Colleague	10	9.7

According to Table 2, most of the respondents which is 62 out of 103(60.2%) respondents know Starbucks through social media, which shows that the advertisements done by Starbucks are effective. According to the second portion of Table 2, out of 102 respondents, as many as 32 people (31%) chose Starbucks because of its nice surroundings and 30 people (29%) chose Starbucks because they prefer the taste of its beverage. There are also 21 people (20%) who like its service. Only 13 (12.6%) of them think that Starbucks is affordable while 7 (6.7%) of them think that Starbucks is easy to get. The fact that Starbucks is a very popular coffee shop all around the globe, is the reason why many people are aware of its presence. Also, they are well-known for their product quality and excellent service. The result shows that most of the respondent spend time with their friend at Starbucks which is 56 (54.3%) out of 103 while some of them which is 27 out of 103 (26.21%) visit Starbucks alone. Only 10 people (9.7%) chose to visit Starbucks with their family and colleagues. The nice environment that Starbucks provides allows some people to bring their work there, it is very common to see someone having their laptop at Starbucks.

Table 3. The Impact of Operation Management on Customer Satisfaction

Responses (Scale1-5)	Frequency	Percentage (%)
Do you visit Starbucks to be up-to-date?		
1	4	3.88
2	5	4.8
3	31	30.1
4	48	46.60
5	15	14.56
Your experience with visiting Starbucks was better than expected		
1	4	3.88
2	1	0.97
3	20	19.42
4	46	44.66
5	32	31.01
The beverage and products at Starbucks have good quality		
1	4	3.88
2	1	1.9
3	20	2.91
4	48	46.60
5	30	29.13
The service at Starbucks is excellent		
1	3	2.91
2	2	1.94
3	19	18.45
4	46	44.66
5	32	31.07
You intend to continue visiting Starbucks in the future		
1	1	0.97
2	6	5.83
3	19	18.45
4	61	46.60
5	16	15.53
Do you recommend Starbucks to others?		
1	2	1.94
2	6	5.83
3	19	18.45

4	59	57.28
5	17	14.56

For this part of the questionnaire, the respondents are required to choose their answer according to a scale 1 to 5 with 1 equal to strongly disagree, 2 equal to slightly disagree, 3 equal to neutral, 4 equal to slightly agree, and 5 equal to strongly agree. According to Table 3, most of the respondents which is 63 out of 103 agree that they visit Starbucks to be up-to-date. According to the data above, as many as 72 people (69.90%) believe that the experience of visiting Starbucks was better than expected. Starbucks has a diverse menu for customers to choose from, they do not have to stick to a boring routine and can try out different drinks each time they visit. Moreover, they also sell products other than drinks. Out of 103 respondents, 78 of them agree that the beverages and products at Starbucks have good quality. 77 of them agree that they intend to continue visiting Starbucks in the future while only 7 of them disagree. There are also 76 people (71%) who agree to recommend Starbucks to others only 8 (7%) of them disagree. In conclusion, most of the respondents are satisfied with the products and services provided by Starbucks, which means that the operation performance is positively related to customer satisfaction.

DISCUSSION

The research conducted provides valuable insights into the demographic characteristics, consumer preferences, and satisfaction levels of Starbucks, a leading coffee chain. The findings from Tables 1, 2, and 3 shed light on various aspects of consumer behavior and perceptions, which are crucial for understanding market dynamics and informing strategic decision-making for businesses operating in the fast-food industry.

Starting with the demographic profile of the respondents presented in Table 1, it is evident that the majority of respondents are male, aged between 19 and 25, of Chinese ethnicity, and from Malaysia. This demographic composition reflects a particular segment of Starbucks' customer base and provides context for interpreting subsequent findings related to consumer behavior and preferences.

Moving to Table 2, it is noteworthy that a significant proportion of respondents became aware of Starbucks through social media, highlighting the effectiveness of Starbucks' advertising efforts in reaching consumers through digital platforms. The reasons for choosing Starbucks vary, with respondents citing factors such as the pleasant surroundings, taste of beverages, and quality of service. These findings underscore the importance of creating a positive and inviting atmosphere in Starbucks outlets, as well as maintaining high standards of product quality and customer service to attract and retain customers.

Moreover, the data reveal that Starbucks is commonly visited for socializing purposes, with many respondents preferring to spend time with friends at Starbucks rather than visiting alone or with family/colleagues. This indicates that Starbucks serves not only as a place to grab a coffee but also as a social hub where people gather and connect.

The responses captured in Table 3 provide further insights into consumer perceptions and satisfaction levels regarding Starbucks. The majority of respondents agree that they visit Starbucks to stay updated and that their experience at Starbucks exceeds their expectations. This positive sentiment is further reflected in respondents' perceptions of the quality of beverages and products offered by Starbucks, as well as their intention to continue visiting and recommend Starbucks to others.

Overall, the findings suggest that Starbucks has successfully cultivated a strong brand image and customer loyalty through its focus on quality, ambiance, and customer experience. However, it is essential for Starbucks to continue monitoring consumer preferences and evolving its offerings to meet changing demands and preferences in the competitive fast-food industry landscape. Additionally, understanding the demographic composition of its customer base can help Starbucks tailor its marketing strategies and enhance customer engagement to maintain its position as a preferred choice among consumers.

CONCLUSION

In summary, the brand's effective utilization of social media for advertising, coupled with its emphasis on providing a pleasant ambiance, superior product quality, and exceptional service, underscores its ability to create a compelling customer experience. Moreover, the findings highlight Starbucks' role not only as a purveyor of coffee but also as a social hub where patrons gather and connect. However, amidst a dynamic industry landscape, Starbucks must remain vigilant in monitoring consumer preferences and adapting its strategies to stay ahead of evolving trends and maintain its competitive edge. By leveraging insights gleaned from this research, Starbucks can continue to enhance its offerings, tailor its marketing initiatives, and foster lasting customer loyalty, thereby securing its position as a frontrunner in the fast-food sector for years to come.

There are some recommendations for Starbucks to improve its services, customer satisfaction and customer loyalty. As a convenience and time-saving measure, drive-thru service grows increasingly popular. Starbucks may add some distinctive branded chevron arrows to the drive-thru lane to assist consumers in immediately identifying and safely accessing the drive-thru lane. Food and beverage categories and products were categorized according to their contribution to business goals. Starbucks can create the menu board layouts to evaluate a dozen various techniques, such as strategically placing essential products, using bigger images, introducing popular in-cafe items to the drive-thru, and matching food and beverage items to improve attached (Cook & Blackiston, 2021).

Additionally, Starbucks may implement the self-service ordering kiosks in its stores to increase the efficiency of the business while also improving the dining experience for the customers. A cashless payment option, such as a debit or credit card, or a QR code payment via their banking app or the Starbucks app, is available to the customer. Customer convenience is improved by the cashless system of a self-service kiosk, which allows them to skip the lengthy line in front of the counter that results from paying with the traditional method.

Starbucks can increase the variety of foods and beverages available to offer more choices for the customers. A few customers expect that they will be able to consume healthy and tasty foods and desserts at Starbucks. Starbucks can make certain adjustments to offer more choices of healthy pastries to attract new health-conscious customers in the competitive market. As a result, Starbucks may add new languages to the menu without placing them on the menu board, which would take up a lot of valuable space. Thus, customers who do not know the language used on the original menu will be able to order their meals and beverages more easily as a result of this improvement.

Now the global trend is environmental protection. Let the store product packaging has a different idea. To upgrade the packaging, while using recyclable environmental protection materials, packaging materials should not be less, which is the premise to ensure the comfortable use of customers. With thicker walls and stronger paper straws, customers don't have to worry about the straws soaking up over time.

Furthermore, Starbucks does have 24-hour stores, but they are primarily in heavily populated areas or crowded cities. Those customers who stay up late will feel warm and friendly when they dine and grab a coffee in the Starbucks atmosphere. Hence, a 24-hour Starbucks store will never miss a customer and can build a positive impression on customers so that they will return for future purchases.

Starbucks topped the list of stores for wireless Internet speeds, with download speeds of an impressive 51.16Mbps. (The 16 Chains with the Best Free Wi-Fi, Ranked, 2016) The publicity of this company is of great benefit. At present, with the birth of 5G network, network speed can achieve a breakthrough again. Improve the overall speed of the network, try to make 5G network signal points.

Nowadays, almost all people are using mobile phones, so it is particularly important to improve the apps. The first thing is to make sure that the app is optimized so that customers don't feel like it's a drag. The process of registering an account and enrolling in the programs should be easy and straightforward for the customer so that they do not have to go through a maze of obstacles to participate. Starbucks will be able to achieve its goal of increasing customer return and loyalty if they do so.

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DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest.

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