

How Service Quality Influence Customer Satisfaction: A Case Study of Starbucks in Malaysia

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ABSTRACT

The purpose of this study is to examine how service quality in Starbucks influences customer satisfaction and loyalty towards Starbucks coffee products. Services usually related to the food and beverages industry, mainly cafes and restaurants. The quality of service provided by café services is an idea that is always used by customers in evaluating the quality of that café, and quality and taste of the food or beverages. The services provided by the company throughout the years have always called attention to the public as consumers. The respondents for this case study are the customers of Starbucks Malaysia. This report reveals the relationship between types of service quality of Starbucks and how customers get satisfied by it. From this study, it was found that the quality of service has a huge impact on customer satisfaction which most customers prefer a high-quality service. High quality service will increase customer loyalty. Besides that, high satisfaction increases customer loyalty which indicates satisfied customers definitely affect the loyalty of customers. It is suggested that the attitude of employees should be managed and trained well. For the management department, the supervision and evaluation of catering service quality and after-sales work must be strengthened.

Keywords: Customer Loyalty, Customer Satisfaction, Food and Beverage Industry, Service Quality, Starbucks

INTRODUCTION

Starbucks started business with traditional coffee brewing techniques and some other products. Most of these products caught the market when they expanded their product line. When Starbucks introduced non-fat milk, the demand increased and produced improved results. Other things in Starbucks product line were reader's space, movies, and music. Starbucks also introduced a beverage, frappuccino, which made amazing results as well.

Starbucks is known very well in the market because of its high-quality coffee and expertise in roast (Volle, 2022). Starbucks sells a variety of products that their customers enjoy in their stores, at home and drive thru. The main product of Starbucks is coffee and they have more than 30 blends and single origin premium coffee. Besides that, they offer handcrafted beverages such as frappuccino, cold brew, nitro, iced coffee, and many more. Fresh foods like cakes, pastries, cold and hot sandwiches, salad and grain bowls, oatmeal, and yogurt parfaits.

Starbucks, renowned for its diverse range of products, caters to customer preferences across various consumption contexts, including in-store, at-home, and drive-thru settings. The coffeehouse giant's product offerings encompass a wide array of options, including coffee as its primary offering, handcrafted beverages, and an assortment of fresh food items. Beyond these consumables, Starbucks extends its product portfolio to merchandise, encompassing mugs and accessories, packaged goods, as well as coffee and tea-brewing equipment (Aryani et al., 2021). These multifaceted offerings contribute to the brand's unique value proposition, drawing customers from various segments and accommodating their preferences. A relevant scientific source that supports the notion of Starbucks' diversified product offerings is "Starbucks: A Story of Growth", authored by Garthwaite, Busse, Brown, and Merkley in 2012. This source delves into the strategic expansion of Starbucks, which includes product diversification as a fundamental aspect of their growth strategy. This approach enables the brand to cater to a wide range of customer preferences and enhance its competitive position in the market (Garthwaite, Busse, Brown, & Merkley, 2012).

This research endeavors to investigate the intricate relationship between service quality at Starbucks and its profound impact on customer satisfaction and loyalty specifically concerning Starbucks' coffee products. By delving into this subject, we aim to unravel the various dimensions and nuances that shape customer perceptions and behavior in the context of a well-established global coffee chain. Understanding the pivotal role of service quality in nurturing satisfaction and loyalty is essential not only for Starbucks but also for the broader realm of service industries. As we navigate this study, we will explore the key factors contributing to customer satisfaction and the extent to which they foster long-term loyalty in a highly competitive and dynamic market environment. This research carries significant implications for Starbucks and the broader coffee industry, shedding light on strategies to enhance customer experiences and secure lasting brand allegiance.

The research titled "How Service Quality Influences Customer Satisfaction: A Case Study of Starbucks in Malaysia" is rooted in the field of service marketing and consumer behavior. The scientific background of this study can be elaborated as follows.

Service Quality and Customer Satisfaction

The central focus of this study lies in understanding the relationship between service quality and customer satisfaction. Service quality is a critical construct within the realm of services marketing, representing the customer's evaluation of the excellence and overall superiority of services offered by an organization (Mmutle & Shonhe, 2017). Customer satisfaction, on the other hand, is a key outcome that reflects a customer's emotional and cognitive assessment of their experiences with a service provider (Marinkovic & Obradovic, 2015).

Service Quality Dimensions

The concept of service quality is complex and encompasses several dimensions, including reliability, responsiveness, assurance, empathy, and tangible elements (Karakasnaki, Psomas, & Bouranta, 2019). These dimensions have been widely recognized and assessed to determine their impact on customer satisfaction. The research is expected to explore how Starbucks in Malaysia addresses and performs on these dimensions and how they relate to customer satisfaction.

Service Quality in the Coffee Industry

Starbucks, as a globally renowned coffeehouse chain, is an intriguing case study subject. The coffee industry is highly competitive, and service quality can be a key differentiator. Understanding how service quality influences customer satisfaction in a specific market like Malaysia can provide insights applicable to both the coffee industry and the broader service sector.

Cultural and Regional Influences

The study is situated in Malaysia, which presents a unique cultural and regional context. Cultural factors, local preferences, and regional variations can significantly impact service quality expectations and customer satisfaction. Investigating these factors within the context of a global brand like Starbucks can offer valuable insights into cross-cultural service quality and customer satisfaction dynamics.

The findings of this research can have practical implications for Starbucks and other service providers in Malaysia. Understanding how service quality affects customer satisfaction in this specific market can inform strategies to enhance customer experiences and build brand loyalty.

This study contributes to the existing body of knowledge in service marketing and consumer behavior by offering empirical evidence on the relationship between service quality and customer satisfaction in a specific regional context. It may also serve as a reference for future research on similar topics in the field.

In summary, the research on how service quality influences customer satisfaction in the context of Starbucks in Malaysia is a valuable endeavor that aligns with established principles in service marketing while considering the nuances of the local market. It has the potential to yield insights that benefit both academia and industry, shedding light on the complex interplay between service quality and customer satisfaction.

LITERATURE REVIEW

Service Quality

The primary factor in effective quality management is the assessment of service quality (Bruhn, 2023). Good service quality was another leading light of Starbucks. All the staff were trained extremely well and Starbucks gave them good teaching and other job settlements which kept them loyal and enthusiastic to their work. In words of Howar Schultz, the founder and CEO of Starbucks, "Treat people like family and they will be loyal and give their all" (North Shore Tribe, 2023). The entire inside procedures were well defined and communicator which also improved customer satisfaction.

High-quality products and excellent service have the potential to result in customer satisfaction, ultimately leading to the establishment of consumer trust (Sumarlinah, Sukei, & Sugiyanto, 2022). When a company consistently produces top-tier products and offers exceptional service experiences, it paves the way for customer satisfaction. This satisfaction, in turn, forms a crucial building block for the establishment of trust between the company and its consumer base. Trust is a vital component of any enduring and prosperous business relationship. It signifies that customers have confidence in the company's ability to meet their needs and expectations reliably. A solid foundation of trust can result in customer loyalty, which often translates into repeat business, positive word-of-mouth recommendations, and a strong market reputation. Therefore, the connection between product and service quality, customer satisfaction, and the cultivation of trust is fundamental for businesses striving to thrive in competitive markets.

The quality of service directly affects the presence or absence of customer loyalty (Furoida & Maftukhah, 2018). Starbucks has insisted on ensuring the quality of its products since the beginning of its business. From selecting the best coffee beans in the world as raw materials, rejecting artificially flavored coffee beans, and insisting on the most perfect roasting, this is the drink with the best taste for customers, which also brings customers Here comes a very good consumer experience.

Over the years, Starbucks has always had the best service attitude of its employees and the level of drink safety. Starbucks' customer-centered business model is an inspiration for any company. The Starbucks mobile app is one of the first retail deployments to achieve "choose your own adventure". The ability to deposit funds on the Starbucks mobile app opens up a world of unlimited choices for ordinary Starbucks customers. The COVID-19 pandemic has accelerated the implementation of Starbucks food delivery. It has provided Starbucks with more possibilities and space, allowing Starbucks Malaysia to try better service concepts faster.

Brand Loyalty

In essence, it reflects the degree of customer preference dependence on an enterprise. At the same time, this is also a behavioral state, a performance of a result, and it comes from the customer's satisfaction with the enterprise. Literature studies have shown that companies with higher customer loyalty usually have more satisfied customers (Hakim, 2021) and customers are also more willing to spend more money in the company. Additionally, it is also asserted that when loyalty is coupled with a delightful emotional encounter or contentment, customers tend to exhibit favorable behavioral intentions and are more inclined to share positive word-of-mouth feedback (Pérez-Morón et al., 2022). The formation of customer loyalty is mainly affected by three aspects, which are customer perception, customer emotion and the fit between the company and customers.

Customer Perception

Starbucks was just founded and positioned its main consumer group in the white-collar class, but Starbucks did not seek huge profits like other beverage stores, but positioned the price as a “luxury that most people can afford”. This has laid a good foundation for attracting Malaysian consumers to shop. Starbucks has always been committed to providing freshly ground coffee, which will undoubtedly increase the waiting time and waiting time for customers to wait in line. However, Starbucks creatively carried out coffee explanations and explained coffee to customers when making coffee, in addition to enriching the waiting time. It also shows the professionalism of the company's employees, and uses this unique approach to attract a large number of customers and improve customer satisfaction.

Customer Sentiment

A very important factor affecting customer loyalty is customer emotion. Measuring the customers' experience captures emotions and sentiments that extend beyond the service's quality (Klaus & Maklan in Wulandari, Riski, & Prajitiasari, 2021). Customer emotion lies in whether the customer rushes to the due respect when spending in the store, and whether the store is actively engaged in public welfare. Respect for customers will make the consumption process more enjoyable, which improves customer satisfaction and has a positive impact on customer loyalty. At the same time, Starbucks Malaysia is also committed to fighting the virus. Amid these uncertain times, Starbucks store partners around Malaysia have been serving and delivering coffee to hospitals, police stations, screening centers, and frontline workers of all kinds demonstrating the company's resilience and commitment to the communities in which they serve. Starbucks Malaysia also pledged nationwide promotions including a Buy One Free One promotion and 30% off any food via their Drive-Thru lanes and takeaways so that first responders and frontline workers can focus on taking care of the country. Such an approach will allow Malaysian customers to have a sense of identity with Starbucks, thereby generating a kind of affection, and will be more inclined to Starbucks when they have a choice. In summary, Starbucks also pays attention to the self-satisfaction needs of customers while selling drinks, which invisibly increases customers' feelings for the company.

Market Opportunity Analysis

In 2020, the outbreak of Covid-19 has affected the global economy, especially the cafe industry. The COVID-19 pandemic affects the Malaysia food industry as governments close down cafes to slow the spread of the virus. Starbucks in Malaysia's daily traffic dropped precipitously compared to the same period in 2019. CFO Patrick Grismer said COVID-19's estimated impact on Starbucks' revenue to date, due to temporary closures, restricted sales channels, shortened operating hours, and “severely reduced customer traffic”, has been about \$915 million.

But Starbucks has always had far-reaching experiments running in the background. Starbucks has leveraged the use of mobile applications and has an investment partnership with Square, a mobile payments app that is integrated with its Starbucks app. This creates an easily use process for customers, aligns customer loyalty through reward programs. Now, with COVID-19, these experiments are starting to pay off and ultimately turn every customer into a vested stakeholder. Digital touchpoints like mobile orders and the Starbucks Rewards loyalty program both saw an uptick in customer engagement. Will be what unshackle Starbucks from the debts of legacy operations, architectures, generational differences, the new opportunity of Starbucks in Malaysia has continued to grow into a valuable place for the company to build community with its customers which has, in turn, helped make Starbucks an increasingly profitable business.

Competitive Rivalry

The coffee industry is one of the most competitive industries in the world. The premium foods and even fast foods industry, there are substitute products for Starbucks. When the other industries can satisfy the customer need the coffee industry is satisfying then there will be a threat for Starbucks.

However, unlike many of its retail brethren, Starbucks has also always had far-reaching experiments running in the background. Concepts like electronic payments, mobile apps, pickup-only stores, third-party delivery networks, and more have always been working parts of its omnichannel vernacular far ahead of its contemporaries.

Starbucks Environment

Political Environment

From the perspective of the political environment of Starbucks corporation, as an American enterprise, the operation situation of Starbucks in Malaysia is inevitably affected by the relationship between the United States and Malaysia. If the relationship between the United States and Malaysia has been bad for a long time, so has the business of Starbucks in Malaysia. As is well known, the United States has an embassy in Kuala Lumpur, and Malaysia has embassies in Washington, D.C., New York, Los Angeles, California, and permanent missions to the United Nations in New York. In addition, the constantly improved legal system in Malaysia also provides a guarantee for the operation of Starbucks. All the above facts show that Malaysia can bring better profit returns to Starbucks corporation in the future.

Economic Environment

In recent years, under the background of Malaysia's economic leap, the Economic ties between the United States and Malaysia are sound. According to the survey, the United States is Malaysia's largest trading partner, and Malaysia is the tenth largest trading partner of the United States, with two-way trade worth \$49 billion a year. In such an economic environment, Starbucks Corporation's operation in Malaysia has got a very broad development prospect.

However, we never know which will come first, tomorrow or the accident. Faced with the unexpected novel Coronavirus, the tourism industry in Malaysia was dealt a heavy blow. Due to the lack of tourists, the business situation of Starbucks was also greatly affected. As the world's largest coffee chain, Starbucks has done a good job of keeping calm in the face of such a difficult economic situation. For example, it temporarily closed down in-room food service and focused on delivery service, thus minimizing the loss of profits.

Social Environment

Any enterprise is in a certain social environment, and its business activities are bound to be restricted and affected by the social environment. According to statistics, Malaysia is the best place to live in Asia and the most popular country for immigrants. Because it has friendly and gentle people, charming natural environment, good investment environment and multi-culture. The core value of Starbucks is to emphasize that the experience brought by the environment to customers is as important as the quality of coffee. Such a business philosophy makes Starbucks more popular among Malaysian people, which also promotes the development of Starbucks in Malaysia.

Technology Environment

As is known to all, white coffee, as a local specialty of Malaysia, has a history of more than 100 years. This shows that Malaysia has achieved a certain degree in the roasting technology of coffee beans and the filtering technology of coffee finished products. This provides a good technical environment for Starbucks, which has mastered advanced coffee technology.

In addition, Starbucks has made great efforts in terms of customer ordering and customer consumption experience. Such as constantly updated hardware devices and the application of artificial intelligence technology. Mastrena coffee makers are a regular feature of Starbucks' coffee shops. This highly automated coffee machine grinds out coffee beans at a time and is capable of producing three cups of espresso at the same time. Not only that, Starbucks plans to complete store equipment upgrades by the end of 2020. The upgrade to Mastrena coffee maker has significantly reduced the time customers spend waiting for coffee. This is a major issue for Starbucks to improve efficiency and customer satisfaction.

Justification Idea

The profitability of beverage companies is inseparable from service quality, customer satisfaction, and customer loyalty. Customer loyalty is a manifestation of changes in service quality and customer satisfaction. The quality of service directly affects customer satisfaction and thus affects customer loyalty. According to Kotler and Keller (2007), customer satisfaction is someone's sense of pleasure or disappointment, because they compare the impression (result) of product performance with their expectations. Customer loyalty is a concentrated expression of all the conditions that affect corporate profitability. Therefore, companies can only make profits if they strive to improve customer loyalty. Continuously improving service quality and grasping customer satisfaction can significantly increase the profitability of enterprises.

Service quality is an important factor affecting customer loyalty, and the quality of service has an impact on customer satisfaction. For beverage companies, customers are the basis for the survival of the company. While absorbing a large number of new customers, the company must also ensure that the old customers are not lost. Only in this way can the company survive and develop for a long time. This must study customer loyalty. Customer loyalty is an important variable that affects the number of retained customers and that affects the number of old customers to bring in new customers. Some researchers have found that old customers' promotion of their loyal beverage companies will be about four times higher than the average corporate promotion (Yuliantoro, Goeltom, Juliana, Pramono, & Purwanto, 2019). In today's increasingly fierce competition among coffee shop businesses, improving customer satisfaction is the top priority. Service quality and customer satisfaction must be considered to achieve higher operating income and higher consumer loyalty.

RESEARCH METHOD

In order to study how service quality influences customer satisfaction research, the researchers were using the survey method of survey to study first. The survey was conducted in the form of a questionnaire. Because of the advanced technology, and the impact of the epidemic, online survey was conducted. The respondents were consumers in the stores that the researchers have surveyed.

In order to be more accurate and universal, the researchers chose among different stores in different states of Malaysia and keep the same number of consumers. For example, each store selects 20 people. The questionnaire consists of a series of closed questions. Because closed content can make the answers, the researchers got more specific and easier to summarize. Like many questionnaires, we will provide a response key, such as a rating of 1 to 5. For example: 1 = Strongly disagree; 2 = Disagree; 3 = Neither agree nor disagree; 4 = Agree; 5 = Strongly agree.

After collecting the information, the researchers made a summary of the information and do some corresponding analysis. But that alone may not be accurate, in order to increase the reliability and effectiveness of the investigation, the researchers also did field research. The researchers were improving the quality of service of some stores, and then with those store quality keep the same stores comparison to see if the customer level of satisfaction will change. There are many categories of quality of service. The first is tangible services. For example, Starbucks has a clean and tidy dining environment; Starbucks has modern ordering equipment; The clothing of service personnel is neat and clean; Starbucks' facilities match the services it offers. The second is the reliability of the service. Starbucks, for example, offers promised services; The taste and safety of Starbucks drinks. The service staff of Starbucks is professional in technology; Starbucks staff can provide customers with exactly what they need. What Starbucks offers is consistent with what it advertises. Then there is the correspondence of services. For example, Starbucks and its staff can provide services on time and on time. Starbucks handles customer complaints quickly; Reasonable waiting time; The service personnel are available at any time. The fourth is the guarantee of service. Starbucks, for example, has a licence to operate; Starbucks food is safe; Starbucks service personnel pay great attention to the safety of customers' lives when they move again. Transparency in Starbucks' kitchen work. The fifth is empathy in service. For example, the service staff treats all customers equally; Service personnel can understand the needs of customers very accurately; Starbucks can adjust the taste of its drinks to suit individual tastes. Maintain pleasant communication with service staff during meals. All of the quality of service are divided into 5 levels of satisfaction (completely dissatisfied, very dissatisfied, unsatisfied, average, satisfied, and unexpected), including the satisfaction of the waiter and the restaurant that the food satisfies the customer.

The researchers wrote that down in the survey. The researchers also asked consumers to specify their sex (male and female) and age (10-17;18 to 22.23 to 28;28 and 35;35-40; More than 40;10). The researchers will also explain at the end of the questionnaire that the information filled out by consumers will not be disclosed to any third party, please feel assured to fill in the answer. There is no right or wrong answer, only hope that consumers can express their true thoughts and opinions.

To facilitate the investigation, several stores and upgrade their facilities were selected. The researchers picked a store in each state to upgrade our Wi-Fi. Make the network faster and more stable. The researchers were also communicating with management and try to improve some tangible services. The researchers also gave small gifts to consumers within a month. About a month later, stores that upgrade to these facilities conduct customer surveys on the quality of service. For the customers who think the service quality has been improved, the original questionnaire (study on how service quality affects customer satisfaction) is used to conduct a new survey. Then the researchers compared the new survey results of these stores with the original survey results. Finally, the results of the two methods are summarized. More reliable results can be obtained by summarizing the data obtained through investigation and field investigation.

RESULTS

In order to study how service quality affects customer satisfaction, survey method was applied to conduct research. The researchers have selected a Starbucks store in each state in Malaysia and conducted surveys by issuing questionnaires. The researchers gave out a total of 1000 questionnaires, and only 823 copies were recovered. However, some of them were unqualified questionnaires, and the actual effective recovery rate was 79.2%.

Through the study of the remaining valid questionnaire, it was found out that 72% customers thought the quality of service has an impact on their satisfaction, high quality of service will make them more satisfied. On the contrary, the lower quality of service will make them feel dissatisfied, 23% customers believe that the quality of service has no effect on their satisfaction. 4% customers think that high quality of service will make them dissatisfied.

Figure 1. Influence of Service Quality on Customer Satisfaction



By analyzing the results of this questionnaire, it can be seen that there was a positive correlation between service quality and customer satisfaction. To make the findings more accurate.

The researchers were also doing field studies that employed an experiment. The researchers made some positive or negative changes to influence customers' perception of service quality, to conduct a second re-investigation. The researchers selected a Starbucks in each state to increase WIFI speed and distribute small gifts and surveyed 700 people, but at the end we received 560 reports. A comparison of survey reports before the Starbucks change and one months later.

Before the researchers improved the WIFI speed and sent small gifts to customers, for the quality of service in the store, 36% customers were very satisfied, 43% were satisfied, 14% were unsatisfied, and 7% were very unsatisfied. After we improved the WIFI speed and sent small gifts, 42% customers said they were very satisfied, 50% said they were satisfied, 6% said they were not satisfied, and only 2% were very not satisfied.

The researchers also chose some stores to slow down their WIFI speeds, with 240 customers unhappy, 142 not so happy, 14 satisfied, and only 4 very satisfied. The researchers eventually found that compared to before the change, more than 30% customers think that the quality of service is very poor.

The researchers selected the customers who think the quality of service is improved and reduced, and hand out to them the questionnaire that we used to conduct research using the survey research method.

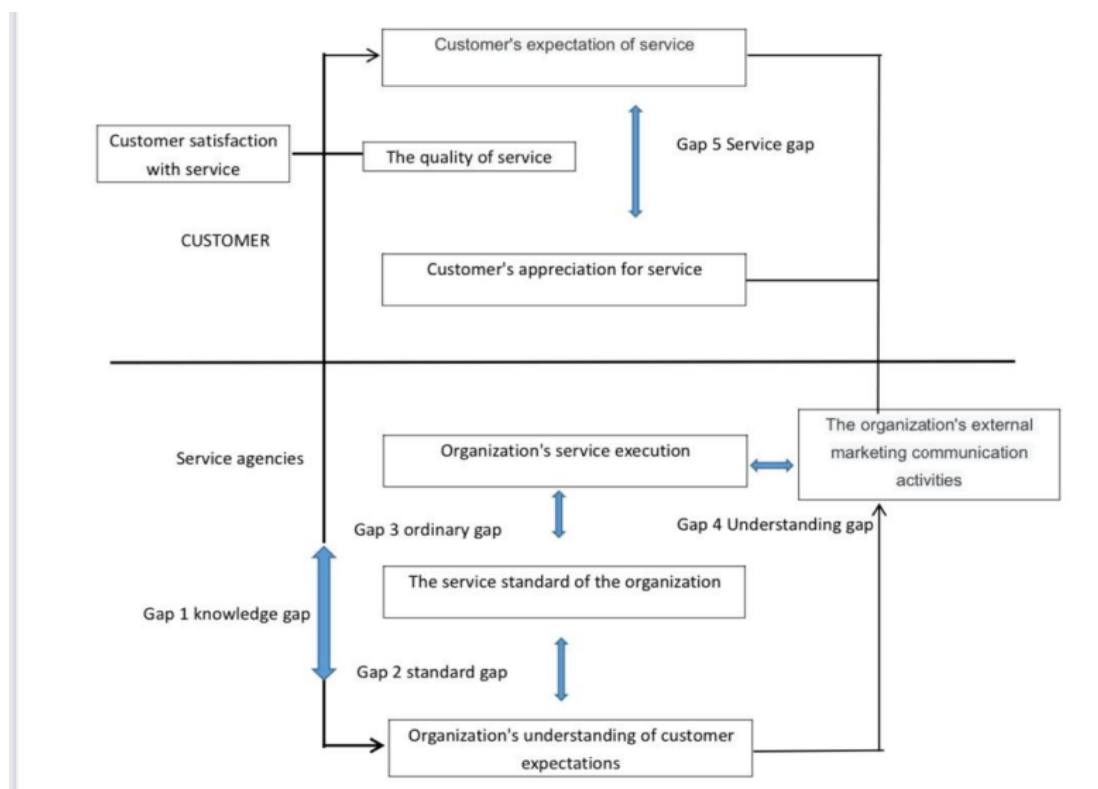
Among customers who believe that service quality has changed, 90%'s customer satisfaction has also changed. Among them, 94% of customers who believe that service quality has improved have also improved their satisfaction. Among the customers who think the service quality is lower, 96%'s customer satisfaction has dropped. From the data of these two studies, it can be concluded that service quality is related to and positively correlated with customer satisfaction.

DISCUSSION

Idea Application

The purpose of applying ideas is to balance customer expectations and cognition, narrow the gap between the two, and always meet and exceed customer expectations. Therefore, the degree of improving service quality is equivalent to reducing the distance between customer expectations and perception. The service quality gap model was proposed by Parasuraman, Zeithaml, & Berry (1994). The quality gap model mainly involves five gaps: knowledge gap, standard gap, transmission gap, understanding gap and the resulting decisive gap is the service gap between what customers expect and what customers know. Based on the understanding of the above relationship, in order to improve the service quality of Starbucks Malaysia and minimize the gap, the idea can be used in the following aspects:

Figure 2. Idea Application



For Each Link, Manage the Attitude of Employees Well

Attitude is an individual's psychological tendency to a certain object, which is formed on the basis of experience, and the tendency to respond to a certain object. It consists of three parts: cognition, emotion, and intention. In terms of cognition, it is necessary for service personnel to have a correct understanding of their role and status, and to make them understand that customers are the objects of their help and services, and they are the protectors of customer interests. Secondly, in terms of emotions, motivation and needs determine human emotions, and only satisfied employees will have satisfied customers. An enthusiastic attitude cannot be trained, only what employees want. A good working and living environment and fair competition opportunities have created a high degree of professional identity among employees. In terms of intention, employees should be taught how to control their emotions and behaviors. When behavior is affected by mood, you must be the master of your behavior, so that you can face the guests in the best state at all times in the service position.

Improve Service Efficiency Through Standardization and Procedural Management

Service efficiency is the speed of service staff's response and satisfaction to customer needs, and refers to the time limit for providing services to customers. Service efficiency not only reflects the professional quality of service personnel, but also reflects the management level of catering enterprises.

Efficient service efficiency is inseparable from scientific and strict systems and management. Therefore, to improve service efficiency, each catering company should formulate a time standard suitable for the actual situation of the company according to the actual situation, so as to restrict the behavior of employees and reach customers satisfaction. Proceduralization refers to the order of service work. Scientific and reasonable service procedures can ensure that the service work is carried out in an orderly manner, and that guests receive the most complete service. Each service personnel performs their own duties in accordance with the service procedures and reduces mutual shirk responsibility. From another perspective, it saves service time and improves service efficiency.

Continuously Innovate Service Strategies and Sales Models

Starbucks' service model is interactive service and self-service. Self-service allows customers to reduce waiting time and gives them more choices. Interactive service allows customers not only to buy a cup of coffee, but to participate in the cup. During the coffee making process, watch the clerk brewing coffee, communicate with the clerk and Starbucks also offers free coffee seminars to communicate with customers about coffee beans and brewing methods. In the future, Starbucks can create an updated service model and find its own position so that customers can get a more comfortable consumer experience. As for the sales channel, starting from the creation of online ordering and delivery models, sales models have gradually increased, and customer experience is the first priority. More sales channels and after-sales services need to be developed to make customers feel convenient and convenient for consumption and happy.

Strengthen the Supervision and Inspection of Catering Service Quality

The management personnel of catering companies should organize regular and irregular on-site inspections through public inspections and unannounced visits, and supervise the staff's courtesy, appearance, service attitude, service skills and service efficiency. At the same time, they can also carry out evaluation and organization. High-quality service competition activities to encourage employees to learn from each other, compete with each other, and strive to be the person with the strongest store service ability, thereby increasing the enthusiasm of employees to pursue high-quality services.

Pay Attention to After-Sales Work, Collect Complaint Information, and Rectification Suggestions

The complete shopping experience is inseparable from the after-sales work. Good after-sales service will greatly increase customer satisfaction and brand loyalty, not only for selling coffee, but also for cultivating a loyal and large consumer team. According to the goals of beverage sales and service procedures, service quality information is collected through inspections, quantitative surveys, and customer opinions, so as to analyze the weak links in the work in a targeted manner, correct deficiencies, and understand consumers' true thoughts. The taste evaluation makes the brand stronger.

The Risk to Apply the Idea

Improving the quality of service is a long and arduous process, requiring long time investment. In this process, it requires not only the strength of the manager but the efforts of the employees. The company will invest a lot of money and manpower in managing employees, training employees' attitudes, strengthening employees' professional identity and improving customer trust. This expense may offset part of the turnover. At the same time, the marketing department also needs to adjust the sales strategy in line with corporate image and service feedback.

CONCLUSION

The researchers can conclude that the quality of service has a huge impact on customer satisfaction which most customers prefer a high-quality service. Service quality of Starbucks Coffee is able to provide satisfaction to customers. The second conclusion is high quality service will increase customer loyalty. This shows that customers trust, feel happy, comfortable with services at Starbucks Coffee. The third conclusion is high satisfaction increases customer loyalty which indicates satisfied customers definitely affects the loyalty of customers. Besides that, the service quality, most of the customer satisfaction comes from the WIFI speed provided in Starbucks. However, the questionnaire possessed limitations such as bias in filling out questions. There might be possibilities that respondents did not answer the questionnaire in real terms or simply filled the answers based on some expected ideal conditions and not the actual one.

Here are some recommendations for the company in terms of business idea. First of all, the attitude of employees should be managed and trained well, besides the service efficiency which is the speed of staff's response must be improved through standardization and procedural management. Mainly customers are attracted by the service and attitude of staff and whether they get satisfied or not are based on this. Starbucks's service model can be used as an idea for business as their service strategy is very innovative and interactive. For the management department, the supervision and inspection of catering service quality and pay attention to after-sales work must be strengthened, collect complaint information and rectification suggestions. By doing so business problems can be handled. It is also suggested to carry out evaluation and organization in a business and high-quality service competition activities to encourage employees to learn and compete from this activity to be a person with stronger store experience.

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N/A

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