

**ABSTRAK**

**ANALISIS TINGKAT LOYALITAS MEREK PADA  
STARBUCKS COFFEE DI BANDAR LAMPUNG**

**Oleh :**

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Penelitian ini bertujuan untuk mengetahui tingkat Brand Loyalty konsumen Starbucks Coffee di Bandar Lampung. Tujuan penelitian ini untuk mengetahui bentuk piramida yang dihasilkan dari Analisis Tingkat Loyalitas Merek Pada Starbucks Coffee yang meliputi *switcher*, *habitual buyer*, *satisfied buyer*, *liking the brand*, dan *committed buyer*. Jenis data yang digunakan dalam penelitian ini adalah Analisis Deskriptif dengan pendekatan Kuantitatif. Metode pengumpulan data menggunakan kuesioner. Populasi dalam penelitian ini adalah seluruh konsumen Starbucks Coffee di Bandar Lampung. Penelitian ini menggunakan teknik *non probability sampling* dengan menggunakan teknik *purposive sampling*. Maka jumlah sampel sebanyak 100 responden. Hasil penelitian ini menunjukkan Starbucks Coffee mempunyai konsumen paling banyak pada tingkatan *satisfied buyer* yang artinya konsumen hanya merasa puas mengkonsumsi Starbucks Coffee. Prosentase (*satisfied buyer* - *liking the brand* - *habitual buyer* - *committed buyer* - *switcher*) sehingga tingkatan piramida loyalitas pada Starbucks Coffee tidak seutuhnya seperti piramida terbalik yang diharapkan. Hal ini mengimplikasikan bahwa Starbucks Coffee belum memiliki *brand equity* yang kuat.

**Kata Kunci :** *switcher*, *habitual buyer*, *satisfied buyer*, *liking the brand*, *committed buyer*.

**ABSTRACT****ANALYSIS OF BRAND LOYALTY LEVEL IN STARBUCKS  
COFFEE IN BANDAR LAMPUNG****By :****Ika Nurlyana**

The purpose of this research was to find the level of consumer Brand Loyalty on Starbucks Coffee in Bandar Lampung. The purpose of this research was to find out pyramid shape resulting from Brand Loyalty Level Analysis of Starbucks Coffee including switchers, habitual buyers, satisfied buyers, liking the brands, and committed buyers. Types of data used in this research was descriptive analysis with a quantitative approach. The data collecting method used a questionnaire. The population in this study was all Starbucks Coffee consumers in Bandar Lampung. This research used a non-probability sampling technique using a purposive sampling technique. Therefore, the number of samples was 100 respondents. The result of this research found that Starbucks Coffee had the most consumers at the satisfied level buyer, which means consumers only feel satisfied consuming Starbucks Coffee. Percentage (satisfied buyer- liking the brand - habitual buyer – committed buyer switcher) so that the levels of the loyalty pyramid at Starbucks Coffee were not completely like the expected inverted pyramid. This implied that Starbucks Coffee did not yet have strong brand equity.

**Keywords: switcher, habitual buyer, satisfied buyer, liking the brand, committed buyer**