



Factors Influencing and Their Impact On Brand Evangelism

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ABSTRACT

This research aims to examine and understand whether interaction quality, physical environment quality, result quality, brand image, brand symbolism, and customer satisfaction influence and impact brand evangelism at Starbucks Jabodetabek. The study falls under the category of quantitative descriptive research. Data were collected from the target population consisting of individuals with Starbucks Cards, making purchases at Starbucks twice a week, have ever recommended Starbucks to friends or family, and residing in the Jabodetabek area. Data collection involved the distribution of questionnaires, with a total of 201 respondents participating in the study. Subsequently, the data were processed and analyzed using the Partial Least Square Structural Equation Modeling (PLS SEM) approach from Smartpls 3.0. Multiple regression analysis was employed in the data analysis. The research findings indicate that interaction quality, physical environment quality, result quality, brand image, brand symbolism, and customer satisfaction positively influence brand evangelism at Starbucks Jabodetabek. Therefore, it is recommended that Starbucks enhance customer satisfaction performance to increase brand evangelism in the Jabodetabek region.

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INTRODUCTION

Currently, coffee is no longer merely perceived as a beverage for the older generation; on the contrary, it has become a trend, aligning itself with the preferences of the younger demographic, as evidenced by shifts in social media (Alfirahmi, 2019). This phenomenon is evident in the proliferation of cafes and kiosks in Indonesia offering coffee-based beverages. The third-quarter Gross Domestic Product (GDP) for the food and beverage industry in 2022 recorded a notable increase of 3.57 percent. Additionally, this sector contributed 38.35 percent to the non-oil and gas industrial GDP and 6.32 percent to the overall national GDP (Kementerian Perindustrian, 2022). Its growth is expedited by the continuously rising popularity of coffee consumption in the year 2022. There exists a favorable correlation between the higher trend in coffee consumption and the

concurrent development of coffee shops and related businesses, predominantly owned by the youth and tailored to their interests (Statistia, 2023b). The total revenue generated by restaurants and bars in Indonesia is estimated to be around IDR 30.2 trillion in 2022, equivalent to approximately 1.9 billion USD. Industry projections suggest that this sector will follow a growth trajectory, reaching a value of 3.8 billion USD by the year 2026 (Statistia, 2023a). Based on demographic pyramid studies, this assumption is realistic given that the majority of the population in this country falls within the young age categories. Generation Z, encompassing individuals born between 1997 and 2010, and the Millennial generation, born between 1981 and 1996, share similarities in gender distribution.

Based on data from the (Badan Pusat Statistik, 2023), Generation Z has become the most populous demographic in Indonesia in 2020, comprising approximately 74.93 million individuals or around 27.9 percent of the total population. Millennials, numbering around 69.38 million people, account for about 25.87 percent of the total population (Badan Pusat Statistik, 2023). Coffee-based food and beverage businesses can benefit from the purchasing power of the Indonesian population. In 2018, 341 thousand tons of coffee were consumed in Indonesia, followed by 335 thousand tons in 2019, 353 thousand tons in 2020, and 369 thousand tons consumed in 2021 (Kementerian Pertanian, 2018). These data indicate a steady increase in annual coffee consumption volume, reflecting the significant role of coffee in the lives of the Indonesian people. Starbucks effectively established a strong presence in the Indonesian market in 2020, with a total of 440 stores nationwide (Statistia, 2023b). It can be concluded that the strong brand attraction and popularity, coupled with the rapid expansion of Starbucks stores throughout Indonesia, demonstrate Starbucks' strategic approach and agility in meeting the demands of the Indonesian market to become the favored international coffee shop brand in Indonesia. Starbucks has successfully integrated into the landscape of the Indonesian coffee sector, symbolizing not only a brand but also a cultural phenomenon. By the end of the fiscal year 2022, there were a total of 523 Starbucks outlets in Indonesia, indicating an increase of 36 outlets compared to the previous year, 2021. This data demonstrates a positive growth trend in the number of Starbucks outlets in Indonesia during that period.

This research selects the Starbucks coffee brand as the most numerous and popular coffee shop brand, with over 30,000 stores worldwide, serving customers in a unique manner (Osmanova et al., 2023). In recent years, there has been interest in the subject of brand evangelism in marketing literature, as suggested by (Harrigan et al., 2021), that researchers have devoted more time and effort to elucidate the fundamental principles and importance of brand evangelism, reflecting a changing landscape of marketing strategies and increasing recognition of the crucial role played by enthusiastic brand advocacy in shaping consumer behavior and loyalty. Brand evangelism involves active promotion and defense of a brand, emphasizing proactive involvement of individuals who not only support a brand but also fervently defend and protect its reputation, reshaping the research landscape on brand evangelism to emphasize the nature of consumer-brand relationships, highlighting the importance of passionate and vocal brand supporters in the current marketing paradigm (P. Sharma, 2023). Spreading positive emotions and persuading others to engage with it. The term "evangelism" has been used to emphasize the missionary aspect of consumer enthusiasm, including preaching about preferred brand characteristics (Matzler et al., 2007). Similarly, brand evangelism is a concept where consumers continuously show support for a brand by purchasing it, making positive brand referrals, and making negative brand referrals to competitor brands (Becerra & Badrinarayanan, 2013).

(Glaveli et al., 2023) states that interaction quality is the customer's experience derived from their interaction with human factors within a service organization. The customer's perspective on the delivery of services also contributes to interaction quality (Eneizan et al., 2021). At Starbucks, customer understanding of the qualifications and skills of the employees serving coffee is a fundamental aspect of their experience with the provided services (Ren et al., 2023).

Expertise, referring to the knowledge and technical or motor skills possessed by an employee, is crucial for effectively delivering services and responding to customer demands during the interaction process (Morales Mediano & Ruiz-Alba, 2019). If a company demonstrates openness and flexibility focused on customer needs, interactions will be formed (Nicholls & Gad Mohsen, 2019). Positive outcomes of interaction quality are obtained through the exchange of conversational and verbal information between service providers and customers (Glaveli et al., 2023). The overall experience of coffee shop services improves when employees are capable of delivering the best services and coffee (Ren et al., 2023). According to (Adisti Husnaini Tanjung et al., 2022), result quality reflects consumers' overall assessment of the performance of goods or services. (Ren et al., 2023) stated that in the service process, result quality significantly influences customer service quality assessment. (Piątkowska, 2023) defines result quality as the enduring aspects of a service product, such as taste or price, after the service delivery process ends, with sub-levels including wait time, type of result, balance, and service level. (Piątkowska, 2023) suggests that even if the product is satisfying, superior service leads to a better-than-expected customer experience. (Javed et al., 2021) emphasize three factors for retaining restaurant customers: service quality, environmental factors, and food quality, with the latter being the most crucial. Regarding brand image, it is the customer's perception and beliefs reflected in associations in their memory (Kotler & Armstrong, 2018). (Khuong & Tran, 2018) assert that brand image is related to a company and influences customer interest based on their perceptions and responses when evaluating a product. (Fahmi et al., 2019) highlight the importance of brand image in consumer purchasing patterns, especially when distinguishing products or services based on intangible features. (Cham et al., 2021) outline social factors influencing brand image, emphasizing the role of social components in forming brand image through social relationships and interpersonal communication. They also note the impact of marketing in creating awareness and convincing customers to make purchases. The term "brand" refers to identifiers such as names, symbols, or designs distinguishing products and services from others (Dalal & Aljarah, 2021). Brand symbolism, as defined by (Lee & Phau, 2018), occurs when the actual performance of a product or service exceeds customer expectations, leading to satisfaction. (Kotler & Armstrong, 2018) stated the importance of customer satisfaction, as exceeding expectations results in satisfaction, while falling below leads to dissatisfaction. Customer satisfaction is crucial for long-term customer retention, loyalty, and post-purchase behavior (R. Sharma, 2017).

In fact, there is little research examining Starbucks brand evangelism, brand personality, and brand reputation from the perspective of Starbucks service quality (Areiza-Padilla et al., 2020; Richey & Ponte, 2021) Starbucks, a market leader in the coffee industry, has transformed the purchase and consumption of coffee into a consumer experience, rather than considering coffee sales merely as a service or financial (Gilmore, 2007). Studying the relationship between service, experience, and brand components through empirical research can be a significant academic and practical challenge for the development of a competitive coffee brand in the dynamic brand competition in Indonesia. This research aims to understand the relationship between the Starbucks coffee brand and consumers in Jakarta, Indonesia. Since Starbucks emphasizes providing a unique service experience to clients (Song et al., 2019), Starbucks will be a suitable subject for this research. (Gilmore, 2007) state that Starbucks is a brand that ensures customer experience value by providing customers with a consistent and authentic experience. Literature in hospitality and tourism has conducted research on brand evangelism; however, there is little research on this topic conducted in the restaurant and coffee shop sector. In this context, the purpose of this research is to test the influence of interaction quality, physical environment quality, result quality, brand image, brand symbolism, and customer satisfaction on brand evangelism at Starbucks.

The research is needed to address the shifting landscape of coffee consumption trends, particularly among the younger demographic in Indonesia, as evidenced by the proliferation of coffee-related establishments and the substantial contribution of the food and beverage industry to

the national GDP. With Generation Z and Millennials comprising a significant portion of the productive population, understanding their preferences and behaviors towards coffee brands like Starbucks is crucial for businesses aiming to capitalize on this growing market. Furthermore, there is a notable gap in research regarding brand evangelism within the context of Starbucks, highlighting the need for empirical studies to elucidate the intricate dynamics of consumer-brand relationships in the competitive coffee market. Therefore, this research seeks to fill this gap by investigating the relationship between various factors such as interaction quality, physical environment quality, result quality, brand image, brand symbolism, and customer satisfaction on brand evangelism at Starbucks, providing valuable insights for both academic and practical purposes.

RESEARCH METHOD

This section will review the actual study results aimed at answering the research hypotheses. The method used in this research involves the use of a questionnaire to collect data. It is crucial to ensure the validity level at this stage, evaluated using Average Variance Extracted (AVE), Fornell-Larcker Criterion, and Outer Loading.

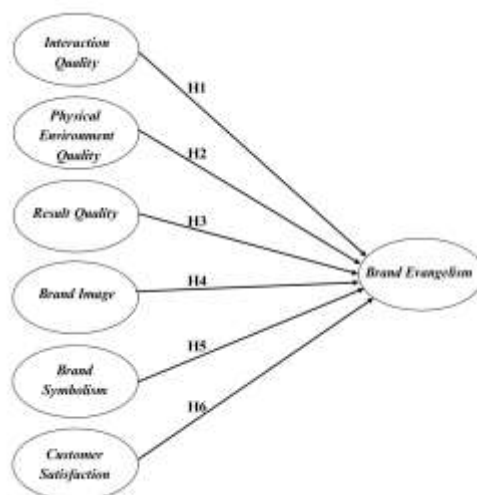


Figure 1. Research Framework Source

The reliability level is measured by referring to Composite Reliability and Cronbach's Alpha (α). Validity testing consists of convergent and discriminant validity tests. Based on (Hair et al., 2019), for convergent validity testing, attention should be paid to the Average Variance Extracted (AVE) and outer loading values, where the AVE value should be at least 0.5, and outer loading should have a value greater than 0.70 to be considered valid. For discriminant validity testing, standards such as Fornell-Larcker and heterotrait-monotrait (HTMT) need to be considered. The variable with the highest AVE with a weight of 0.623 is interaction quality, while the variable with the lowest AVE, weighing 0.541, is brand evangelism. The outer loading weight values can be considered valid when they show results greater than 0.7, and if lower than 0.7, they are considered invalid. Based on the table above, each indicator falls into the valid category as each demonstrates a weight value greater than 0.7. Furthermore, the highest outer loading value is the BS3 indicator with a weight value of 0.835, while the outer loading with the lowest weight value is BE10 at 0.702, followed by testing discriminant validity using the Fornell-Larcker measurement standard and heterotrait-monotrait.

In this research, the heterotrait-monotrait ratio is utilized to assess the distinction between latent concepts and other concepts, concurrently measuring the validity of the involved variables. According to (Henseler, 2017), the HTMT values should be less than 0.9. Therefore, it can be concluded that all constructs have met discriminant validity based on the heterotrait-monotrait ratio measurement. The reliability test will be explained, a method used to measure the consistency, accuracy, and precision of instruments in measuring specific constructs. This reliability test refers to a standard, such as Cronbach's Alpha and composite reliability. According to (Imam Ghozali, 2021) if the composite reliability value exceeds 0.7, then each variable is considered to meet the standard and recognized as reliable. From Table 4.16 above, all tested variables show results above 0.7, indicating the reliability of these variables. Brand evangelism has the highest composite value, namely 0.922, while result quality has the lowest composite value, namely 0.856. Referring to (Imam Ghozali, 2021), if the Cronbach's Alpha value is at least 0.7, it can be concluded that a construct is considered reliable. Table 4.17 explains that each tested variable has a value above 0.7, indicating the reliability of these variables. The table also shows that brand evangelism has the highest value among the variables, at 0.906.

RESULTS AND DISCUSSIONS

The results regarding the bootstrapping test in this study utilize the direct effect method, allowing for a freely distributed data, not requiring the assumption of a normal distribution, and not necessitating a large sample. In research with a one-tailed test at a significance level of 5%, t-statistics should exceed the value of 1.65 (Imam Ghozali, 2021). Referring to table below, the results for H1 indicate that interaction quality has a positive impact on brand evangelism. In other words, an increase in interaction quality directly contributes to the enhancement of brand evangelism, with a value reaching 2.003.

Table 1. Hypotesis Testing Results

Hypothesis	Influence of Variable	Path Coefficient	t-statistics	P-value	Conclusion
H1	Interaction Quality > Brand Evangelism	0.130	2.003	0.046	Accepted
H2	Physical Environment Quality > Brand Evangelism	0.142	2.355	0.019	Accepted
H3	Result Quality > Brand Evangelism	0.149	2.470	0.014	Accepted
H4	Brand Image > Brand Evangelism	0.133	2.124	0.034	Accepted
H5	Brand Symbolism > Brand Evangelism	0.104	2.110	0.035	Accepted
H6	Customer Satisfaction > Brand Evangelism	0.472	13.356	0.000	Accepted

H2, which suggests that physical environment quality positively influences brand evangelism, this hypothesis is accepted. Based on the hypothesis test, the t-value is 2.355, exceeding the threshold of 1.96, and the p-value is 0.019, which is less than 0.05. This testing demonstrates that physical environment quality significantly affects brand evangelism. Additionally, a path coefficient of 0.205 indicates that physical environment quality has a positive impact on brand evangelism. H3 discusses the influence of result quality on brand evangelism. The result of the test on result quality against brand evangelism shows a t-value of 2.470, exceeding the limit of 1.96, and a p-value of 0.014, which is less than 0.05. From these test results, it can be concluded that result quality has a significant impact on brand evangelism. Furthermore, the obtained path coefficient of 0.214 indicates that result quality has a positive influence on brand evangelism. H4, the test of brand image on brand evangelism, yields a t-value of 2.124, exceeding the threshold of 1.96, and a p-value of 0.034, which is less than 0.05. This testing indicates that brand image significantly influences brand evangelism. Moreover, the path coefficient obtained is 0.192, signifying that brand image positively affects brand evangelism. H5, regarding the impact of

brand symbolism on brand evangelism, produces a t-value of 2.110, surpassing the threshold of 1.96, and a p-value of 0.035, less than 0.05. The results suggest that brand symbolism significantly affects brand evangelism. Additionally, the obtained path coefficient of 0.150 signifies that brand symbolism has a positive influence on brand evangelism. For H6, the test on customer satisfaction against brand evangelism yields a t-value of 13.356, exceeding the threshold of 1.96, and a p-value of 0.000, less than 0.05. This testing indicates that customer satisfaction has a significant impact on brand evangelism. Furthermore, the obtained path coefficient of 0.680 signifies that customer satisfaction has a positive influence on brand evangelism.

CONCLUSION

The objective of this study is to explore the relationships between interaction quality, physical environment quality, result quality, brand image, brand symbolism, and customer towards Starbucks customer brand evangelism. The research formulated six hypotheses, all of which were found to be supported. Referring to the results, it can be concluded that: Interaction quality positively influences brand evangelism; thus, H1 is accepted. This indicates that the research results demonstrate a significant positive influence between interaction quality at Starbucks and brand evangelism. It can be inferred that positive interactions between Starbucks customers and employees have a meaningful impact on the level of brand evangelism. This factor is crucial in understanding how interaction quality at Starbucks contributes to enhancing brand evangelism. Focusing on improving interaction aspects with customers can strengthen customer bonds and ensure optimal satisfaction levels during each customer visit. Physical environment quality has a positive influence on brand evangelism; thus, H2 is accepted. This suggests that the research results show a significant positive relationship between physical environment quality at Starbucks and the level of brand evangelism. With the acceptance of H2, it can be concluded that aspects such as interior design, comfort, and visual aesthetics in Starbucks' physical environment have a positive impact on customer satisfaction. Starbucks' success in creating a pleasant and satisfying physical environment for customers can be a factor in building a positive experience that leads to customer satisfaction. It is important to maintain and improve physical environment quality to strengthen the brand's appeal and increase brand evangelism. Result quality has a positive influence on brand evangelism; thus, H3 is accepted. This indicates that the research results support a significant positive relationship between the result quality provided by Starbucks and the level of brand evangelism. With the acceptance of H3, it can be concluded that Starbucks customers give positive evaluations of the quality of products and services they receive. This may include the taste of coffee, menu variety, cleanliness, and consistency in product presentation. Starbucks' success in providing high-quality results has a positive impact on customer satisfaction. It is crucial for Starbucks to maintain and improve the standards of their product or service quality to meet customer expectations and strengthen the brand's position in the market.

Brand image has a positive influence on brand evangelism; thus, H4 is accepted. This indicates that the research results support a positive and significant relationship between Starbucks' brand image and the level of brand evangelism. With the acceptance of H4, it can be concluded that how customers perceive the Starbucks brand, including their perceptions of reputation, brand value, and overall image, has a positive impact on customer satisfaction. A positive brand image can build trust and emotional connection between customers and the brand, creating a more positive experience. Starbucks' success in building and maintaining a good brand image can have a positive impact on customer satisfaction, strengthen customer loyalty, and increase the likelihood of repeat purchases. Brand symbolism has a positive influence on brand evangelism; thus, H5 is accepted. This indicates that the research results show a positive and significant influence between Starbucks' brand symbolism and brand evangelism. It can be concluded that Starbucks' brand symbolism, including values, meanings, or symbolic images

associated with the brand, has a positive impact on customer satisfaction. This suggests that symbolic aspects of the Starbucks brand, such as association with specific lifestyles, specific values, or desired images, significantly contribute to customer satisfaction. The alignment between brand symbolism and customer preferences can create a deeper and more satisfying experience. By paying attention to symbolic elements considered important by customers and enhancing marketing strategies to strengthen these aspects, Starbucks can strengthen emotional connections with customers and increase satisfaction levels.

Customer satisfaction has a positive influence on brand evangelism; thus, H6 is accepted. This indicates that the research results show a positive and significant relationship between customer satisfaction and the tendency of customers to engage in brand evangelism. It can be concluded that the higher the level of customer satisfaction at Starbucks, the greater the likelihood that customers will become active supporters of the brand and spread positive information about Starbucks to others. Through customer satisfaction, Starbucks can foster brand evangelism behavior, which ultimately can help expand the brand's reach, enhance its reputation, and build a strong customer community. This research makes a valuable contribution to understanding the factors and their impact on brand evangelism in the context of Starbucks in the Jabodetabek area. It is important to acknowledge that this study has several limitations that constrain the generalization of findings. The research exclusively focuses on the Starbucks brand, limiting the applicability of these findings to other brands or the food and beverage sector with different characteristics and market dynamics. Starbucks can enhance employee training and development to ensure they can provide a remarkable customer experience. This strategy may include improving communication skills, service delivery, and responsiveness to customer needs. Physical environment quality at Starbucks evidently affects brand evangelism; therefore, the company may consider investing in the maintenance of the physical environment of its outlet to create a more satisfying experience for customers. Starbucks can continue to commit to delivering high-quality products and ensuring consistency in providing positive experiences to customers. Starbucks needs to maintain and strengthen brand image and brand symbolism. This may involve marketing strategies that build a positive brand identity associated with values or images desired by customers. The quality of Starbucks' services and products must be maintained to meet or even exceed customer expectations, making them more likely to become active brand advocates. Starbucks can design specific strategies to nurture and expand brand evangelism, including viral marketing initiatives or customer engagement in brand-supporting activities.

The limited number of considered variables may restrict the exploration of additional dimensions that could have a significant impact on brand evangelism. External or contextual factors, such as changes in market trends or evolving industry dynamics, are also not included in the analysis, potentially affecting the holistic interpretation of results. To address these limitations, future research can broaden its scope to encompass other brands in the food and beverage industry or other industries. This would provide a broader understanding of the variability of factors influencing brand evangelism across various business contexts. Furthermore, future studies could consider the inclusion of additional variables to offer a more comprehensive perspective on the complexity of relationships influencing brand evangelism. These variables might encompass elements such as psychological or cultural aspects that play a role in shaping customers' perceptions of the brand. Additionally, further research could consider the influence of external variables, such as market trends and environmental changes, to gain a deeper understanding of the dynamics of brand evangelism. By doing so, future research endeavors can provide deeper and more sustainable insights, enriching the understanding of brand evangelism in diverse industrial contexts.

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