THE INFLUENCE OF *BRAND TRUST*, CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AND CUSTOMER SATISFACTION ON STARBUCKS COFFEE CUSTOMER LOYALTY AT TAMAN HIVE CAWANG, EAST JAKARTA

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Abstrak:
This study aims to determine Brand *trust*, *Customer Relationship Management* (CRM) and Consumer Satisfaction with Customer Loyalty Starbucks Coffee TamansariHive Cawang East Jakarta. This researcher uses multiple linear regression data analysis techniques and uses the SPSS program version 23. The results of this study show the influence of Brand Trust on customer loyaticity. This is shown through the t-count T test of 7,205 > 1,660 tables and significant (0.757 < 0.05) (X1). *Costomer Relationship Management* also has a positive and significant influence on customer loyalty. This is shown through the t-count T test of 4,004>1,660table and is significant of (0.279<0.05) (X2). Consumer satisfaction also has a positive and significant influence on customer loyalty. This is shown through the t-count T test 0.447>1.660table and significant (0.656<0.50) (X3).

Keywords: Brand *trust*, *Costomer Relationship Management (CRM)*, Customer Satisfaction and Customer Loyalty.

INTRODUCTION

In recent years, the growth of coffee cafes in Indonesia has become increasingly rapid. Various brands of coffee cafes in Indonesia make competition tighter. The increasingly fierce competition of coffee cafes requires the design of its own marketing strategy.

Various brands of coffee cafes are found in the coffee café market in Indonesia, one of which is Starbuck. "Starbucks Corporation is an American coffee shop company. The company was founded in Seattle, Washington in 1971 by Jerry Baldwin, Gordon Bowker, and Zev Siegl." "The name Starbucks is taken from one of the characters in the famous novel Moby Dick with its logo in the form of a two-tailed mermaid commonly called Siren. Starbucks *Corporation* shares are traded on the NASDAQ Global Select Market ("NASDAQ") under the symbol 'SBUX' (StarbucksCorporation, 2018)." "Starbucks first opened its outlet on May 17, 2002 in Plaza Indonesia operated by PT. Sari Coffee Indonesia which is a subsidiary of PT." Mitra Boga Adiperkasa "Tbk, as the sole rights holder to introduce and market Starbucks in Indonesia **(Starbucks, 2019)."**

Starbucks has other similar coffee café competitors among them (The Coffee Bean &; Tea Leaf, Coffee, Doeloe, etc.), the following will be displayed TopBrandIndex Starbuck's with its competitors from 2015-2020.

Table 1.Top BrandIndext Category CafeCoffee

Brand	TopBrand Index (TBI)					
	2015	2016	2017	2018	2019	2020
Starbucks	47,8%	44,0%	39,5%	51,9%	43,7%	43,9%
TheCoffeeBean &TeaLeaf	7,3%	2,4%	4,5%	8,6%	9,8%	11,7%
NgopiDoeloe	4,3%	4,2%	3,2%	1,7%	0,4%	8,2%

Source: *TopBrandward,2020*

Table **1** *of the Top Brand Index Coffee Café* that *The CoffeeBean* &; *Tea Leaf* and Coffee Doeloe. Starbucks ranks highest in the largest market share in the coffee café category." However, the percentage of control of Starbuck's market share fluctuates. In 2015 Starbucks had an index percentage of 47.8%. In 2016 Strarbucks experienced a decline of 44.0%. In 2017 it experienced another sharp decline of 39.5%, and in 2018 it experienced an increase of 51.9%, then experienced another decline of 43.7% and experienced another increase of 43.9%. Although Starbucks controls the largest market share in the coffee café category, Starbucks experienced fluctuating market share share, especially in 2015 – 2016 decreased by 2.2% then decreased in 2017 by 3.5% and again decreased in 2018 to 2019 by 8.2%. This can illustrate a problem with customer loyalty.

Brand trust, Customer Relationship Management, and Customer Satisfaction can influence problems with customer loyalty. In "understanding consumer behavior, there are many underlying influences on a person in making a purchase decision for a product or brand." "The increasing competition between product providers in recent times is not only due to globalization. But it's more because customers are getting smarter, price conscious, demanding, less forgiving, and approachable to many products. Advances in communication technology also play a role in increasing the intensity of competition, because it gives customers access to more information about the various products offered. This means customers have more choice in using their money."

Brand trust can affect Customer Loyalty (**Riana (2008),** that brand trust variables have a positive and significant influence on their loyalty luxliquid customers. In the research conducted shows that the variable of *trust* in a brand has a positive and significant effect on brand loyalty in consumers of Starbucks Coffe TamanSari Hive Cawang, East Jakarta. "While competitors easily mimic the manufacturing process and product design, they can't match the final impression in mind." "Consumers perceive the product experience in another sense that brand power can be seen as a powerful means of securing a competitive advantage **(Kotler, 2009)."**

*Customer Relationship Management (CRM) has*an influence on customer loyalty. "(Scientific Journal of Management, Volume VIII, No. 1, Feb 2018)(Yuliantari &; Inscription, 2020) **"**It is a strategy and effort to establish relationships with customers and provide satisfactory service for customers. *Customer Relationship Management* supports a company to provide real-time customer service by establishing relationships with each valuable customer through the use of information about customers **(Kotler &; Keller, (2012).**" *Customer Relationship Management (CRM)* has an influence on customer loyalty is one of the good marketing strategies to retain customers. Starbucks Coffee Taman Sari Hive Cawang East Jakarta also has a *member* card (customer card) which is one of the *Customer Relationship Management (CRM)* activities that has financial, social, and structural benefits through CRM strategies, the company is easier to maintain relationships with customers that create loyalty purchase decisions at Starbucks Coffee TamanSari Hive Cawang East Jakarta **(Kotler &; Keller, 2012).**

Customer Satisfaction has an influence on Customer Loyalty (Scientific Journal of Management, Volume VIII, No. 1, Feb 2018). "**(Kotler and Amstrong (2008)** that customer satisfaction is the degree to which the perceived performance of the product is in accordance with the expectations of buyers. Customers will feel satisfied if the products consumed are in

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accordance with what customers want for the products purchased at Starbuck Coffe Taman Sari Hive, Cawang, East Jakarta."

Starbucks Coffee TamanSari Hive Cawang, East Jakarta is one of the coffee café places that are crowded because in addition to being a place to enjoy coffee, it can also function as a place to gather with colleagues, relatives or friends. And used as a *meeting* place as well and to just relax yourself while enjoying coffee and food at Starbucks Coffee TamanSariHive Cawang, East Jakarta. The number of visitors is crowded and the atmosphere is calm and also cool and comfortable to relax also to be serious, although the place is a little crowded on holidays. The place is strategically located around the apartment as well as offices that are easy to reach by apartment residents. And office people and general people who just want to visit Starbucks Coffee Taman Sari Hive Cawang, East Jakarta.

The purpose of this study is to analyze the influence of brand trust, customer relationship management (CRM), and consumer satisfaction on customer loyalty at Starbucks Coffee Tamansari Hive Cawang, East Jakarta. The results of the study are expected to provide significant insight for companies in understanding the factors that affect customer satisfaction, so as to formulate policies that are more effective in increasing customer loyalty. In addition, this research has benefits for the author as a learning process that can increase understanding related to applications and theories studied. Academically, this research can provide an in-depth description of the factors that influence customer satisfaction, providing additional insight for follow-up research. The practical implication is that the research results can be used as a basis and reference in formulating policies aimed at increasing customer satisfaction at Starbucks Coffee Tamansari Hive Cawang, East Jakarta.

RESEARCH METHODS

This study is a descriptive study that aims to investigate the factors that influence customer loyalty at Starbucks Coffee Tamansari Hive, Cakung, East Jakarta. The approach used in this study is quantitative, focusing on Customer Relationship Management (CRM), Brand Trust, and Consumer Satisfaction as variables that can affect customer loyalty. The object of this research is a customer of Starbucks Coffee Tamansari Hive Cakung, East Jakarta.

The source of data used in this study was a questionnaire distributed to respondents, with data collection carried out at a certain point in time. The type of data used is primary data obtained directly from respondents' answers through questionnaires using Likert scales. The population of this study was customers who made purchases at Starbucks Coffee Tamansari Hive Cakung East Jakarta, and samples were selected using non-probability sampling techniques, especially purposive sampling techniques. The sample criteria involve customers who have made at least two transactions at Starbucks Coffee Tamansari Hive Cakung, East Jakarta and who are registered as members with member cards.

Data collection was carried out through the distribution of questionnaires using Google Form to 100 respondents consisting of various age groups, ranging from adolescents to the elderly. This study uses descriptive analysis methods to analyze data on Customer Relationship Management, Brand Trust, Consumer Satisfaction, and Customer Loyalty. Furthermore, inferential analysis, including multiple linear regression tests, will be used to test hypotheses regarding the effect of the independent variable on the dependent variable.

Before conducting regression analysis, this study also involves instrument tests, such as validity and reliability tests to ensure the quality of the questionnaires used. In addition, classical assumptions such as normality tests, multicollinearity, heteroscedasticity, and autocorrelation will

also be examined to ensure the validity of the analysis results. Finally, the F test and t test will be used to test the significance of the independent variable against the whole and partially bound variable.

Thus, this study uses quantitative approaches and statistical analysis methods to investigate factors that influence customer loyalty at Starbucks Coffee Tamansari Hive Cakung East Jakarta.

## RESULTS AND DISCUSSION

Normality Test

One Sample Kolmogorov-Smirnov Test or "Normality Test is used to determine the distribution of the population, whether it follows the distribution theoretically (normal, poisson or uniform). Aims to test whether in the regression model, the dependent variable and the independent variable both have a normal distribution. The distribution data is said to be normal if the significance value level is > 0.05 and if the opposite is < 0.05 then it is said to be abnormal. Below is presented a table of results from the Normality Test in this study."

Table 2. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.66781656
Most Extreme Differences	Absolute	.070
	Positive	.068
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source : Classical Assumption Test Output Data Processed 2021.

Table 2 above can be seen in the Asymp column. Sig. (2-tailed) or asymptotic significance for the two-sided test is 0.200 which means that the regression model in this study dependent and independent variables have a normal sample distribution based on the significant value < α = 0.05. then it can be said that the distribution of purchasing decision results originating from Brand Trust, *Customer relationship management*, Satisfaction of normally distributed connumitudes at the significance level α = 0.05.

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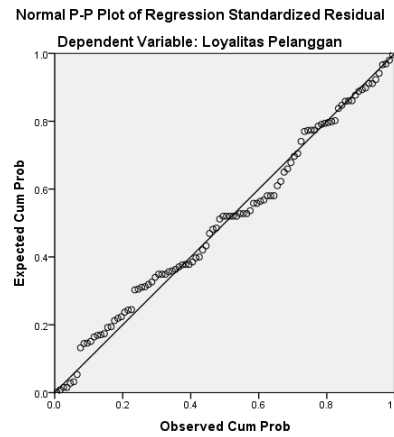
Gambar 1. Normal P-Plot of Regression Standardized Residual

Figure 1 Normal P-Plot of Regression Standardized Residual. It is said to be normal if the dots follow the diagonall line, therefore the picture above is said to be normal, that the distribution of the results of Brand Trust (*BrandTrust), Customer Relationship Management (CRM),* Consumer Satisfaction and Customer Loyalty has been distributed normally.

Multicollinearity Test

A good regression model should be free of multicollinearity or there should be no correlation between independent variables. The impact is carried out with the existence of multicollinearity "ie *the standard error* for each coefficient becomes high so that the t-count becomes low, the *standard error of estimate* will be higher with the increase of the independent variable and the influence of each independent variable is difficult to detect. To find out that multicollinearity occurs, it can be seen from the magnitude of the VIF number as shown in the table below."

Table 3. Multicollinearity Test Output

Model		Unstandardized Coefficients		Standarded Coefficians	t	Say.	Collinearity Statistics
		B	**Std. Error**	**Beta**			**TolerationBRIGHT**
1	(Constant)	2.973	2.035		1.461	.147	
	Brand Trust	.690	.096	.549	7.205	7.205	.9481.055
	Customer relationshipManagement	.396	.099	.306	4.004	4.004	.9411.063
	Customer Satisfaction	.032	.073	.033	.447	.656	.9891.011

a. Dependent Variable: Customer Loyalty

Source : Multicollinearity Output Data. Processed 2021

a. The VIF value for the Brand Trust variable (X1) is 1.055 < 10 and the tolerance value is 0.948 < 10.
b. The VIF value for *the Customer Relationship Management* (X2) variable is 1.063 < 10 and the tolerance value is 0.941 < 10.
c. The VIF value for the Consumer Satisfaction (X3) variable is 1.011 < 10 and the tolerance value

is 0.989> 0.10. Thus it can be concluded that the regression equation model does not occur multicolonoerity and can be used in this study.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is a difference in variance from the residual of one observation to another fixed experiment, then it is called heteroscedasticity or heteroscedasticity does not occur. In this study, researchers used a graph method or pattern of dots on the basic regression graph criteria in decision making, namely:

a. "If there is a certain pattern, such as the dots forming a certain regular pattern (wavy, widening then narrowing), then it indicates heteroscedasticity has occurred."

b. "If there is no clear pattern, and the dots spread above and below the number 0 on the Y-axis, then heteroscedasticity does not occur."

Table 4. Glacier Test Output

		Coefficientsa				
Model		nstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	1.638	.918		1.461	.147
	Brand Trust	.022	.070	.043	7.205	.757
	Customer relationshipManagement	-.110	.101	.-151	4.004	.279
	Customer Satisfaction	.037	.067	.057	.447	.656

a. Dependent Variable: Customer Loyalty

Source : Multicollinearity Output Data. Processed 2021

Table 4 above explains the results of each independent variable, namely Brand Trust (X1), *Customer Relationship Management* (X2), and Consumer Health (X3) using the glacier model, significant results greater than 0.05 were obtained, which means that the data in this study did not occur heterokedasticity problems so that this study can be continued.
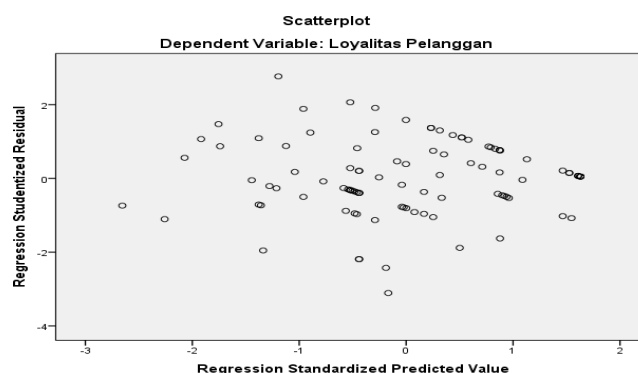

Figure 2. Scatterplot Heteroscedasticity Graph Output
Source : SPSS output data, heteroscedasticity. Processed 2021

Figure 2 of *the scatter* plot results shows that the plot formed spread does not have a certain pattern or spreads above and below the zero on the Y axis and on the right and left on the

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X axis. "This indicates that in the model there is no relationship between the independent variable and the residual value. Thus the non-heteroscedasticity insurance model is fulfilled."

Autocorrelation Test

Autocorrelation is the condition of forming a strong correlation for research between one and another observation arranged according to time series. Autocorrelation Test "aims to test whether in linear regression models there is a correlation between confounding errors in the current period and confounding errors in previous periods. A good regression equation is one that has no autocorrelation. If there is autocorrelation, the equation becomes not good for production. One measure in determining the presence or absence of autocorrelation problems is to use the Durbin-Watson (DW) test. Where the results of autokeralsi testing can be seen in the table below."

Table 5. Autocorrelation Test Output

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.686a	.471		.4551.69368	1.935

a. Predictors: (Constant), Consumer Satisfaction, Brand Trust, *Customer relationship Management*

b. Dependent Variable: Customer Loyalty

Source : SPSS Primary Data 23.Output Reliability. Processed 2021

Table 5. it can be explained that the value of Durbin-Watson is 1.935. Where the K value or number of independent variables is 3 and the N value or the number of respondent data = 100. So that the value of dL = 1.6131 and the value of dU = 1.7364 then the value of 4- dU = 2.2636. If included in the criteria so that the results of dU < DW < 4-dU (1.7364 < 1.935 < 2.263) which means that the regression model obtained does not occur autocorrelation.

Double Linier Regression Analysis

Multiple linear regression analysis is a form of analysis that discusses the influence of the independent variable (X) consisting of Brand Trust (BrandTrust), Customer *relationship* Management (CRM) and Consumer Satisfaction on the dependent variable (Y), namely Customer Loyalty. The calculation of the regression coefficient in this study uses the SPSS application, which has the following results:

Table 6. Multiple Linear Regression Analysis

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	2.973	2.035		1.461	.147
	Brand Trust	.690	.096	.549	7.205	.211
	Customer relationshipManagement	.396	.099	.306	4.004	.740
	Customer Satisfaction	.032	.073	.033	.447	.656

a. Dependent Variable: Customer Loyalty

Source : Double Linier Analysis Output Data. Worked out 2021

Table 6 can be explained that the multiple linear regression equation known in the

Standardized Coefficients column is as follows:

Y = 0.549 X1 + 0.306 X2 + 0.033 X3

Information:

Y = Customer Loyalty

X1 = *Brand Trust*

X2 = *Customer Relationship Management (CRM)*

X3 = Customer Satisfaction

1. The partial regression coefficient of the brand confidence variable is 0.549 with a positive sign meaning that the higher the brand trust, the higher consumer satisfaction will increase.
2. The partial regression coefficient of the brand confidence variable is 0.306 with a positive sign meaning that the higher the brand trust, the higher consumer satisfaction will increase.
3. The partial regression coefficient of the brand confidence variable is 0.033 with a positive sign meaning that the higher the brand trust, the higher consumer satisfaction will increase.

Test Model Eligibility

Test F (Model Qualification)

The F test is used to test the effect of the independent variable simultaneously on the dependent variable by comparing F count to be at sig < 0.05, then H 0 is rejected (regression model is valid) and if F count is at sig > 0.05 then H 0 is accepted (regression model is invalid). Test F using ANOVA analysis with SPSS processing, obtained the following data:

Table 7. F Test (Model Feasibility)

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	245.370	3	81.790	28.513	.000b
	Residual	275.380	96	2.869		
	Total	520.750	99			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Consumer Satisfaction, Brand Trust, *Customer Relationship Management*

Source : Double Linier Analysis Output Data. Worked out 2021

Table 7 can explain that the calculated F value is 28,513 with a sig value of 0.000. Based on the results of calculations assisted by the SPSS 23 program, the value of Sig = (0.000) is smaller than alpha or the error limit level obtained is 5% (α = 0.05). The meaning of the Sig value in the Anova table, the model is said to be significant because it is below the specified alpha value limit of 0.000 < 0.05.

So it can be concluded that in this study the model is said to be significant and feasible to be used in this study based on the Sig value obtained, that all independent variables can explain any changes in the value of the dependent variable because it has a significant influence.

Coefficient of Determination (R2)

The analysis of the Coefficient of Determination (R2) "is used to give an understanding of how much the percentage of influence between the independent variable and the dependent variable is:."

Table 8. Coefficient of Determination (R2)

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Model Summary[b]

Model	R	R Square	Adjusted R Square	l. Error of the Estimate
1	.686a	.471	.455	1.69368

a. Predictors: (Constant), Consumer Satisfaction, Brand Trust, *Customer Relationship Management*

b. Dependent Variable: Customer Loyalty

Source : Double Linier Analysis Output Data. Worked out 2021

Table 8 figures the coefficient of determination (R2) of 0.455. This means that the relationship between the independent variable and the dependent variable is 45.5% which means that 45.5% of the variation in purchasing decisions is influenced by variables Consumer Satisfaction, Brand Trust, *Customer Relationship Management* while 54.4% is explained by other factors outside the regression model analyzed in this study."

Test t (Research Hypothesis Test)

H0 is rejected and H1 is accepted if T-count> T table or if the sig value < 0.05 then *Customer Relationship Management, Brand trust* and Customer Satisfaction partially have a positive and significant effect on Customer Loyalty Starbucks Coffee Tamansari Hive Cawang East Jakarta.

H0 is rejected and H1 is accepted if T-count< T table or if the sig value > 0.05 then *Customer Relationship Management*, *Brand trust* and Customer Satisfaction partially do not have a positive and significant effect on Customer Loyalty Starbucks Coffee Tamansari Hive Cawang East Jakarta.

Table 9. F Test (Model Feasibility)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Say.
1	(Constant)	1.638	.918		1.461	.147
	Brand Trust	.022	.070	.043	7.205	.757
	Customer Relationship Management	-.110	.101	.-151	4.004	.279
	Customer Satisfaction	.037	.067	.057	.447	.656

a. Dependent Variable: Customer Loyalty

Source : Double Linier Analysis Output Data. Worked out 2021

From the table above, the elaboration of the hypothesis in this study is:

a) **Table 9** above can be explained that the effect of the Brand Trust variable on Customer Loyalty which can be seen from the t-count value of 7,205> 1,660 tables and significant (0.757 < 0.05) then H0 is rejected. The conclusion is that rejecting H0 and accepting H1 states that Brand Trust (BrandTrust) partially has a positive and significant effect on Customer Loyalty Starbuck Coffe Tamansari Hive Cawang East Jakarta.

b) **Table 9** above can be explained that the effect of variables*) Customer relationship* Management (CRM) on Customer Loyalty seen from the t-count value of 4,004>1,660t table and significant (0.279 < 0.05) then H0 is rejected. The conclusion is that rejecting H0 and accepting H2 states that) Customer *relationship* Management (CRM) partially has a positive and significant effect

on Customer Loyalty Starbuck Coffe Tamansari Hive Cawang East Jakarta.

c) **Table 9** above can be explained that the effect of the variable Consumer Satisfaction on Customer Loyalty seen from the t-count value of 0.447> 1,660t table and significant (0.656 < 0.50) H0 is rejected. The conclusion is that processing H0 and accepting H3 states that Customer Satisfaction partially has a positive and significant effect on Customer Loyalty Starbuck Coffe Tamansari Hive Cawang East Jakarta.

Discussion

The Effect *of Brand Trust on* Customer Loyalty

Based on the results of research using SPSS version 23, it was found that there was a positive and significant influence between Brand Trust on Customer Loyalty at Starbuck Coffee, Tamansari Hive, Cawang, East Jakarta. This can be seen from the results of the T-test t-count value of 7,205> 1,660 tables and significant (0.757 < 0.50) so that the results of Brand Trust (BrandTrust) have a positive and significant effect on Customer Loyalty, this can also mean higher *Brand Trust (BrandTrust)* As a basis for predicting Customer Loyalty at Starbucks Coffee, this shows that Customer Loyalty at Starbuck Coffee Tamansari Hive Cawang East Jakarta is influenced by Brand Trust. This can also be seen from the highest mean X1 Company *Characteristics (CompanyCharacteristic*) "I am happy and satisfied to be a Starbuck coffee card member at TamanSari Hive because Starbuck coffee at TamanSari Hive always provides information in every promo" with a score of 4.30.

According to **Abas Bambang (2017)** "*Brand* trust will determine consumer loyalty to the brand and trust will potentially create high-value relationships." "According to **Durianto (2004),** loyal consumers will generally make purchases of the brand even though they are faced with many alternative brands of competing products that offer superior product characteristics from various angles. According to **Freddy Rangkuti (2004)** consumer loyalty is consumer loyalty to companies, brands and products."

Based on the results of research using SPSS version 23, it was found that *positive Brand Trust* has an effect and is significant on Customer Loyalty according to Abas Bambang (2017).

The Effect of *Customer Relationship* Management (CRM) on Customer Loyalty

Based on the results of research that the author has done, it is found that there is a positive and significant influence between *Customer Relationship Management (CRM)* on Customer Loyalty at Starbuck Coffee, Tamansari Hive, Cawang, East Jakarta. This can be seen from the results of the T-test t-count value of 4,004> 1,660 tables and significant (0.279 < 0.50) so that the results of *Customer Relationship Management (CRM) have a positive and significant effect on Customer Loyalty, this can also mean higher* Customer Relationship Management (CRM) As a basis for predicting Customer Loyalty at Starbucks Coffee, this shows that Customer Loyalty at Starbuck Coffee Tamansari Hive Cawang East Jakarta is influenced by Customer *Relationship Management (CRM).* This can also be seen from the highest mean of X2 Retaining, "I feel that being a member of the Starbuck Coffee member card at Tamansari Hive gives many benefits, one of which I often get purchase discounts." with a score of 4.28.

According to **Lovelock and Witz (2011:129)** "The foundation for true loyalty lies in customer satisfaction, for which service quality is a key input". From this quote it can be seen that to make real loyalty needs customer satisfaction, customer *relationship* management (CRM) is needed.

The Effect of Consumer Satisfaction on Customer Loyalty

Based on the results of research that the author has conducted, it was obtained "that there is a positive and significant influence between Consumer Satisfaction and Customer Loyalty at Starbuck Coffee, Tamansari Hive, Cawang, East Jakarta." This can be seen from the results of the t-

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count test value of 0.447> 1,660 tables and significant (0.656 < 0.50) so that the results of Consumer Satisfaction have a positive and significant effect on Customer Loyalty, this can also mean that higher Consumer Satisfaction is used as a basis for predicting Customer Loyalty at Starbucks Coffee, this shows that Customer Loyalty at Starbuck Coffee Tamansari Hive Cawang East Jakarta is influenced by Consumer Satisfaction. This can also be seen from the highest mean X Fulfillment "Starbuck coffee at TamanSari Hive has a distinctive and delicious taste in accordance with my expectations", with a score of 4.38.

According **to Kotler (2016),** satisfaction is the extent to which a level of product is perceived in accordance with buyer expectations. "Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing perceptions or impressions with the performance of a product and its expectations. Customer satisfaction is a post-purchase evaluation where the chosen alternative is at least equal to or exceeds consumer expectations." In general, satisfaction can be interpreted as a similarity between the performance of products and services received with the performance of products and services expected by consumers. Efforts to satisfy consumer needs must be done in a mutually beneficial manner, which is a situation where both parties are satisfied and no one is harmed.

The results of this study using SPSS version 23 obtained that Consumer Satisfaction has a positive and significant effect on Customer Loyalty according to **Setiyawati (2015).**

CONCLUSION

Based on the results of research on Brand Trust, Customer Relationship Management (CRM), and Consumer Satisfaction with Customer Loyalty at Starbucks Coffee Tamansari Hive Cakung East Jakarta, several important conclusions can be drawn. First, Brand Trust is proven to have a positive and significant influence on Customer Loyalty. This indicates that the higher the level of customer trust in the Starbucks Coffee Tamansari Hive Cakung brand in East Jakarta, the higher the level of customer loyalty.

Second, Customer Relationship Management (CRM) has also proven to have a positive and significant effect on Customer Loyalty. That is, the better the implementation of CRM at Starbucks Coffee Tamansari Hive Cakung East Jakarta, the higher the level of customer loyalty generated. This shows that a good relationship between the company and customers can increase customer loyalty.

Finally, Consumer Satisfaction also has a positive and significant influence on Customer Loyalty at Starbucks Coffee Tamansari Hive Cakung, East Jakarta. In other words, the higher the level of customer satisfaction with Starbucks products and services, the higher the level of customer loyalty. This conclusion reinforces the importance of providing positive experiences to consumers to build and maintain customer loyalty.

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