THE IMPACT OF LIFESTYLE, COUNTRY OF ORIGIN, BRAND EQUITY, TOWARDS CONSUMER REPURCHASE INTENTION OF STARBUCKS COFFEE SURABAYA

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Surabaya, 2017
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ABSTRACT

Penelitian ini dilakukan untuk menguatkan langsung dan tidak langsung faktor model: Gaya Hidup Konsumen, Negara Asal, dan Ekuitas Merek niat pembelian ulang konsumen kopi Starbucks di Surabaya.

Populasi dalam penelitian ini adalah pelanggan yang tinggal atau tinggal di Surabaya. Sampel untuk penelitian ini terhadap 100 orang dengan ciri-ciri seperti orang yang tinggal di Surabaya yang pergi ke kedai kopi minimal dalam satu tahun terakhir, dengan usia $\geq$ 17 tahun, saat ini tinggal di Surabaya. Penelitian ini menggunakan regresi linier sebagai teknik analisis data.

Hasil penelitian dan pembahasan yang digunakan sesuai dengan hipotesis dengan menggunakan regresi linier dapat disimpulkan semua hipotesis yang diajukan dalam penelitian ini diterima. Artinya, keanggunan gaya hidup yang lebih tinggi dapat menyebabkan konsumsi kopi di Starbucks. Jadi bisa dibilang merek atau merk yang lebih dikenal, pada niat pembelian ulang produk kopi di Surabaya. Saran yang diajukan sebagai hasil penelitian ini adalah pengelola kedai kopi harus lebih memperhatikan setiap detail yang digunakan untuk menciptakan layanan dan inovasi yang selalu pelanggan.

Kata kunci: Gaya hidup, Negara Asal, Brand Equitas dan Niat Pembelian Ulang
Consumer Lifestyle, Country of Origin, and Brand Equity towards consumer Repurchase Intention of Starbucks coffee retailer in Surabaya.

ABSTRACT

This study was conducted to examine the direct and indirect impacts of the factors of model: Consumer Lifestyle, Country of Origin, and Brand Equity towards consumer Repurchase Intention of Starbucks coffee retailer in Surabaya.

The population of this study is the customer that lives or staying in Surabaya. The sample for this study of 100 people with characteristics such as people that live in Surabaya that went to coffee shop in minimum once per month for the last one year, with an age ≥ 17 years old, currently living in Surabaya. This study used the linear regression as a data analysis technique.

The results of the research and discussion that is used in accordance with the hypothesis that the purpose of the analysis performed using linear regression can be deduced all the hypotheses proposed in this study received. It means that the higher elegance of lifestyle can lead to highest purchase of coffee consumption especially Starbucks in Surabaya. So it can be said that also the better the brand or the more well known a brand, impacted the Repurchase Intention of products in Surabaya. Suggestions put forward as a result of this study is the manager of a coffee shops should pay more attention to every detail that is used to create the services and innovation that keeps the customer attracted.

Keywords: Lifestyle, Country of Origin, Brand Equity, and Repurchase Intention