Influencing Factors of Customers Brand Advocacy Starbucks

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Abstract

This study aims to determine the influence of Brand Experience (Sensory, Affective, Behavioral, and Intellectual) on Customer Satisfaction. Brand Trust and Brand Loyalty on Brand Advocacy. Customer Satisfaction, Brand Trust and Brand Loyalty as Mediating Variable. Descriptive research design used with a quantitative research method and non-probability sampling technique used with purposive sampling resulting in a sample size of 217 respondents. Questionnaire used to collect the data which then processed using the SmartPLS program version 4. The results indicates there's no positive effectof SBE on Customer Satisfaction. There's a positive efffect of ABE, BBE, and IBE on Customer Satisfaction. There's a positive efffect of Customer Satisfaction on Brand Trust and Brand Loyalty. There's a positive efffect of Brand Trust on Brand Loyalty. There's a positive efffect of Brand Trust and Brand Loyalty on Brand Advocacy. his study has several implications for management, including coffee shop industry managers need to improve Affective, Behavioral, and Intellectual Brand Experience to elevate customer satisfaction, trust, and loyalty therefore brand advocacy will increase.

Keywords: *Brand Experience, Customer Satisfaction, Brand Trust, Brand Loyalty, Brand Advocacy*

INTRODUCTION

The Indonesian business aspects are develop rapidly which leads the need of to create high quality products or services during a competitive market. Therefore, companies need to create brands with high value so that their products can compete. The increasingly tight business competition requires companies to implement their business strategies to sustain and enhance customer loyalty (Hakim & Purwoko, 2019). Indonesia ranks as the second-largest coffee producer in the Asia & Oceania region, following Vietnam also experiencing the coffee shop competition. In the 2022/2023 coffee year, Indonesia's coffee production rose by 2.4%, reaching a total of 12.0 million bags. (International Coffee Organization, 2023). Reported from Statista (2023), coffee is in third place as the most consumed drink in the world after water and tea, so this can be a business opportunity in establishing a coffee shop in Indonesia.

The era of globalization that has occurred over the past few decades has caused the living conditions of people in Indonesia to gradually change, especially the eating habits of the Indonesian people. Wedang ronde and ginger are gradually being replaced by coffee bread. Coffee has long been a part of the lifestyle of people in Southeast Asia. This region is among the world's leading coffee producers. According to a report released by Works (2023), the modern coffee market in Southeast Asia is estimated to be worth US$3.4 billion. Indonesia is one of the largest markets with a turnover of US$947 million. Likewise, according to a report released by Momentum Works, Coffee in Southeast Asia: Modernising Retail of the Daily Beverage (2023), Starbucks ranks second as the modern coffee company with the largest number of outlets in Southeast Asia, namely 2,000 outlets. The competition in the coffee shop business in Indonesia is very tight, as evidenced by the large number of coffee shops from both local and international players including several well-known coffee shops,

such as Starbucks, Kopi Kenangan, Fore, Kopi Janji Jiwa, Excelso, The Coffee Bean and other small brands owned individually. Nowadays, even the so-called convenience stores (e.g. SevenEleven, Lawson, and Family Mart) have joined the competition by aggressively developing their own coffee brands. However, Starbucks remains one of the most famous coffee shop brands in Indonesia, even Starbucks entered the Top Brand Award from 2020 - 2023, which shows that Starbucks has been in first place in the last 3 years, followed by other brands that are competitors of Starbucks. This proves that Starbucks is the ruler of the coffee market share in Indonesia (Top Brand Award, 2023). Therefore, the researcher chose Starbucks as the object of this study. By the end of 2023, Starbucks operated over 500 outlets across 59 cities in Indonesia.

Table 1. The Most Famous Coffee Shop Brands in Indonesia

Nama Brand	2020	2021	2022	2023	2024
Excelso Coffee	-	-	7.50	9.30	9.00
Starbucks	43.90	49.40	49.20	49.00	48.50
The Coffee Bean & Tea Leaf	11.70	11.90	10.30	11.30	17.40
Showing 1 to 3 of 3 entries					

Sumber: Top Brand Award (www.topbrand-award.com)

Source: Top Brand Award (2023)

Likewise, Starbucks has long been known not only for its delicious coffee, but also for its unique and interesting brand experience. Starbucks has succeeded in creating a "third home" where its customers can relax, work, or meet friends and family. This experience is designed to make customers feel comfortable, accepted, and connected to others. Starbucks can provide a comfortable atmosphere for its customers. Starbucks' warm interior design and soothing music can create a comfortable and relaxing atmosphere. The fragrant aroma of coffee and toast also provides a pleasant atmosphere. In addition, Starbucks also provides high-quality products and services. Starbucks Reward is one of Starbucks' loyalty programs that can provide various benefits to its customers. Starbucks' Brand Experience has built strong customer loyalty to the point that actions taken by customers who love Starbucks can promote it to others voluntarily. Those who are so in love with a product are called brand advocates who are loyal customers, company employees, or even public figures who sincerely share their positive experiences with Starbucks.

Contrast to Starbucks as the largest coffee market share in Indonesia, Indonesian people are currently busy discussing the boycott of products that support Israel and Starbucks is one of those products (politik.rmol.id dalam Trianovita et al., 2024). A boycott, intended at rejecting certain religious values, has negatively impacted Starbucks' revenue. In Q1 2024, profits dropped 15% to $772.4 million or aroud Rp12.5 trillion, and revenue declined 2% to $8.6 billion or around Rp139 trillion (Anggoro, 2024). In Q4 2023, losses surpassed $11 billion or around Rp170.4 trillion (Tim Redaksi, 2023), followed by a decline in stock prices over the past six months.

The world has evolved significantly, affecting both in primary and secondary needs. The society shifted from "goods-based consumption", to "experience-based consumption" (Rampengan et al., 2020). Companies must innovate to meet evolving customer demands and maintain loyalty by enhancing brand experiences. A product should provide sensations and experiences that drive repeat purchases by providing satisfaction. Brand experience

involve customers' perceptions and interpretations of all interactions with a brand, goes beyond the product to include the entire atmosphere inside and outside the company.

Brand Experience significantly influences customer satisfaction by engaging multiple senses, enhancing brand perception and emotional connection. Sensory cues such as visual, auditory, olfactory, tactile, and taste elements create memorable and positive experiences, increasing satisfaction (Zha et al., 2024). Customer satisfaction determine how effective a product or service fulfills customer expectations and significantly strengthens brand trust. (Kuswati et al., 2021). Customers who are satisfied are more inclined to have confidence in a brand's performance. There is a statement "Satisfaction encourage brand loyalty through emotional bonds, which are key drivers of long-term loyalty" (Bengtsson et al., 2020).

Brand advocacy is crucial for companies as it involves consumers recommendation and promotion, often through positive word of mouth. It reflects strong brand loyalty, enhancing the company's reputation and market share. Advocacy occurs when consumers share opinions and recommendations about familiar products to encourage others to purchase them. Research by (Tariaranie & Amalia, 2023) confirms that positive brand experiences significantly influence advocacy, satisfied consumers tend to share information about the brand, emphasizing the strong relation among brand experience and advocacy. Building on the explanation above, this study seeks to explore the coffee shop industry's dynamics by analyzing the relationships of: "sensory, affective, behavioral, and intellectual brand experiences on customer satisfaction; customer satisfaction on brand trust and brand loyalty; brand trust on brand loyalty and advocacy; and brand loyalty on brand advocacy".

LITERATURE REVIEW

Brand Experience

"Brand experience is categorized into four dimensions: sensory, emotional, cognitive, and behavioral. Sensory brand experience describes the perceptions created through visual, auditory, olfactory, taste, and tactile stimuli associated with the brand" (Brakus et al., 2009). Affective brand experience includes customers' subjective experiences related to emotions and sentiments, including moods, feelings, and emotional states (Ding & Tseng, 2015; Hwang & Hyun, 2012). Intellectual brand experience stimulates divergent and convergent thinking, which encourages customers to rethink their perceptions of the brand (Hult, 2011). Behavioral brand experience focuses on physical actions, lifestyle integration, long-term behavioral patterns, and social interactions (Ding & Tseng, 2015).

"Sensory Brand Experience (SBE) increases customer satisfaction by involving various senses, such as ight, hearing, smell, touch, and taste, thereby creating a memorable and positive experience that strengthens brand perception and emotional connection" (Zha et al., 2024). Affective Brand Experience (ABE) builds emotional bonds that improve brand perception, promoting long-term relationships and loyalty (Pina & Dias, 2021). Behavioral Brand Experience (BBE) increases satisfaction by effectively solving customer problems, because problem solving is a key factor in driving satisfaction and loyalty (Pina & Dias, 2021). Intellectual Brand Experience (IBE), which stimulates customer thinking and problem solving, significantly affect satisfaction by promoting deeper relationships and meaningful interactions (Iglesias et al., 2019).

Customer Satisfaction

Brand Experience and Customer Satisfaction

"Customer satisfaction is a marketing concept that evaluates how well a company's product or service meets or surpasses customer expectations" (Zeithaml & Bitner, 2000). "The term "satisfaction" has been defined and understood in various ways within the marketing literatur. Some researchers suggest that satisfaction is a holistic assessment process influenced by the overall consumption and purchasing experience" (Anderson et al., 1994). Overall, "Customer satisfaction refers to a customer's assessment of their recent purchasing experience" (Bitner & Hubbert, 1994).

Previous research found that Sensory Brand Experience affect Customer Satisfaction positively in coffee shop industry (Prasetiawan & Wardhana, 2024). (Iglesias et al., 2019) stated "Intellectual Brand Experience fosters deeper connections and meaningful interactions, often leading to higher Customer Satisfaction as customers feel valued and understood". Research conducted by (Han et al., 2019) show the result that "Brand Experience including Sensory, Affective, Intellectual, and Behavioral Experience influence Customer Satisfaction positive and significantly" in coffee house brand (Starbucks) in South Korea. Building on the explanation provided, here are the hypotheses:

H1: Sensory brand experience influences customer satisfaction positively.

H2: Affective brand experience influences customer satisfaction positively.

H3: Behavioral brand experience influences customer satisfaction positively.

H4: Intellectual brand experience positively influences customer satisfaction experience.

Brand Trust

Customer Satisfaction and Brand Trust

"Brand trust represents a customer's willingness to depend on a brand, driven by the belief that it will deliver favorable outcomes, which finally boost loyalty" (Deka et al., 2020). Brand trust reflects confidence in a brand's capability to provide quality and value, which requires careful planning and deliberate effort (Machi et al., 2022). Kuswati et al. (2021) stated "customer satisfaction plays a crucial role in enhancing trust in a brand, because satisfied customers tend to develop a strong belief in the brand". Trust in products purchased from a brand can be seen as feedback from customer satisfaction, which in turn enhances clients' repurchase behavior. Higher levels of positive customer satisfaction results in increased brand trust (Cuong, 2020). Liang (2022) further emphasized that "positive experiences with a brand's products or services boost trust by shaping positive customer attitudes". From the explanation provided above, here is the hypothesis:

H5: Customer Satisfaction positively influences Brand Trust.

Brand Loyalty

Customer Satisfaction, Brand Trust and Brand Loyalty

Hailu (2019) defined "brand loyalty is the consistent behavior of customers who regularly purchase the same products". Tuyapala & Nuangjamnong (2022) describe it as customer preferences for certain brands in a product category, which are driven by the quality, image and trustworthiness of those brands. Research by Bengtsson, Hertzberg, and Rask (2020) shows that customer satisfaction positively influences brand loyalty, with Bowen & Chen (2001) emphasizing that satisfaction promotes positive emotional relationships, a

key driver of loyalty. Research has shown that customer satisfaction significantly enhances attitudinal and behavioral loyalty, making it a crucial factor for long-term brand success (Liang, 2022). "Brand trust increases loyalty by motivating customers to maintain long-term relationships" (Lin et al., 2017). A study by Akoglu & Özbek (2021) highlights "the critical role of brand trust and brand loyalty, stating that customers with trust in a brand are more inclined to stay loyal". Similarly, Shin et al. (2019) note that high trust reduces perceived risk and encourages repeat purchases, thus strengthening brand loyalty. Building on the explanation, here are the hypotheses:

H6: Customer satisfaction positively influences brand loyalty.

H7: Brand trust positively influences brand loyalty.

Brand Loyalty

Brand Trust, Brand Loyalty and Brand Advocacy

Brand advocacy refers to customer-driven information sharing about a brand (Cheng et al., 2018; Jayasimha & Billore, 2016). It often described as "indirect advertising" that benefits a company by promoting its products (Annendya et al., 2020). Trust in a brand is crucial for this relationship, acting as an medium that strengthen previous purchases and motivates future purchases (Wang & He, 2022). Fatoki & Fatoki (2021) highlighted that customers tend to be loyal to brands that they trust in previous transaction experiences. "Brand trust can be interpreted as a customer's confidence in a brand's ability to deliver superior quality and value" (Machi et al., 2022). Research by Sami, Manzoor, and Irfan (2022) confirms that increased brand loyalty directly increases brand advocacy. Drawing from the above explanation, here are the hypotheses:

H8: Brand Trust influences Brand Advocacy positively.

H9: Brand Loyalty influences Brand Advocacy positively.

The research framework is developed and illustrated in Fig. 2, based on the relationships between variables supported by existing theoretical and empirical evidence.
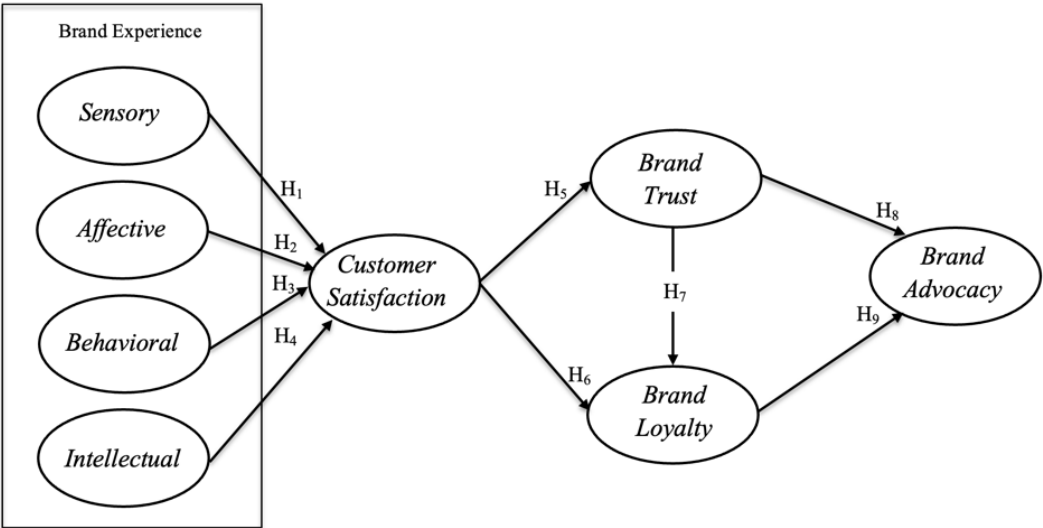

Figure 1. Research Framework

Source: Developed for this research (2024)

ANALYSIS METHOD

Descriptive research design used to describe the characteristics of a population systematically and accurately. A quantitative approach is used, involving online questionnarie data collection through Google Forms. The population are Starbucks consumers in Jabodetabek. "Using purposive sampling technique with the criteria those who have been Starbucks customers for over a year" (Sekaran & Bougie, 2016). The sample consists of 217 respondents. Likert scale with 5 point is used to measured the respondents' opinion towards the variables. The dependent variable is "Brand Advocacy, mediated by Customer Satisfaction, Brand Loyalty, and Brand Trust", while the independent variable is "Brand Experience".

RESULTS AND DISCUSSION

Results
Demographics Data of Respondents
Table 2. Respondents

Charateristic	Total
Gender	
Man	86
Woman	131
Age	
18 – 27 years	107
28 – 43 years	69
44 – 59 years	41
Domicile	
Jakarta	159
Bogor	12
Depok	8
Tangerang	26
Bekasi	7
Outside Jabodetabek	5
Level of Education	
Below S1	51
S1	141
S2	23
S3	2
Occupation	
Civil Servant	12
Private Employee	107
Professional	13
Student	31
Housewife	10
Self-employed	42
Etc	2

Source: Primary Data (2024)

"Convergent and discriminant validity were examined to assess the measurement model. Outer loading factors, Average Variance Extracted (AVE), and Composite Reliability (CR) were used to determine convergent validity, with minimum acceptable thresholds set at 0.4 for outer loading (ideally > 0.7), 0.5 for AVE, and 0.7 for CR," as proposed by (J. Hair et al., 2014; J. F. Hair et al., 2011, 2017). Table 2 indicates: "the value of Outer Loading for all indicators are surpassing 0.4, the value of AVE surpassing 0.5, and the value of Composite Reliability above 0.7, confirming all variables in the construct assessment are valid and reliable".

Table 3. Results of Measurement Model

Item and Constructs	Outer Loading
Sensory Brand Experience (CR=0.860, AVE=0.508)	
"Starbucks has a strong positive impact on my Senses"	0.712
"Starbucks has a positive experience on my 5 senses"	0.780
"The colour of the Starbucks room design can calm me"	0.780
"The music played in the Starbucks store is pleasant"	0.686
"The aroma in the Starbucks store gives me a relaxing feeling"	0.640
"Positive feelings arise when I am in Starbucks"	0.666
Affective Brand Experience (CR=0.882, AVE=0.555)	
"Starbucks evokes feelings and sentiments"	0.800
"Starbucks gives me strong emotions"	0.684
"Spending time in Starbucks stores makes me feel comfortable"	0.727
"Starbucks stores provide a home-like experience"	0.787
"I feel truly respected when I am in Starbucks stores"	0.718
"Starbucks makes me think about today's lifestyle"	0.748
Behavioral Brand Experience *(CR=0.865, AVE=0.518)*	
"Starbucks focuses on a good customer experience"	0.800
"I engage in physical behaviour when I consume Starbucks"	0.684
"Starbucks provides a pleasant physical experience"	0.727
"I experience a feeling of physical comfort when I am in Starbucks stores"	0.787
"I can do physical activities when I am in Starbucks stores"	0.718
"I engage in a lot of positive thinking when I am in Starbucks"	0.748
Intellectual Brand Experience (CR=0.909, AVE=0.556)	
"Starbucks encourages my curiosity"	0.782
"Starbucks focuses on a positive experience"	0.791
"I engage in a lot of thinking when I want to buy Starbucks food/drinks"	0.638
"Starbucks encourages my curiosity and problem solving"	0.673
"Starbucks stores remind me of things that are valuable"	0.823
"Starbucks store decor stimulates my curiosity"	0.786
"I have fond memories of being in Starbucks stores"	0.717
"I am very satisfied with the service provided by Starbucks"	0.739
Customer Satisfaction (CR=0.888, AVE=0.615)	
"Starbucks meets my needs well"	0.649

"Starbucks provides very satisfying service"	0.835
"I believe that consuming Starbucks food/drinks can be a very satisfying experience"	0.754
"I make the right decisions when I decide to consume Starbucks food/drinks"	0.832
"I consider myself loyal to the Starbucks Brand"	0.834
Brand Trust *(CR=0.890, AVE=0.619)*	
"Starbucks is my first choice of coffee brand"	0.779
"I would not buy another brand if Starbucks was available"	0.800
"If someone asked me which brand of coffee to choose, I would recommend Starbucks"	0.801
"I prefer to buy Starbucks over other brands"	0.808
"I intend to continue buying Starbucks"	0.744
Brand Loyalty*(CR=0.963, AVE=0.765)*	
"Overall, Starbucks will be my first choice"	0.796
"I would recommend Starbucks to others"	0.867
"I trust the Starbucks Brand"	0.881
"I rely on the Starbucks Brand"	0.889
"The Starbucks Brand is an honest brand"	0.914
"I feel safe when buying Starbucks food/drinks because I know this brand will never disappoint me"	0.864
"The food/drinks provided by Starbucks are safe to consume"	0.924
"I share my experience of buying food/drinks from Starbucks"	0.857
Brand Advocacy *(CR=0.943, AVE=0.702)*	
"I highly recommend the Starbucks brand to friends"	0.725
"I share similar experiences with other customers who buy food/drinks from Starbucks"	0.866
"I enjoy sharing my experience of buying food/drinks from Starbucks with others"	0.855
"I feel a sense of responsibility to share my experience of buying food/drinks from Starbucks with others"	0.871
"I would recommend Starbucks to others"	0.823
"I would give advice to others about the quality of the Starbucks brand"	0.868
"I highly recommend the Starbucks brand to friends"	0.848
Notes: CR= Composite Reliability; AVE= Average Variance Extracted	

Source: SmartPLS Output (2024)

"Heterotrait-Monotrait Ratio (HTMT) is used to evaluate the discriminant validity. Sufficient evidence of the discriminant validity of a pair of constructs is provided when an HTMT value is significantly smaller than 1, for closely related constructs like cognitive satisfaction, affective satisfaction, and loyalty" (Henseler, 2017). Table 3 shows there is a HTMT value of 0.936, which is acceptable as it is still below 1. It is verified that all indicators have been successfully discriminated.

Table 4. Results of HTMT

	ABE	BBE	BA	BL	BT	CS	IBE	SBE
ABE								
BBE	0.858							
BA	0.734	0.741						
BL	0.778	0.819	0.865					
BT	0.857	0.784	0.835	0.753				
CS	0.880	0.800	0.738	0.679	0.928			
IBE	0.936	0.859	0.796	0.803	0.893	0.798		
SBE	0.793	0.740	0.592	0.525	0.711	0.708	0.703	
Note: ABE (Affective Brand Experience), BBE (Behavioral Brand Experience), BA (Brand Advocacy), BL (Brand Loyalty), BT (Brand Trust), CS (Customer Satisfaction), IBE (Intellectual Brand Experience, SBE (Sensory Brand Experience)								

Source: SmartPLS Output (2024)

The collinearity of the data is evaluated using the multicollinearity test. Variance Inflation Factor (VIF) identifies collinearity among independent variables. VIF below 3 is ideal, 3–5 is tolerable, and above 5 indicates potential multicollinearity issues (J. F. Hair et al., 2019). From table 4, indicates that multicollinearity issues are not found, as all VIF values are below 5, ranging from 1.000 to 3.523.

Table 5. Results of VIF

	VIF
Affective Brand Experience → Customer Satisfaction	3.523
Behavioral Brand Experience → Customer Satisfaction	2.444
Brand Loyalty → Brand Adovcacy	1.898
Brand Trust → Brand Adovcacy	1.898
Brand Trust → Brand Loyalty	2.611
Customer Satisfaction → Brand Loyalty	2.611
Customer Satisfaction → Brand Trust	1.000
Intellectual Brand Experience → Customer Satisfaction	3.383
Sensory Brand Experience → Customer Satisfaction	1.876

Source: SmartPLS Output (2024)

PLS-SEM was used to measure the hypotheses. The structural model assessment involved the R-square value, along with hypothesis testing. This analysis was conducted using bootstrapping with 10.000 resamples, applying a one-tailed test and an alpha level of 0.5 (J. F. Hair et al., 2022; Sarstedt et al., 2022). To validate the hypothesis a T-statistic greater than 1.645 and p-values of 0.05 or less are required, and a significance level of a = 0.05.

"The percentage of variance in the dependent variable explained by the independent variable is measured by R-Square" (Sekaran & Bougie, 2016). According to Hair et al. (2014), "R² = 0.75: Substantial prediction accuracy; R² = 0.50: Moderate prediction accuracy; R² = 0.25: Weak prediction accuracy".

Table 6. Results of R Square

	R-square
Brand Advocacy	0.736
Customer Satisfaction	0.641
Brand Trust	0.617
Brand Loyalty	0.492

Source: SmartPLS Output (2024)

Table 5 indicates the R Square from each variables are: R Square of Brand Advocacy 73.6% explained by Brand Experience, Customer Satisfaction, Brand Trust, and Brand Loyalty while the 26.4% explained by other factors. R Square of Customer Satisfaction 64.1% explained by Brand Experience while the 35.9% explained by other factors. R Square of Brand Trust 61.7% explained by Brand Experience and Customer Satisfaction while the 38.3% explained by other factors. R Square of Brand Loyalty 49.2% explained by Brand Experience, Customer Satisfaction, and Brand Trust while the 50.8% explained by other factors.

Table 7. Hypotheses Testing Result

Hypotheses	Original Sample	t-stat	p-values	Results
H1. Sensory Brand Experience → Customer Satisfaction	0.090	1.022	0.153	Rejected
H2. Affective Brand Experience → Customer Satisfaction	0.405	4.216	0.000	Accepted
H3. Behavioral Brand Experience → Customer Satisfaction	0.215	2.363	0.009	Accepted
H4. Intellectual Brand Experience → Customer Satisfaction	0.181	2.073	0.019	Accepted
H5. Customer Satisfaction → Brand Trust	0.786	18.786	0.000	Accepted
H6. Customer Satisfaction → Brand Loyalty	0.222	1.676	0.047	Accepted
H7. Brand Trust → Brand Loyalty	0.513	4.248	0.000	Accepted
H8. Brand Trust → Brand Advocacy	0.349	3.858	0.000	Accepted
H9. Brand Loyalty → Brand Advocacy	0.580	6.455	0.000	Accepted

Source: SmartPLS Output (2024)

Discussion

It is shown in Table 6 that H1 Sensory Brand Experience affect Customer Satisfaction positively is rejected as it is associated with a t-statistic value of 1.022 and a p-value of 0.153, which exceeds 0.05. Sensory Brand Experience does not significantly impact Customer Satisfaction. While sensory cues (e.g., visual, auditory, tactile) can enhance satisfaction (Zha et al., 2024), their effectiveness depends on factors like emotional connection. Weak sensory experiences may limit their impact, emphasizing the need for multidimensional brand strategies. H2 Affective Brand Experience affect Customer

Satisfaction positively is accepted, it is justified by a t-statistic value of 4.216 and a p-value of 0.000, which is less than 0.05. Affective Brand Experience affect Customer Satisfaction positively. Emotional connections make brand interactions memorable, with joy and comfort enhancing satisfaction (Almohaimmeed, 2020; Mostafa & Kasamani, 2020).

Then, H3 namely Behavioral Brand Experience affect Customer Satisfaction positively is also accepted as indicated by a t-statistic value of 2.363 and a p-value of 0.009. Behavioral Brand Experience significantly improves Customer Satisfaction by promoting active engagement. Flexible designs and interactive environments strengthen satisfaction and emotional bonds (Han et al., 2019; Parris & Guzman, 2022; Tran & Nguyen, 2022). Likewise, H4 suggesting that Intellectual Brand Experience influences Customer Satisfaction positively, is validated with t-statistic value of 2.073 and a p-value of 0.019. Intellectual Brand Experience positively impacts Customer Satisfaction. It enhance loyalty through creative and thought-provoking interactions. Engaging intellectual curiosity, as seen in Starbucks designs, promotes meaningful relationships (Liang, 2022; Han et al., 2019). Then H5, which demonstrates that Customer Satisfaction influences Brand Trust positively, is confirmed with a t-statistic value of 18.786 and a p-value of 0.000. Satisfied customers develop emotional bonds and view brands as reliable and responsive (Cuong, 2020; Liang, 2022). This means H6, which posits that Customer Satisfaction influences Brand Loyalty positively, is validated by a t-statistic value of 1.676, and a p-value of 0.000, falling below 0.05. Satisfied customers demonstrate greater loyalty, reducing the likelihood of switching to other brands (Azizan & Yusr, 2019; Li, 2014).

Furthermore, H7 which proposes that Brand Trust positively influences Brand Loyalty, is confirmed with t-statistic value of 4.248 and a p-value of 0.000. Brand Trust promotes loyalty by reducing perceived risks and enhancing emotional connections. Trusted brands are viewed as consistent and reliable, driving long-term commitment (Akoglu & Ozbek, 2021). Thus, H8 is supported, demonstrating that Brand Trust influences Brand Advocacy positively, as shown by t-statistic value of 3.858, and a p-value of 0.000, which falls below 0.05. Advocacy counters marketing skepticism and builds trust through customer engagement and competitive service (Fuggetta, 2012; Hennig-Thurau et al., 2004; Roy et al., 2018). Similarly, H9 stating that Brand Loyalty affects Brand Advocacy, is accepted due to t-statistic value of 6.455 and a p-value of 0.000. "It encourages advocacy by enhancing loyalty and positive word of mouth. It motivates loyal customers to share positive experiences, improving brand reputation and reach" (Aaker & Biel, 2013; Coelho et al., 2019; Eelen et al., 2017).

CONCLUSIONS AND SUGGESTIONS

This study shows that affective, behavioral, and intellectual brand experiences significantly enhance customer satisfaction by encouraging emotional connections, engagement, and intellectual stimulation. Sensory experiences alone will create lack of impact thus it is needed to integrate them with emotional or intellectual elements for greater effectiveness. Customer satisfaction boosts trust and loyalty, trust will drive loyalty and advocacy. Loyal customers actively promote the brand, enhancing its reach and reputation.

The theoretical implications of this study are this study successfully supports previous studies and adds current references on factors that influence Customer Brand Advocacy from Starbucks, the research of which is remains relatively scarce, particularly in the coffee shop industry.

The practical implications of this study for management are as follows. Starbucks excels in Customer Satisfaction and Brand Trust which are key to fostering Brand Advocacy. The company should continue reinforcing these aspects, as he brand is likely to be recommended by satisfied customers. Investing in personalized experiences and sustainable initiatives can further strengthen these factors (Chaudhuri & Holbrook, 2001; Harris & Goode, 2010). Sensory Brand Experience is underperforming despite its importance. Starbucks should enhance sensory elements like store ambiance and the sensory appeal of its products to strengthen emotional connections and improve brand advocacy (Krishna, 2011). Brand Loyalty is performing well but holds lower importance in this model. To boost Brand Advocacy, Starbucks can convert loyal customers into active advocates by offering exclusive rewards or personalized experiences (Hennig-Thurau et al., 2002). These three experiences are underperforming and of lower importance. Improving the Intellectual Brand Experience through sustainability education and the Affective Brand Experience by aligning with customer values can strengthen connections. Enhancing Behavioral Brand Experience could involve interactive engagement, encouraging customers to share and promote the brand (Bhattacharya et al., 2008). Starbucks should focus on improving sensory experiences, maintaining high satisfaction and trust, and converting loyalty into active advocacy, while also refining intellectual, behavioral, and affective experiences for long-term brand connection.

Future research could explore other coffee shop brands to provide a broader perspective on the relationship between these variables. Additionally, incorporating other variables such as customer engagement, perceived value, or social influence could enrich the findings. Conducting similar studies in major cities across Indonesia, such as Surabaya, Bandung, or Denpasar, could offer insights into regional differences and enhance the generalizability of the results.

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