

Product Quality, Price, Product Involvement, Atmosphere and WOM Effect on Purchase Intention at Starbucks Coffee Hayam Wuruk Drivethru Jakarta, Indonesia

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Abstract

In this study the researchers would like to explore how product quality, price, atmosphere, word of mouth, product involvement affects customer's purchase intention on Starbucks' products of Starbucks Coffee Drive Thru Hayam Wuruk on West Jakarta during early Pandemic Covid19. There are 5 hypotheses on this research: (1) there is a positive effect of product quality upon purchase intention; (2) there is a positive effect of price upon purchase intention; (3) there is a positive effect of product involvement upon purchase intention; (4) there is a positive effect of atmosphere upon purchase intention; (5) there is a positive effect of word of mouth upon purchase intention. The research started from June of 2020 until the end of the year 2020. The results of the study showed that all five of the hypotheses were supported. Word of mouth is the most significant independent variable from all of the five hypotheses. From the discussion and findings shows the power of drivers on variables; product quality, price, product involvement, atmosphere, word of mouth affects purchase intention in the era of situation pandemic in around of the location. Then, this one becomes the interesting facts that discuss in this research paper. But even though the researcher has gathered results, the researcher would like for future researchers to improve a better research compared to this research. This is caused by the limitations of energy and funding.

Keywords:

Product Quality and Price, Product Involvement, Atmosphere, Purchase Intention, Starbucks Coffee.

Introduction

Starbucks Coffee, the largest coffee chain originated from the United States of America. Began in Seattle's Pike Place Market in 1971 by 3 co-founders, Jerry Baldwin, Gordon Bowker, and Zev Siegel. They started Starbucks Coffee as a coffee roaster, retailer for coffee beans, tea, and spices Later, Howard Schultz aspired to change Starbucks Coffee into a coffeehouse concept and acquisitioned Starbucks Coffee. As the coffee chain expanded throughout the US, it also expanded to international locations such as Canada, Singapore, Japan, etc. serving 80 markets and holding more than 30 thousand shops. Indonesia is included as one of the markets Starbucks Coffee decided to expand to. First opened in Plaza Indonesia, Jakarta. Recently this coffee shop expanded to a number locations over cities Indonesia, 326 different locations all around major cities (22 cities), connecting to Indonesians one cup at a time (Starbucks Coffee, 2018). International Coffee Organization (2020) stated that

Indonesia's coffee consumption kept increasing each year. While at the same time, coffee shops' appearance kept increasing from year to year.

Toffin provided a result from their research that coffee shops expanded three times from 2016 to 2019. This result had not included independent or traditional coffee shops. As these coffee shops in Indonesia increased in numbers, Eddy Sutanto stated that these appearances would likely to affect Starbucks (**Zuhriyah, 2020**) but Yuti Resani, the Manager, Marketing Communications and CSR Starbucks Indonesia stated that the increasing number of coffee shops in Indonesia would not be considered to be competitors to Starbucks, instead of Starbucks' welcome upon Indonesia's increasing coffee consumption. Yuti stated that in order to compete, Starbucks involved also managed product aspect (**Hasibuan, 2018**). Haskova (2015) stated that product quality was one of Starbucks' strategies. Then, Haskova (2015) also stated that Starbucks Coffee relied on word of mouth promotion rather than using television or radio. Rahayu and Ruhamak (2016) stated that word of mouth could become an advertising media through satisfied customers. Haskova (2015) also stated that Starbucks also relied on its atmosphere. Starbucks website (2020) also stated that they provided inviting coffee shop atmosphere. Fit for gathering with family and friends they frequently do the same for fun.

So, the researcher would like to analyse (1) product quality's effect on purchase intention, (2) price's effect on purchase intention, (3) product involvement's effect on purchase intention, (4) atmosphere's effect on purchase intention, and (5) word of mouth's effect on purchase intention (Archana & Khanna, 2012) (Purba & Panday, 2015). The researchers wanted to see how the consumer's behaviour on Coffee demands during the pandemic era from March 2020- December 2020. We decided to choose Starbucks Coffee Drive Thru Hayam Wuruk as one of Starbucks' location in Indonesia as the object of the study especially during the time of pandemic Covid-19.

Literature Review

Product quality was the ability of a product to perform its functions Satria (2017), and the product quality was the overall characteristics' of the product where the overall of its characteristics has the ability to fulfil the product's abilities that are stated (Purnomo, 2016) (Radnan & Purba, 2018). Indicators of product quality can be seen from its performance, feature, reliability, conformance, durability, serviceability, aestheticism, and perception on product quality (Purnomo, 2016; Hoe & Mansori, 2018). Berger (2013) stated that product quality was one of the factors that would contribute to its success. Product quality can also provide customers satisfaction and fulfill customers' expectation on the product or even surpass their expectation. Dimensions on product can be implemented to create competitive advantage (Hardiyanto, Perera, & Kusdibyo, 2020; Hoe & Mansori, 2018).

Then, Satria (2017) add statement that price was a or the requirement to in a transaction in order to create an agreement to purchase or exchange using the collaboration technology (Purba et al., 2020). The price also contributed to the success of the products consume in the market economics and demand (Steven et al., 2021) (Adirinekso, Purba, Budiono, et al., n.d.). Customers will buy product based on their purchasing ability, price contributes on customers' Berger (2013) (Purnomo, 2016) (Adirinekso et al., 2020). Indicators that can be used for price are affordability, competitiveness, suitability upon its quality and value, and ability to purchase (Purnomo, 2016; Yusuf, Nurhialia, & Putra, 2019). Product involvement is customer's perception upon the importance of the product. It depends on the consumer's needs or wants, value, price and interest (Adirinekso et al., 2020). Product involvement is the center variable for consumer behavior and communication research (Belanche, Flavián, & Pérez-Rueda, 2016). This variable can be measured through the importance of the product, the need for the product, the appeal of the product, fun and excitement of the product, how valuable the product (Park & Yoo, 2018; Peng, Zhang, Wang, & Liang, 2018). Other measurements that can be used are Relevance, fascination, and how meaningful the product is (Vanwesenbeeck, Walrave, & Ponnet, 2017).

Atmosphere is the ambiance that is set on the store's physique to make customers interested towards the store. Good atmosphere for the customers can provide interest to the customers to come to the store to purchase. (Rakhmawati & Trenggana, 2018). Visual communication, merchandise serving, planning or store design can become indicators (Retnoningtyas, 2017). Yuana and Wahyuati (2018) explained that store atmosphere could be measured through the lighting, music, temperature, layout, room design, aroma, and room temperature. Cleanliness can also be a measurement (Purwadi, Devitasari, & Darma, 2020).

Word of mouth is a communication where satisfied customer tell other customers how great the product or the service or the business. This can be transmitted from friends, family, groups, or workers. Word of mouth is one of the most credible source of information regards of purchasing (Schiffman & Wisenblit, 2015). Berger (2013) also stated Word of mouth was persuasive and and the transmission of the message was more targeted. How often the customers promotes the product, spreading good words about the product, talking about the brand to friends, or recommending the brand to others can be used as indicators (Karjaluo, Munnukka, & Kiuru, 2016). Willingness to

talk about the product, persuading others to use the product can also be used as indicators (Ruhamak & Syai'dah, 2018).

Purchase intention represents the possibility, willingness or even planning to purchase the product or service in the future (Rahayu & Ruhamak, 2017). Utami and Saputra (2017) stated that purchase intention can also appeared through stimulus of the product that created interest to the customer. Customers' beliefs towards the product also provided purchase intention towards the product. Elements of purchase intention can be explained through the AIDA model consisting of Attention, Interest, Desire, Action (Rahayu & Ruhamak, 2017). Consideration of purchasing the product, curiosity, interest, desire of having the product can be used as indicators (Purnomo, 2016). Attention towards product can also be a indicator (Gunawan & Sukaatmadja, 2018). Desire to order repetitively, a suggesting other to purchase the product can also become indicators (Rahayu & Ruhamak, 2017).

Methods

The researcher uses quantitative method on the research. Starbucks Drive Thru Hayam Wuruk, Jakarta Barat is the object of this research. The design of this research uses the survey method. On doing the survey, the researcher used and distributed 5 point Likert scale online questionnaire to the respondents inside Starbucks Drive Thru Hayam Wuruk, Jakarta Barat to collect responses. The questionnaire was sent to the population that the research desired. Population that defined the respondents were from all ages inside Indonesia, who have gone to Starbucks Drive Thru Hayam Wuruk , Jakarta Barat. There are 5 hypotheses will be tested in this research:

- (H1) Product Quality positively affects Purchase Intention,
- (H2) Price positively affects Purchase Intention,
- (H3) Product involvement positively affects Purchase Intention,
- (H4) Atmosphere positively affects Purchase Intention,
- (H5) Word of mouth positively affects purchase intention.

Before distributing the questionnaire, the researcher would like to start test if the questionnaire was valid and reliable. This was done by the researcher distributed to 250 respondents to implement validity and reliability test using 24th version of the SPSS. Validity test would help the researchers determine whether indicators on the questionnaire was able to measure what was about to be measured. While reliability test determines whether indicators on the questionnaire was able to consistently measure what's being measured. In other words, the measuring instrument is tested whether it is able to bring out consistent results (Sugiyono, 2017). The indicator can be concluded valid if the indicator's r value is more than the r table (the r table on this is 0.279) (Ghozali, 2018). The variable can be concluded reliable if the Cronbach alpha is greater than 0.60 (Sujarweni, 2015).

To test the validity of the construct, Confirmatory factor analysis (CFA) is used to gain knowledge on how well indicators are able to explain the construct. Thus, the CFA consists of convergent *validity (standardized loading estimate)*, *average variance extracted (AVE)* serta discriminant validity (\sqrt{AVE}) (Ghozali, Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 Update Bayesian SEM, 2017). After testing the CFA, the researcher implemented goodness-of-fit, R squared test, KMO test, and classical assumption test.

Table 1: CFA test results

Indicators		Standardized Loading Estimate	Average Variance Extracted (AVE)	$\sqrt{\text{AVE}}$	CR
PQ1	<--- PQ	0,775	0,616	0,785	0,906
PQ2	<--- PQ	0,796			
PQ3	<--- PQ	0,757			
PQ4	<--- PQ	0,817			
PQ5	<--- PQ	0,798			
PQ6	<--- PQ	0,766			
P1	<--- P	0,772	0,612	0,782	0,887
P2	<--- P	0,738			
P3	<--- P	0,779			
P4	<--- P	0,727			
P5	<--- P	0,885			
PINV1	<--- PINV	0,753	0,714	0,845	0,937
PINV2	<--- PINV	0,764			
PINV3	<--- PINV	0,789			
PINV4	<--- PINV	0,852			
PINV5	<--- PINV	0,955			
PINV6	<--- PINV	0,936			
A1	<--- A	0,720	0,591	0,769	0,910
A2	<--- A	0,777			
A3	<--- A	0,738			
A4	<--- A	0,743			
A5	<--- A	0,711			
A6	<--- A	0,869			
A7	<--- A	0,812			
WoM1	<--- WoM	0,640	0,516	0,719	0,864
WoM2	<--- WoM	0,745			
WoM3	<--- WoM	0,722			
WoM4	<--- WoM	0,660			
WoM5	<--- WoM	0,717			
WoM6	<--- WoM	0,660			
PI1	<--- PI	0,810	0,659	0,812	0,906
PI2	<--- PI	0,717			
PI3	<--- PI	0,831			
PI4	<--- PI	0,829			
PI5	<--- PI	0,862			

Source: AMOS data result

Table 2 Reliability test results

Variabel	PQ	P	PINV	A	WoM	PI
PQ	0,785					
P	0,729	0,782				
PINV	0,543	0,581	0,845			
A	0,549	0,719	0,430	0,769		
WoM	0,358	0,404	0,242	0,447	0,719	
PI	0,677	0,732	0,550	0,671	0,544	0,812

Source: AMOS data result

Remarks:

PQ: *Product Quality*, P: *Price*, PINV: *Product Involvement*, A: *Atmosphere*, WoM: *Word of Mouth*

Ghozali (2017) stated that to achieve convergent validity, standardized loading estimate had to be equal or more than 0.50, and could be ideal if it was equal or more than 0.70. While AVE figure or average of variance extracted needed to reach more than 0.50 in order to achieve good convergent validity. While $\sqrt{\text{AVE}}$ had to be more than 0.7 if the reliability of the construct was more than 0.70, then the construct could be concluded reliable. While between 0.60 and 0.70 could be concluded acceptable area.

Table 1 shows that standardized loading estimates on each indicator are above 0.70 which is ideal, except WoM6 and WoM4 are not ideal. AVE on each construct or latent variable shows that it is more than 0.50. $\sqrt{\text{AVE}}$ on each indicator shows that they are above 0.7 this can be seen through table 2 where the results are bolded and italicized. Then each construct is reliable because they are above 0.70.

TABLE 3: Goodness-of-fit

No. Goodness of Fit	Cut of goodness of fit		Description
	Good Fit	Marginal Fit	
Chi-Square (χ^2)/df (CMINDF)	< 2,0		1,728 Good Fit
Root Mean Square Error (RMSEA)	0,05 - 0,08		0,06 Good Fit
Normal Fit Index (NFI)	$\geq 0,90$	0,80 - 0,90	0,831 Marginal Fit
Tucker-Lewis Index (TLI)	$\geq 0,90$		0,913 Good Fit
Comparative Fit Index (CFI)	$\geq 0,90$		0,920 Good Fit
Parsimonious Normal Fit Index (PNFI)	0,60 - < 0,90		0,761 Good Fit

According Ghozali (2017) statement, that we shall not only rely on Chi-square due to its high sensitivity and degree of freedom. The argumentation of Hair *et al.* (2014) also stated that generally speaking 3-4 indexes were already enough. At least show 1 index from absolutes fit measure and incremental fit measure as a complementary substance for Chi-square and degree of freedom.

As we conclude from the goodness-of fit test on table 3, the model is fit. This can be seen where CMINDF is in good fit and RMSEA is also in good fit. Thus, these measures indicate that it has fulfilled the absolute fit measures rule. An incremental fit measure rule is also has been fulfilled. This can be seen where the CFI, TLI are in good fit, while NFI is in marginal fit. Then, PNFI is already in good fit. These already fulfil the parsimonious fit measure rule.

Table 4: Coefficient Correlation (*squared multiple correlations*)

Endogenous Variable	R ²
Purchase Intention	0,675

Source: AMOS data result

R² (*squared multiple correlations*) is used to measure the model’s ability to explain variation on dependent variable. If the R² is closer to one, it means that independent variables mostly own all information that is needed to explain the variation on the dependent variable. While the remains (1- R²) from the score shows effects outside the model (Ghozali, 2018).

The result on table 4 shows that R² of purchase intention is 0.675. 67.5 % of available variations can be explained from all 5 independent variables on this research (product quality, price, product involvement, atmosphere, dan word of mouth). While the value in the area of 32.5 % are outside the model. Hair et al. (2013) stated that if R² was above 0.50 (for scholarly research that was focusing on marketing), it could be concluded as moderate.

Table 5: KMO and Bartlett’s Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,925
Bartlett's Test of Sphericity	Approx. Chi-Square	5231,718
	df	595
	Sig.	,000

KMO (Kaiser-Meyer-Olkin) Measure of Sampling adequacy is a testing instruments that is used to determine whether the factor analysis can be done also looking on intercorrelations between variables. KMO rating here; is between figure of 0 to 1. If KMO number is above 0.5, factor analysis can be done. While Bartlett’s Test of Sphericity is another statistic test that is used to see the correlation between variables (Ghozali, 2018). It shows that KMO on table 7 is 0.925, thus the factor analysis can be used because it’s above 0.50 while Bartlett’s Test of Sphericity shows that Chi-square is 5231.718 with 0.000 can be called significance. So, the researcher was able to continue factor analysis test.

Table 6 The Anova Test

Model Summary^b

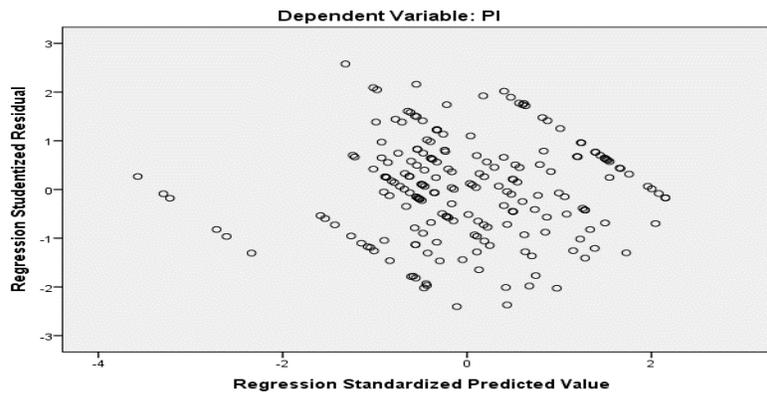
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.776 ^a	.602	.592	3.06260	2.101

a. Predictors: (Constant), WoM, PINV, A, PQ, P

b. Dependent Variable: PI

This test is shown to proof the existence of autocorrelation problem. It is a problem where an observation done sequentially are connected to each other The regression model has no positive neither negative autocorrelation if $du < d < (4-du)$ (Ghozali, Aplikasi Analisis Multivariate dengan program IBM SPSS 25, 2018). The model summary on table 6 shows that D-W is 2.101. it is bigger than upper limit (1.820) and below (4-1.820) 2.180.

Table 7: Heteroscedasticity Test
 Scatterplot



Source: SPSS Version 24 data result

Heteroscedasticity test is a test to search the existence of variance inequality from one observation residual to other observation (Ghozali, Aplikasi Analisis Multivariate dengan program IBM SPSS 25, 2018). Purnomo (2016) stated that a regression model had no heteroscedasticity if patterns on the graph was unclear. Dots are scattering above 0 and below 0 (Y axis), also dots are not in order. Table 7 shows that the dots on the PI dependent variable scatterplot are below and above 0 (Y Axis) and not creating the dots in order. Thus, it can be concluded that there is no heteroscedasticity interruption on the regression model.

Table 8: Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,02387732
Most Extreme Differences	Absolute	,046
	Positive	,039
	Negative	-,046
Test Statistic		,046
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

There are 2 two methods to do normality test which are graphic and statistical analysis (Ghozali, Aplikasi Analisis Multivariate dengan program IBM SPSS 25, 2018). The researcher chose statistical analysis method with Kolmogorov-Smirnov test. Residual data can be concluded normally distributed if the significance rate (asyp. Sig. (2-tailed)) is above 0.05 (Purnomo, 2016). The result shows on table 8 the Asymp. Sig significant 0.200 which is above 0.05. Thus, it can be concluded that the residual on regression model is normally distributed.

Table 9: Linearity Test

Ramsey RESET Test

Equation: UNTITLED

Specification: PI C PQ P PINV A WOM

Omitted Variables: Squares of fitted values

	Value	df	Probability
t-statistic	0.666238	193	0.5061
F-statistic	0.443873	(1, 193)	0.5061
Likelihood ratio	0.459444	1	0.4979

Source: SPSS Version 24 data result

Linearity test is used to look if model specification better fitted with linear, square, or cubic form. It is seen to look if the model is right or not (Ghozali,2018). The researcher used Ramsey RESET. If the Fvalue is

less than the F table or P-value is more than 0.05. as table 9 shows that the f statistic generates p-value for 0.5061. this can be concluded that it is linear.

Conceptual Framework

The research would replicate the conceptual framework on “Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping” research by Lee *et al.* (2017). Then, the researcher modified the research model to change “product information” into “atmosphere”. This was done to adjust with the background and phenomena of the study. Thus, the researcher would like to study on how product quality, price, product involvement, atmosphere, and word of mouth affects customer’s purchase intention.

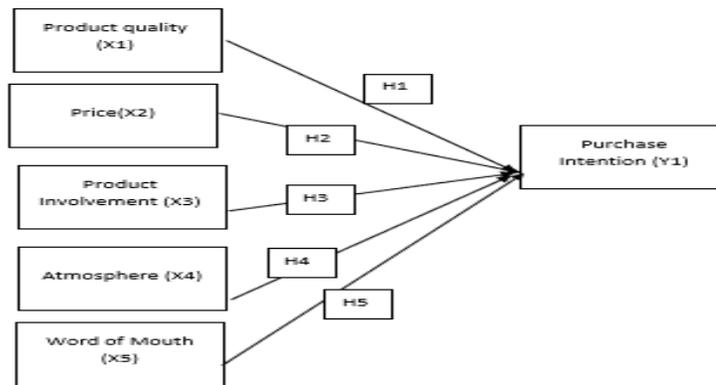


Figure 1 Conceptual Framework (Modified from the original one)

(Source: “Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping” by Lee, Cheng, & Shih, 2017)

Hypotheses Development

Berger (2013) stated that product quality contributed to the success of the product. Hardiyanto *et al.* (2020) explained that product quality affects customer’s purchase intention. The quality of a product is a consideration for the customer before purchasing the product. Few researches shown that product quality positively affected purchase intention (Satria, 2017; Purnomo, 2016).

H1: Product Quality positively impacts Purchase Intention.

Purnomo (2016) stated that price really determined the success of product sales, also determined the company’s success. While Prabowo (2016) said that price really determined consumer’s judgement on purchasing. Consumers on purchasing really dependent on their funds. Satria (2017) and Purnomo’s (2017) research shown that price positively impacted purchase intention.

H2: Price positively impacts Purchase Intention

High Product involvement tends to have higher purchase intention probability. Then, Rossanty *et al.* (2018) stated that consumers tend to plan and digging insights before purchasing. Her research also shown product involvement positively impacted purchase intention. According to the research of Mou *et al.*’s (2019) research also shown product involvement’s positive impact towards purchase intention

H3: Product involvement positively impacts Purchase Intention

Inviting store ambiance can increase customer’s purchase intention. Atmosphere is also considered to be important to bring customers and remind them to purchase the product (Tansya, Samuel, & Adiwijaya, 2019). Atmosphere also has the emotional effect to customers. Thus, their probability of purchasing a product increases due to the convenience of the store and stimulating store ambiance (Hussain & Ali, 2018). Few researches has shown that atmosphere positively impacted purchase intention (Hussain & Ali, 2018; Tansya, Samuel, & Adiwijaya, 2019).

H4: Atmosphere positively affects Purchase Intention

Schiffman and Wsenblit (2015) stated that word of mouth had the most credible source of information. This was caused by the transmitter of the information had nobenefit from promoting the product. Rahayu and Ruhamak’s (2016) argued that word of mouth was an effective promotional medium. Usually, people who have purchased tend to have gained word of mouth before. Their research also shown that word of mouth had positive impact on purchase intention

H5: *Word of mouth* positively impacts purchase intention

Findings and Discussion

The research was using the inferential parametric analysis method. The researcher used SEM AMOS 24th version to implement regression test.

Table 10: Regression Test Results

Hypotesis	Affecting Variable	Estimate	C.R.	P-value	Conclusion
H ₁	Produk Quality ---> Purchase Intention	0.232	2.710	0.007	Supported
H ₂	Price ---> Purchase Intention	0.253	2.242	0.025	Supported
H ₃	Product Involvement ---> Purchase Intention	0.142	2.212	0.027	Supported
H ₄	Atmosphere ---> Purchase Intention	0.222	2.496	0.013	Supported
H ₅	Word of Mouth ---> Purchase Intention	0.329	3.773	***	Supported

Source: AMOS data result

After testing the regression, the researcher concluded the results as above:

- (1) The first hypothesis shows that product quality positively affects purchase intention. Holding with with 2.710 Critical rates and 0.007 p-values. This hypothesis is supported.
- (2) The second hypothesis shows that price positively affects purchase intention. Holding with 2.242 Critical rates and 0.025 p-values. This hypothesis is supported.
- (3) The third hypothesis shows that product involvement positively affects purchase intention. Holding with 2.212 Critical rates and 0.027 p-values. This hypothesis is supported.
- (4) The fourth hypothesis shows that atmosphere positively affects purchase intention. Holding with 2.496 Critical rates and 0.013 p-values. This hypothesis is supported.
- (5) The fifth hypothesis shows that word of mouth positively affects purchase intention. Holding with 3.773 Critical rate and *** p-value, thus it has significant effect. This hypothesis is supported.

Conclusion

As the researcher gained result using AMOS 24th version and SPSS also discussed the result, it can be concluded that all five independent variables in this research such as product quality, price, product involvement, atmosphere, word of mouth positively affects the dependent variable that is purchase intention. Word of mouth is the independent variables among all independent variables in the research holds the highest critical rate and significantly affects the dependent variable which is purchase intention.

As the results and discussion shows, product quality, price, product involvement, atmosphere, and word of mouth positively purchase intention upon Starbucks Coffee Drive Thru Hayam Wuruk. For that reason, these independent variables are able to be concerned. Product quality is allowed to be maintained or improved to maintain its customer purchase intention (Surjana et al., n.d.). Price can also be determined to fit with Starbucks Coffee Drive Thru Hayam Wuruk’s market segment by various products that can use the technology digital for purchase them (Adirinekso, Purba, & Budiono, n.d.). Also, giving a reasonable pricing for its customers in order to maintain customer purchase intention (Hikaru et al., 2021) . Atmosphere is also contributing on customer’s purchase intention on Starbucks Coffee Drive Thru Hayam Wuruk. Creating an atmosphere that could be considered good (or even great) by customers may be contribute to customers’ purchase intention (Budiono et al., n.d.). Therefore, atmosphere

is also a competitive element on winning the coffeeshop competition. Customer's product involvement can also be concerned by Starbucks to maintain customer's purchase intention. While word of mouth holds the highest contribution to purchase intention on this research. Schiffman and Wisenblit (2015) stated that word of mouth was a credible communication that appeared because of their satisfaction upon the product they had used. Basri *et al.* (2016) also stated that word of mouth could become a persuasive promotional media that was transmitted from customer to another. From this finding, Starbucks Coffee Drive Thru Hayam Wuruk may also be allowed to find ways that could create word of mouth upon customers. Therefore, strategies that could create customer word of mouth may be able to persuade new customers or even existing ones.

Limitation and suggestions

The researcher suggests that Starbucks Coffee Drive Thru Hayam Wuruk can provide their customers with (relatively) great product and atmosphere to maintain customers' intention on purchasing. Maintaining them is also the key to maintain customer's purchase intention. Then, providing these amenities (product quality and service) may also be given with pricing that is reasonable and fit to the market segment. Starbucks may also rely on word of mouth to create and maintain customers' purchase intention. Word of mouth can also be their promotional media. Starbucks may find things or strategy that can generate ways to generate customer word of mouth. Starbucks Coffee Drive Thru Hayam Wuruk can rely on their product or atmosphere as one of their word of mouth worthy objects to be talked upon customers.

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