



THE INFLUENCE OF BRAND IMAGE, STORE IMAGE, PROCESSING TECHNOLOGY, PACKAGING, COUNTRY OF ORIGIN, PRODUCT INFORMATION, ADVERTISING ON PERCEIVED VALUE AND CUSTOMER LOYALTY AT STARBUCKS SUN PLAZA MEDAN AND STARBUCKS DIPONEGORO MEDAN

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Abstract: The purpose of this research is to test and analyze the influence of brand image, store image, processing technology, packaging, country of origin, product information, advertising on customer loyalty through perceived value among the customers of Starbucks Sun Plaza Medan and Starbucks Diponegoro Medan. The study used quantitative research method with causal research and data collection was carried out by distributing questionnaires using non-probability sampling method, especially snowball sampling to 150 customers of Starbucks Sun Plaza Medan and 150 customers of Starbucks Diponegoro Medan. The data is analyzed using SPSS 25. Empirical results at Starbucks Sun Plaza Medan show that brand image, store image, packaging, country of origin, product information, and advertising have a significant influence on perceived value; processing technology has no influence on perceived value. Meanwhile, empirical results at Starbucks Diponegoro Medan show that brand image, store image, packaging, country of origin, and advertising have a significant influence on perceived value; processing technology and product information have no influence on perceived value. Furthermore, perceived value at Starbucks Sun Plaza and Starbucks Diponegoro Medan is found to have a significant influence on customer loyalty.

Index Terms – Brand Image, Store Image, Processing Technology, Packaging, Country of Origin, Product Information, Advertising, Perceived Value, Customer Loyalty

I. INTRODUCTION

In recent years, the business world in the food and beverage sector, which commonly known as the culinary business has developed very rapidly. One of the culinary businesses that is currently developing in Indonesia is coffee shop. Currently, the coffee shop business can be said to be a promising business. This can be seen from the increase in the trend of consuming coffee in Indonesia in the last 10 years. Based on data from the International Coffee Organization (ICO), Indonesia achieved coffee consumption of 5 million 60kilogram bags of coffee in the 2020/2021. This number increased by around 4.04% from the previous period with coffee consumption of 4.81 million 60kilogram bags of coffee (dataindonesia.id).

Coffee shops in Indonesia are quite diverse and one of the coffee shops that has a well-known name in Indonesia is Starbucks Coffee, which is the object of this research. Based on research conducted by Toffin and Majalah Mix, the number of coffee shops in Indonesia has increased threefold with a total of 1,083 outlets in 2016 and growing to 2,937 outlets in 2019. The increasing number of coffee shop has resulted in intense competition with similar businesses. Therefore, Starbucks Sun Plaza Medan and Starbucks Diponegoro Medan need to maintain and increase customer loyalty. According to Kotler et al. in Alma (2002) customer loyalty is important because if the company can get and maintain customer loyalty means the company will definitely get benefit from loyal customers and can maintain the company's survival. Companies can also reduce costs for acquiring new customers because customers who are loyal to a company will usually say positive things, share their experiences, and recommend the company to others, which will benefit the company and can also create a good image in the eyes of customers. In addition, if the company can maintain loyal customers, the company can reduce costs related to psychological and socialization costs because loyal customers already have a positive experience with the company. According to Khasbulloh and Suparna (2022), customer loyalty is an important factor that must be maintained by companies in order to remain competitive. In addition, to be able to maintain and create customer loyalty, companies must continue to innovate by designing good strategies (Lodh, 2007).

According to Bryla (2019), customers usually assign high value to well-known brands that have a good brand image. Brand image is a function of how customers perceive it and remembering a brand (Gómez-Rico et al., 2022).

Aside from brand image, store image also known as a factor that could increase customer's perceived value. As for Devlin et al. (2003) explains store image as the customer's overall impression of a store which is assessed through the characteristics of the store.

Perrea et al. (2017) stated that processing technology has an influence and can create high perceived value and positive evaluations. Processing technology has a function of regulating and maintaining freshness, also extending the shelf life of food products (Hameed et al., 2018).

In addition, Halaswamy and Subhas (2014) explained that packaging has an influence and can increase the perceived value of a product. Olesen and Davide (2017) explained that packaging with an attractive design has a positive influence on perceived value. Raheem et al. (2014) explains that packaging acts as a promotional tool for a product carried out by company and has a function to help customers differentiate one product from another (Underwood, 2003).

Customers usually also seek information about the country of origin. According to Herz & Diamantopoulos (2013), by showing and introducing country of origin, can become the strength of the brand. In developing countries, customers prefer imported products, not just because it has high quality (Moradi & Zarei, 2012) but also the country of origin can influence customer's perceived value and decision-making processes (Ha-Brookshire and Yoon, 2012).

According to Mou et al. (2019), companies that provide product information about the products they sell can eliminate customer doubts about a product. Product information can increase customer perceived value for a product (Guo et al., 2021). When the perceived value meets or exceeds customer expectations, the value of the product or service will increase (Yulianto, 2022).

In addition, advertisement with clear content can increase the value perceived by customers (Hidayat and Astuti, 2019). Advertising is the desire to introduce a product or service and is used to show the personality of a brand (Dwivedi and McDonald, 2018).

Consumer perceptions of value are characterized by considering the costs and efforts made, along with quality considerations. These antecedents are used to describe perceived value (Graciola et al., 2020). Khasbulloh and Suparna (2022) stated that perceived value is trade-off between value and costs incurred by customers to get a particular product or service. According to Devantha and Ekawati (2020), perceived value is defined as a customer's assessment of a product or service based on perceptions of what customer receives from a company.

Nikhashemi et al. (2016) in their research stated that store image has a significant influence on perceived value. Supported also by the finding by Graciola et al. (2020), who found that store image is an important factor that can increase perceived value. Some of these research results need to be reexamine, because the results of research by Calvo-Porrall and Levy-Mangin (2017) found that there was no significant influence of store image on perceived value.

Furthermore, research results conducted by Nikhashemi et al. (2016) show that there is a significant influence of perceived value on customer loyalty. These results indicate that perceived value plays an important role in influencing customer loyalty, where customers who feel positive value towards a brand will have a higher intention to make repeat purchases which can build loyalty. However, these results contradict

research conducted by Yarmen (2017) which states that perceived value does not have a significant influence on customer loyalty.

The inconsistency of the results of the previous research makes this research even more interesting to carry out, with the aim of ascertaining whether relationship between these variables. This research discusses several factors that influence customer loyalty based on previous journals, including Brand Image, Store Image, Processing Technology, Packaging, Country of Origin, Product Information, and Advertising on Customer Loyalty through Perceived Value for customers of Starbucks Sun Plaza Medan and Starbucks Diponegoro Medan.

II. LITERATURE REVIEW

2.1 Brand Image

Brand image is a function of how customers perceive it and remembering a brand (Gómez-Rico et al., 2022). According to Rindell et al. (2014), brand image is the customer's perception about a brand that held in customer memory. Brand image helps customers recognize needs and desire regarding a brand and distinguishes a brand from another brand (Anwar et al., 2011). Previous research conducted by Huang et al. (2019) found that brand image has a significant influence on perceived value. According to Gabriela and Antonio (2022), brand image has a significant influence on perceived value. Research conducted by Devantha and Ekawati (2020) also shows that brand image has a positive and significant influence on perceived value. The results show that good brand image can improve customer perception of a brand or product. Based on these findings, this paper thus proposes the following hypotheses:

H1: Brand Image has a significant influence on Perceived Value

2.2 Store Image

According to Erdil (2015), store image is a collection of brand associations associated with the store in the customer's memory. Store image is a perception and impression felt by customers regarding a store (Hartman and Spiro, 2005). According to Martineau (1958), store image is how a store is defined in the mind of the customer. Nikhashemi et al. (2016) stated that store image has a significant influence towards perceived value. Supported also by the finding by Graciola et al. (2020), who found that store image is an important factor that can increase perceived value. Based on these findings, this paper thus proposes the following hypotheses:

H2: Store Image has a significant influence on Perceived Value

2.3 Processing Technology

According to Imtiyaz et al. (2022), processing technology is a technology that plays a role in maintaining the quality and shelf life of a product that related to food and beverage. According to Hameed et al. (2018), processing technology is a technology that functions to improve the safety, quality and suitability of functional components food. According to research conducted by Sajdakowska et al. (2018), processing technology has a significant influence on perceived value. Additionally, Perrea et al. (2017) stated that processing technology has influence on perceived value and can create positive evaluation. Based on these findings, this paper thus proposes the following hypotheses:

H3: Processing Technology has a significant influence on Perceived Value

2.4 Packaging

Packaging is a cover that has functions to protect a product from outer atmosphere. Packaging is used to protect the quality of a product, which can motivate customers to make purchases (Imtiyaz et al., 2022). Lee et al. (2019) explains packaging plays a role in communicating the values and identity of a brand to customers. Previous research conducted by Setyowati et al. (2022) stated that packaging shows a significant influence on perceived value. Meanwhile, Olesen and Davide (2017) explained that product packaging with attractive design has a positive influence on perceived value. In line with research conducted by Halaswamy and Subhas (2014), found that packaging has an influence and can improve perceived value of a product. Based on these findings, this paper thus proposes the following hypotheses:

H4 Packaging has a significant influence on Perceived Value

2.5 Country of Origin

According to Kim et al. (2017), country of origin is the country where a brand originates. Roth and Romeo (1992) define country of origin as a product originating from specific countries in the customer's view. Previous research from Nanakar et al. (2020) describes that country of origin influences perceived value. The results of this study show that country of origin plays a role important in customer perceived value, where the influence of a country can be given rise to positive or negative feelings in relation to perceived value. Previous research from Nanakar et al. (2020) describes that country of origin influences perceived value. The results show that country of origin plays a role important in customers' perceived value, where the influence of a country can create positive or negative feelings in relation to perceived value. Abdelkader (2015) stated that country of origin significantly influences perceived value. Based on these findings, this paper thus proposes the following hypotheses:

H5 Country of Origin has a significant influence on Perceived Value

2.6 Product Information

According to Khan et al. (2018), product information is information about a product. According to Khare and Rakesh (2011), product information is the main variable used by sellers to provide an overview and help customers in evaluating a product products in making purchasing decisions. Product information is complete and valid information about a product, intended as a source of information for customers (Gorska et al., 2011). Product information can increase customer value for a product (Guo et al., 2021). Yulianto (2022) explains that product information has a positive and significant influence towards perceived value. Based on these findings, this paper thus proposes the following hypotheses:

H6 Product Information has a significant influence on Perceived Value

2.7 Advertising

Advertising is the desire to introduce a product or service and is used to show the personality of a brand (Dwivedi and McDonald, 2018). According to Aaker (1997), advertising is a tool used to communicate the functional and emotional value of a brand. One of the goals of advertising is to inform, convince, persuade and remind customers about a product or service (Amandeep et al., 2017). Research from Hidayat and Astuti (2019) show that advertising has a direct influence on perceived value. Providing attractive and clear advertising can increase the value perceived by customers. Christiandinata (2016) explains that advertising has a significant and positive relationship with perceived value. The results of this research show that advertisements presented by companies can help customers find out the value provided by certain products. Based on these findings, this paper thus proposes the following hypotheses:

H7 Advertising has a significant influence on Perceived Value

2.8 Perceived Value

According to Khasbulloh and Suparna (2022), perceived value is trade-off between value and costs incurred by customers to get a particular product or service. Chua and Banerjee (2015) explain perceived value as a customer's evaluation of products or services based on a comparison of perceived benefit with cost issued. According to Devantha and Ekawati (2020), perceived value is defined as customer assessment of a product or service based on perceptions about what customers receive from the company. According to Nikhashemi et al. (2016), perceived value has a significant effect on customer loyalty. Customers with high and positive perceived value can build customer loyalty (Yuen et al., 2023). In addition, the higher the value perceived by customers, the greater customer loyalty will be (Khasbulloh and Suparna, 2022). Based on these findings, this paper thus proposes the following hypotheses:

H8 Perceived Value has a significant influence on Customer Loyalty

2.9 Customer Loyalty

According to Bakator et al. (2019), customer loyalty is a customer who commit to patronize and purchase certain products or services consistently in the future. Chang et al. (2009) defines customer loyalty is a commitment to repurchase a product consistently in the future and recommend the product to others. Customer loyalty according to Griffin (2005) is a customer who consistently repurchases products or services offered by the company and has a positive attitude towards the company by recommend products or services to others. Furthermore, Kotler and Armstorng (2007) define customer loyalty as behavior that arises because the company can meet or exceed customer's expectation.

Research model can be seen below:

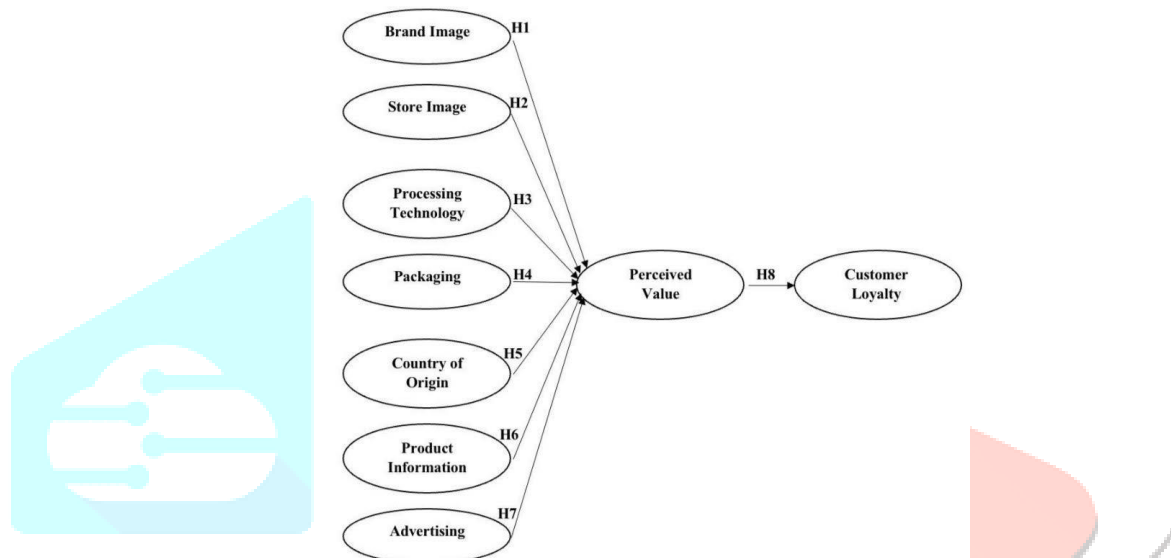


Figure 1. Research Model
Source: Prepared by Writer (2023)

III. RESEARCH METHODOLOGY

This research aims to discover the influence of brand image, store image, processing technology, packaging, country of origin, product information, advertising on customer loyalty through perceived value by using quantitative research with causal research approaches. This was used to analyze and find out relationships between variables on numerical data (Hardani et al., 2020). This research used non-probability sampling, more precisely snowball sampling method and questionnaire as the method in data collection. For this research, the population was customers of Starbucks Sun Plaza Medan and Starbucks Diponegoro Medan, and the sample size was 150 customers of Starbucks Sun Plaza Medan and 150 customers of Starbucks Diponegoro Medan.

The variable measurement technique is using five-point Likert scale anchored with “1=strongly disagree” to “5=strongly agree”. Items for brand image were adapted from prior research by Lien et al. (2015). Items for store image adapted from Garrett et al. (2017). Items for processing technology were adapted from Imtiyaz et al. (2022). Packaging is measured using instrument developed by Khan et al. (2018). Measurement of country of origin were adapted from Hien et al. (2019). Items for product information were adapted from Mou et al. (2020). Advertising is measured using instrument developed by Dwivedi dan McDonald (2018) as well as Pollay dan Mittal (1993). Measurement of perceived value were adapted from Graciola et al. (2020), while customer loyalty was adapted from previous research by Nikhashemi et al. (2016).

IV. FINDINGS AND DISCUSSION

4.1 Respondent Characteristics

Table 1 Characteristic of Respondents Based on Age

Age	Starbucks Sun Plaza Medan		Starbucks Diponegoro Medan	
	Number of Respondents	Percentage	Number of Respondents	Percentage
18-35 years old	148	98.7%	142	94.7%
36-50 years old	2	1.3%	7	4.7%
51-60 years old	0	0	1	0.7%
Total	150	100%	150	100%

Source: SPSS Output (2023)

Table 2 Characteristic of Respondents Based on Gender

Gender	Starbucks Sun Plaza Medan		Starbucks Diponegoro Medan	
	Number of Respondents	Percentage	Number of Respondents	Percentage
Male	36	24%	37	24.7%
Female	114	76%	113	75.3%
Total	150	100%	150	100%

Source: SPSS Output (2023)

Based on the results of the data processing, it is known that the customers of Starbucks Sun Plaza Medan and Starbucks Diponegoro Medan are dominated by female customers between 18-35 years.

4.2 Validity and Reliability Test

Validity test is used to show whether a research instrument is valid or not (Hamid et al., 2019). Meanwhile, reliability test is utilized to measure instruments related to consistency and accuracy (Hamid et al., 2019). To pass validity test, the Corrected Item-Total Correlation must $>$ R Table (0.1603) and for reliability test, Cronbach's Alpha value must $>$ 0.6 (Hamid et al., 2019).

Table 3 Validity Test

Variable	Item Code	Starbucks Sun Plaza Medan			Starbucks Diponegoro Medan		
		Corrected Item-Total Correlation	r-table	Criteria	Corrected Item-Total Correlation	r-table	Criteria
Brand Image	BI1	0.560	0.1603	Valid	0.730	0.1603	Valid
	BI2	0.541	0.1603	Valid	0.665	0.1603	Valid
	BI3	0.495	0.1603	Valid	0.702	0.1603	Valid
Store Image	SI1	0.738	0.1603	Valid	0.636	0.1603	Valid
	SI2	0.730	0.1603	Valid	0.726	0.1603	Valid
	SI3	0.757	0.1603	Valid	0.750	0.1603	Valid
Processing Technology	PT1	0.757	0.1603	Valid	0.677	0.1603	Valid
	PT2	0.712	0.1603	Valid	0.675	0.1603	Valid
	PT3	0.688	0.1603	Valid	0.584	0.1603	Valid
Packaging	PKG1	0.691	0.1603	Valid	0.689	0.1603	Valid
	PKG2	0.602	0.1603	Valid	0.625	0.1603	Valid
	PKG3	0.491	0.1603	Valid	0.615	0.1603	Valid
Country of Origin	COO1	0.810	0.1603	Valid	0.580	0.1603	Valid
	COO2	0.896	0.1603	Valid	0.813	0.1603	Valid
	COO3	0.915	0.1603	Valid	0.808	0.1603	Valid
Product Information	PIF1	0.532	0.1603	Valid	0.624	0.1603	Valid
	PIF2	0.719	0.1603	Valid	0.760	0.1603	Valid
	PIF3	0.612	0.1603	Valid	0.616	0.1603	Valid

Advertising	ADV1	0.665	0.1603	Valid	0.676	0.1603	Valid
	ADV2	0.623	0.1603	Valid	0.637	0.1603	Valid
	ADV3	0.649	0.1603	Valid	0.592	0.1603	Valid
Perceived Value	PV1	0.648	0.1603	Valid	0.554	0.1603	Valid
	PV2	0.662	0.1603	Valid	0.557	0.1603	Valid
	PV3	0.674	0.1603	Valid	0.506	0.1603	Valid
Customer Loyalty	CL1	0.647	0.1603	Valid	0.622	0.1603	Valid
	CL2	0.667	0.1603	Valid	0.709	0.1603	Valid
	CL3	0.697	0.1603	Valid	0.630	0.1603	Valid

Source: SPSS Output (2023)

Based on table 3, validity test results prove that all questionnaire items are valid because the outcomes demonstrate that the value of corrected item-total correlation $>$ r-table (0.1603).

Table 4 Reliability Test

No.	Variable	Critical Number	Starbucks Sun Plaza Medan			Starbucks Diponegoro Medan		
			Cronbach's Alpha	N of Items	Criteria	Cronbach's Alpha	N of Items	Criteria
1.	Brand Image	0.6	0.711	3	Reliable	0.836	3	Reliable
2.	Store Image	0.6	0.864	3	Reliable	0.837	3	Reliable
3.	Processing Technology	0.6	0.851	3	Reliable	0.804	3	Reliable
4.	Packaging	0.6	0.757	3	Reliable	0.799	3	Reliable
5.	Country of Origin	0.6	0.938	3	Reliable	0.864	3	Reliable
6.	Product Information	0.6	0.780	3	Reliable	0.816	3	Reliable
7.	Advertising	0.6	0.800	3	Reliable	0.794	3	Reliable
8.	Perceived Value	0.6	0.812	3	Reliable	0.720	3	Reliable
9.	Customer Loyalty	0.6	0.818	3	Reliable	0.806	3	Reliable

Source: SPSS Output (2023)

Based on table 4, Cronbach Alpha value is larger than 0.6, which means all the instruments or questionnaire items are declared reliable.

4.3 Normality Test

Normality test is used to determine whether the sample data used comes from a population that can normally distributed or not (Hamid et al., 2019). Kolmogorov-Smirnov test will be used in this normality test and if Asymp. Value $>$ than 0.05 then there is a normal data distribution.

Table 5 Normality Test

Variable	Critical Number	Starbucks Sun Plaza Medan		Starbucks Diponegoro Medan	
		Asymp. Sig (2-tailed)	Description	Asymp. Sig (2-tailed)	Description
BI, SI, PT, PKG, COO, PIF, ADV → PV	0.05	0.200	Normally Distributed	0.200	Normally Distributed
PV → CL	0.05	0.055	Normally Distributed	0.069	Normally Distributed

Source: SPSS Output (2023)

Based on the Table 5 above, it can be seen that the results of Asymp. Sig. is larger than 0.05, which means that there is a normal data distribution in the regression model.

4.4 Multicollinearity Test

According to Hamid et al. (2019), multicollinearity test is used to determine whether there is a correlation between independent variables in the regression model. If VIF value < 10 and tolerance value > 0.10 then the data does not have multicollinearity.

Table 6 Multicollinearity Test

Variable	Starbucks Sun Plaza Medan			Starbucks Diponegoro Medan		
	Tolerance	VIF	Description	Tolerance	VIF	Description
BI * PV	0.477	2.096	No multicollinearity	0.498	2.009	No multicollinearity
SI * PV	0.354	2.829	No multicollinearity	0.385	2.597	No multicollinearity
PT * PV	0.686	1.458	No multicollinearity	0.586	1.706	No multicollinearity
PKG * PV	0.468	2.138	No multicollinearity	0.445	2.249	No multicollinearity
COO * PV	0.548	1.823	No multicollinearity	0.554	1.804	No multicollinearity
PIF * PV	0.611	1.638	No multicollinearity	0.429	2.330	No multicollinearity
ADV * PV	0.522	1.915	No multicollinearity	0.528	1.894	No multicollinearity
PV * CL	1.000	1.000	No multicollinearity	1.000	1.000	No multicollinearity

Source: SPSS Output (2023)

Based on the Table 6 above, the Variance Inflation Factor (VIF) value is smaller than 10 and the tolerance value of is larger than 0.10. This proves that the data does not have multicollinearity and is considered good.

4.5 Heteroscedasticity Test

Widana and Muliani (2020) stated that heteroscedasticity test aims to find out whether there is an inequality of residual variance in a regression model. The data does not contain heteroscedasticity if the significant value > 0.05 .

Table 7 Heteroscedasticity Test

Variable	Starbucks Sun Plaza Medan		Starbucks Diponegoro Medan	
	Sig.	Description	Sig.	Description
BI * PV	0.748	No heteroscedasticity	0.721	No heteroscedasticity
SI * PV	0.718	No heteroscedasticity	0.768	No heteroscedasticity
PT * PV	0.549	No heteroscedasticity	0.870	No heteroscedasticity
PKG * PV	0.781	No heteroscedasticity	0.773	No heteroscedasticity
COO * PV	0.780	No heteroscedasticity	0.988	No heteroscedasticity
PIF * PV	0.861	No heteroscedasticity	0.967	No heteroscedasticity
ADV * PV	0.952	No heteroscedasticity	0.898	No heteroscedasticity
PV * CL	0.499	No heteroscedasticity	0.775	No heteroscedasticity

Source: SPSS Output (2023)

Based on the Table 7 above, the significant values are greater than 0.05. This proves that the data does not contain heteroscedasticity.

4.6 Linearity Test

Linearity test is used to test whether the independent variable has a linear relationship or not with the dependent variable (Hamid et al., 2019).

Table 8 Linearity Test

Variable	Starbucks Sun Plaza Medan			Starbucks Diponegoro Medan		
	Linearity	Standard	Description	Linearity	Standard	Description
BI * PV	0.000	0.050	Linear	0.000	0.050	Linear
SI * PV	0.000	0.050	Linear	0.000	0.050	Linear
PT * PV	0.000	0.050	Linear	0.000	0.050	Linear
PKG * PV	0.000	0.050	Linear	0.000	0.050	Linear
COO * PV	0.000	0.050	Linear	0.000	0.050	Linear
PIF * PV	0.000	0.050	Linear	0.000	0.050	Linear
ADV * PV	0.000	0.050	Linear	0.000	0.050	Linear
PV * CL	0.000	0.050	Linear	0.000	0.050	Linear

Source: SPSS Output (2023)

Based on the Table 8 above, the requirement of linearity is met because the significant value is $0.000 < 0.05$ where brand image, store image, processing technology, packaging, country of origin, product information, advertising have a linear relationship with perceived value. Perceived value also has a linear relationship with customer loyalty.

4.7 Multiple Linear Regression Analysis

According to Hardani et al. (2020), multiple linear regression analysis is used to examine the pattern of the relationship between two or more independent variables on the dependent variable. The multiple linear regression equation result is as follow:

Table 9 Multiple Linear Regression Analysis

Variable	Starbucks Sun Plaza Medan	Starbucks Diponegoro Medan
	Standardized Coefficients	Standardized Coefficients
Brand Image	0.174	0.164
Store Image	0.165	0.186
Processing Technology	0.008	0.023
Packaging	0.141	0.183
Country of Origin	0.247	0.222
Product Information	0.133	0.007
Advertising	0.183	0.157

Source: SPSS Output (2023)

According to the results above, there is a positive and unidirectional relationship between independent variables (brand image, store image, processing technology, packaging, country of origin, product information, advertising) and perceived value at Starbucks Sun Plaza Medan and Starbucks Diponegoro Medan, which can be seen through the positive regression coefficient value.

4.8 Simple Linear Regression Analysis

Simple linear regression analysis is used to determine the relationship between one independent variable and one dependent variable (Yuliara, 2016). The simple linear regression equation in this research is as follows:

Table 10 Simple Linear Regression Analysis

Variable	Starbucks Sun Plaza Medan	Starbucks Diponegoro Medan
	Standardized Coefficients	Standardized Coefficients
Perceived Value	0.771	0.454

Source: SPSS Output (2023)

Based on Table 10, there is a positive and unidirectional relationship between perceived value and customer loyalty at Starbucks Sun Plaza Medan and Starbucks Diponegoro Medan, which can be seen through the positive regression coefficient value.

4.9 Correlation Coefficient

According to Yuliara (2016), correlation coefficient is used to test correlation and how strong the relationship is between the independent variable and the dependent variable.

Table 11 Correlation Coefficient

Variable	Starbucks Sun Plaza Medan		Starbucks Diponegoro Medan	
	R	Description	R	Description
BI, SI, PT, PKG, COO, PIF, ADV → PV	0.819	Very strong	0.749	Strong
PV → CL	0.771	Strong	0.454	Moderate

Source: SPSS Output (2023)

Based on the data results in Table 11, it can be concluded that brand image, store image, processing technology, packaging, country of origin, product information, and advertising have a very strong relationship at Starbucks Sun Plaza Medan and have a strong relationship at Starbucks Diponegoro Medan towards perceived value. Furthermore, perceived value at Starbucks Sun Plaza Medan shows a strong relationship with customer loyalty, while perceived value at Starbucks Diponegoro Medan shows a moderate relationship to customer loyalty.

4.10 Determination Test

Determination test is used to test the contribution and influence of the percentage of the independent variable on the dependent variable (Yuliara, 2016).

Table 12 determination Test

Variable	Starbucks Sun Plaza Medan		Starbucks Diponegoro Medan	
	Adjusted R ²	Description	Adjusted R ²	Description
BI, SI, PT, PKG, COO, PIF, ADV → PV	0.654	Moderate	0.539	Moderate
PV → CL	0.591	Moderate	0.201	Weak

Source: SPSS Output (2023)

In Table 12, the results show that at Starbucks Sun Plaza Medan, the ability of the independent variables, namely brand image, store image, processing technology, packaging, country of origin, product information, and advertising in explaining perceived value is 65.4%. Meanwhile, the ability of perceived value to explain customer loyalty is 59.1%. Furthermore, at Starbucks Diponegoro Medan, the ability of brand image, store image, processing technology, packaging, country of origin, product information, and advertising in explaining perceived value is 53.9%. Meanwhile, the ability of perceived value to explain customer loyalty is 20.1%.

4.11 F-test

F-test is used to show whether there is a simultaneous influence between the independent variables on the dependent variable (Hamid et al., 2019).

Table 13 F-test

Variable	Starbucks Sun Plaza Medan			Starbucks Diponegoro Medan		
	Sig.	Critical Number	Description	Sig.	Critical Number	Description
BI, SI, PT, PKG, COO, PIF, ADV → PV	0.000	0,05	Hypothesis Accepted	0.000	0,05	Hypothesis Accepted

Source: SPSS Output (2023)

Based on the F-test results in Table 13 above, significance value is smaller than 0.05. Therefore, it signifies that the independent variables consist of brand image, store image, processing technology, packaging, country of origin, product information, and advertising simultaneously influences the perceived value at Starbucks Sun Plaza Medan and Starbucks Diponegoro Medan.

4.12T-test

According to Hamid et al. (2019), t-test is utilized to test the influence of each independent variable on dependent variable.

Table 14 T-test

Variable	Starbucks Sun Plaza Medan			Starbucks Diponegoro Medan		
	Sig.	Critical Number	Description	Sig.	Critical Number	Description
BI * PV	0.014	0,05	Hypothesis Accepted	0.039	0,05	Hypothesis Accepted
SI * PV	0.044	0,05	Hypothesis Accepted	0.040	0,05	Hypothesis Accepted
PT * PV	0.886	0,05	Hypothesis Rejected	0.749	0,05	Hypothesis Rejected
PKG * PV	0.047	0,05	Hypothesis Accepted	0.030	0,05	Hypothesis Accepted
COO * PV	0.000	0,05	Hypothesis Accepted	0.004	0,05	Hypothesis Accepted
PIF * PV	0.033	0,05	Hypothesis Accepted	0.938	0,05	Hypothesis Rejected
ADV * PV	0.007	0,05	Hypothesis Accepted	0.043	0,05	Hypothesis Accepted
PV * CL	0.000	0,05	Hypothesis Accepted	0.000	0,05	Hypothesis Accepted

Source: SPSS Output (2023)

The t-test result shows that from eight hypotheses, there is one hypothesis that is rejected at Starbucks Sun Plaza Medan because the significant value is greater than 0.05. Therefore, it signifies that brand image, store image, packaging, country of origin, product information, advertising partially have significant influence on perceived value and perceived value have significant influence on customer loyalty. Meanwhile, there is two hypothesis that are rejected at Starbucks Diponegoro Medan because the significant value is greater than 0.05. Therefore, it signifies that brand image, store image, packaging, country of origin, advertising partially have significant influence on perceived value and perceived value have significant influence on customer loyalty.

4.13Discussion

The first hypothesis "brand image has a significant influence on perceived value" was accepted because it had significant value of $0.014 < 0.05$ at Starbucks Sun Plaza Medan and significant value of $0.039 < 0.05$ at Starbucks Diponegoro Medan. The results of this hypothesis are in line with previous research conducted by Huang et al. (2019) found that brand image has a significant influence on perceived value.

The second hypothesis "store image has a significant influence on perceived value" was accepted because it had significant value of $0.044 < 0.05$ at Starbucks Sun Plaza Medan and significant value of $0.040 < 0.05$ at Starbucks Diponegoro Medan. The results of this hypothesis are in line with previous research conducted by Nikhashemi et al. (2016) which explains that if the store image can meet customer expectations, the customer's perceived value will also increase significantly.

The third hypothesis "processing technology has a significant influence on perceived value" was rejected because it had significant value of $0.886 > 0.05$ at Starbucks Sun Plaza Medan and significant value of $0.749 > 0.05$ at Starbucks Diponegoro Medan. The results of this study have the same results as previous research conducted by Muhamad et al. (2021) which states that perceived value cannot moderate or strengthen the relationship between processing technology and customer satisfaction. This third hypothesis is rejected because customers tend not to pay much attention to what processing technology is used and assume that processing technology, such as coffee grinders and automatic coffee makers, have the same function as machines used by other brands.

The fourth hypothesis "packaging has a significant influence on perceived value" was accepted because it had significant value of $0.047 < 0.05$ at Starbucks Sun Plaza Medan and significant value of $0.030 < 0.05$ at Starbucks Diponegoro Medan. The results of this hypothesis are in line with previous research conducted by Setyowati et al. (2022) which shows that there is a significant influence between packaging and perceived value. Packaging plays a role in communicating the value and identity of a brand to customers (Lee et al., 2019).

The fifth hypothesis "country of origin has a significant influence on perceived value" was accepted because it had significant value of $0.000 < 0.05$ at Starbucks Sun Plaza Medan and significant value of $0.004 < 0.05$ at Starbucks Diponegoro Medan. The results of this hypothesis are in line with previous research conducted by Nanakar et al. (2020) who describe that country of origin plays an important role in influences customer perceived value.

The sixth hypothesis "product information has a significant influence on perceived value" was accepted because it had significant value of $0.033 < 0.05$ at Starbucks Sun Plaza Medan. The results of this hypothesis are in line with previous research conducted by Yulianto (2022), where product information has a positive and significant relationship with perceived value. The better the product information provided by company; the value perceived by customers can increase. However, the results show that product information has no significant influence on perceived value at Starbucks Diponegoro Medan with a significant value of $0.938 > 0.05$, which indicates that hypothesis 6 is rejected. The results of this study have the same results as previous research conducted by Tsao et al. (2016) which shows that there is an insignificant influence between product information on perceived value. The sixth hypothesis at Starbucks Diponegoro Medan is rejected because customers tend to feel that the product information held by Starbucks Diponegoro Medan is similar to product information held by other brands and customers tend not to spend much time when making purchases at Starbucks Diponegoro Medan because it is located in office area that makes customers pay less attention to product information.

The seventh hypothesis "advertising has a significant influence on perceived value" was accepted because it had significant value of $0.007 < 0.05$ at Starbucks Sun Plaza Medan and significant value of $0.043 < 0.05$ at Starbucks Diponegoro Medan. The results of this hypothesis are in line with previous research conducted by Hidayat and Astuti (2019) which shows that increasing advertising will significantly increase perceived value. One of the purposes of advertising is to inform, convince, persuade, and remind customers about a product or service (Amandeep et al., 2017).

The eighth hypothesis "perceived value has a significant influence on customer loyalty" was accepted because it had a significant value of $0.000 < 0.05$ at Starbucks Sun Plaza Medan and Starbucks Diponegoro Medan. The results of this hypothesis are in line with previous research conducted by Nikhashemi et al. (2016), where perceived value plays an important role in influencing customer loyalty. If customers feel positive value towards a brand, then customers will have a higher intention to make repeat purchases which can build loyalty towards a brand.

V. CONCLUSION

Based on the study results and discussion, it can be concluded that in Starbucks Sun Plaza Medan, brand image, store image, packaging, country of origin, product information, advertising have significant influence on perceived value and perceived value has significant influence on customer loyalty. Meanwhile, an insignificant relationship was found between the processing technology towards perceived value. Additionally, the research reveals that brand image, store image, packaging, country of origin, advertising have significant influence on perceived value and perceived value has significant influence on customer loyalty in Starbucks Diponegoro Medan. Meanwhile, an insignificant relationship was found between the processing technology and product information towards perceived value in Starbucks Diponegoro Medan.

The most influential variable in forming perceived value is country of origin. By increasing country of origin, the value perceived by customers will be even better and customer will tend to be more loyal to Starbucks Sun Plaza Medan and Starbucks Diponegoro Medan. This is because the country of origin of Starbucks Coffee is a country that is familiar to customers, therefore the value perceived by customers become more positive and makes the country of origin as an identity for customers and company. Furthermore, customer loyalty in this research is influenced by perceived value. If perceived value increases, customer loyalty will also increase. In other words, customers will have a higher sense of loyalty if the value they receive matches or exceeds their expectations. In order to increase customer loyalty, Starbucks Sun Plaza Medan and Starbucks Diponegoro Medan can update its loyalty program by prioritizing loyal customers, where loyal customers can get latest information first and can also do giveaways/games/challenges where customers can get involved in it and invite others to participate. That way, Starbucks Sun Plaza Medan and

Starbucks Diponegoro Medan can be closer to loyal customers and get new customers, while customers can also get benefits in the form of rewards.

VI. RESEARCH LIMITATION

There are limitations in this research. Therefore, future studies may conduct more complete research by expanding the theory and analyzing other variables that can influence customer loyalty, which were not examined in this research. Furthermore, the data was collected only from selected Starbucks Coffee customers, therefore in order to generalize the results, wider number of respondents or samples should be considered for future study. Also, future studies can replicate this study and apply its methodology to other sectors.

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