# THE ANTECEDENTS OF BRAND LOVE TOWARD STARBUCKS IN KUALA LUMPUR

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# ABSTRACT

This study uses Starbucks as a case study to look at how consumer preference and brand loyalty are impacted by coffee quality. Research is also done into the elements that influence how healthful coffee is. Convenience, price equity, flavor, and customizability are all indicators of food quality. Hygiene and nutrition disclosure were the determining aspects of food healthiness. The most prominent food quality traits were brand admiration and brand loyalty. The results demonstrated a positive correlation between wellbeing and cleanliness and nutritionalopenness. Brand loyalty is significantly influenced by factors including flavor, customization, fairness of price, and healthfulness. Furthermore, it was discovered that fairness in terms of taste and cost were crucial elements in determining Starbucks brand loyalty. This investigation on food quality in the context of the coffee market offered useful business-related information. The study's findings highlighted the qualities of high-quality coffee and the factors that influence them, as well as the close relationship between brand love and loyalty, brand quality, and coffee food quality.

*Keywords*:

*Healthiness, price fairness, nutrition disclosure, brand love*

# ABSTRAK

*Kajian ini menggunakan Starbucks sebagai kajian kes untuk mengkaji bagaimana kualiti kopi mempengaruhi keutamaan pengguna dan kesetiaan jenama. Siasatan juga dijalankan terhadap faktor yang mempengaruhi kesihatan kopi. Ukuran kualiti makanan termasuk kemudahan, ekuiti harga, rasa dan penyesuaian. Faktor kesihatan makanan adalah kebersihan dan pendedahan pemakanan. Pemuliaan jenama dan kesetiaan jenama adalah ciri kualiti makanan yang paling menonjol. Penemuan menunjukkan bahawa ketelusan kebersihan dan pemakanan berkorelasi positif dengan kesihatan. Kesihatan, rasa, penyesuaian dan kesaksamaan harga semuanya mempunyai kesan yang besar terhadap kesetiaan jenama. Selain itu, ia mendapati bahawa keadilan dari segi rasa dan harga merupakan faktor utama dalam menentukan kesetiaan jenama Starbucks. Kajian ini mengkaji kualiti makanan dalam konteks industri kopi dan memberikan pandangan berkaitan perniagaan. Data kajian mendedahkan ciri kualiti kopi dan penentunya sambil juga menunjukkan korelasi yang kuat antara cinta jenama dan kesetiaan, kualiti jenama dan kualiti makanan kopi.*

**CHAPTER 1 INTRODUCTION**

**1.1      INTRODUCTION**

The study's framework is laid forth in this chapter. A problem statement,  the research issue, and the research question are all presented after a description of the study's setting. The presentation of the study's applicability and a definition of the term based on the causes of brand loyalty to Starbucks in Kuala Lumpur are the following items on the agenda. This chapter ends with an overview of the methodology used in this investigation.

## 1.2    BACKGROUND OF THE STUDY

Starbucks first started doing business in 1971. A single store in Seattle's renowned Pike Place Market served as the inaugural establishment. Some of the best freshly roasted whole bean coffees in the world were sold by Starbucks out of a small storefront. The name, which was influenced by Moby Dick, emphasized the allure of the high seas and the maritime heritage of the early coffee sellers. (2018's Peter Bondarenko)

Starbucks is the leading speciality coffee roaster, distributor, and marketer in the world. There are nearly 3,000 coffee shops and kiosks in 34 other countries, with the majority of them located in Japan, Canada, the UK, China, Taiwan, South Korea, the Philippines, Thailand, Malaysia, Mexico, Australia, Germany, and New Zealand. Over 7,300 coffee shops and kiosks are part of its operations in the US. Additionally, Starbucks shops provide Tazo teas, croissants and other pastries, espresso equipment, coffee brewers, and other things related to coffee and tea, as well as music from starbucks.com. Additionally, it wholesales coffee to restaurants, businesses, healthcare, higher education, hotels, and airplanes. Starbucks sells its Frappuccino drinks and Starbucks Double Shot espresso drink to grocery, convenience, and drugstores through a collaboration with the Pepsi-Cola Company.

Due to a collaboration with Kraft Foods, Inc., the business now offers whole beans and ground Starbucks coffee through mass merchandisers, warehouse clubs, and supermarkets. Super-premium coffee ice creams are produced in a third joint venture with Dreyer's Grand Ice Cream, Inc. and then sold in US supermarkets. Starbucks, which originated in 1971 as a single little business before growing

into a gourmet coffee company, powerhouse it is today was at the vanguard of the global and American coffee revolution.

Starbucks® is managed in Malaysia by Berjaya Starbucks Coffee Company Sdn Bhd, a joint venture between Starbucks Coffee Company and Berjaya Group Berhad. They began on December 17, 1998, in Kuala Lumpur, expanded to Sabah and Sarawak, and in January 2012, they had 140 stores. Starbucks has become into not only Malaysians' favourite coffee store but also a valuable community contributor as we begin our 14th year in operation.

In Malaysia, we go out of our way to regularly inspire each and every one of our customers, one day, one moment, and one cup at a time. (Sufi, Muhammad, 2022). They organise regular new product launches and engaging events like Halloween and holiday parties to further enhance the Starbucks® Experience. Each of their regular clientele is known to them by name, and their partners remember their birthdays and favourite beverages. For customers who want their beverage with a personal touch, they also provide wireless Internet connection at all of our stores nationwide to make visits to Starbucks® a truly relaxing and enjoyable experience.

We provide drinks that are popular in the neighbourhood during key holiday occasions like the Chinese New Year and Hari Raya Aidilfitri to join our customers in celebrating. (Breonna Bergstrom, 2020). We include elements from these holidays in the way we greet customers and decorate our businesses in an effort to spread festive pleasure.

Starbucks Kuala Lumpur offers more than 30 different varieties of coffee. (Tamara et al., 2022) Starbucks constantly introduces new goods to its menu, not just once a year but also with the change of

each season. Along with sizing names like "grande," "venti," and "trenta,"

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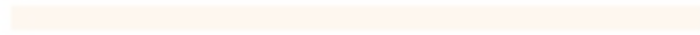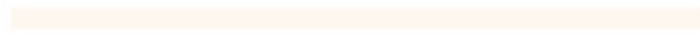
complex drink orders, expensive costs, and its extensive menu, Starbucks once had a reputationfor being conceited. There hasn't been much research done on the elements that affect how nutritious food is for coffee items. This study explained the existing literature and broadenedthe scope of coffee food research by highlighting specific food quality characteristics to customers in the coffee business.
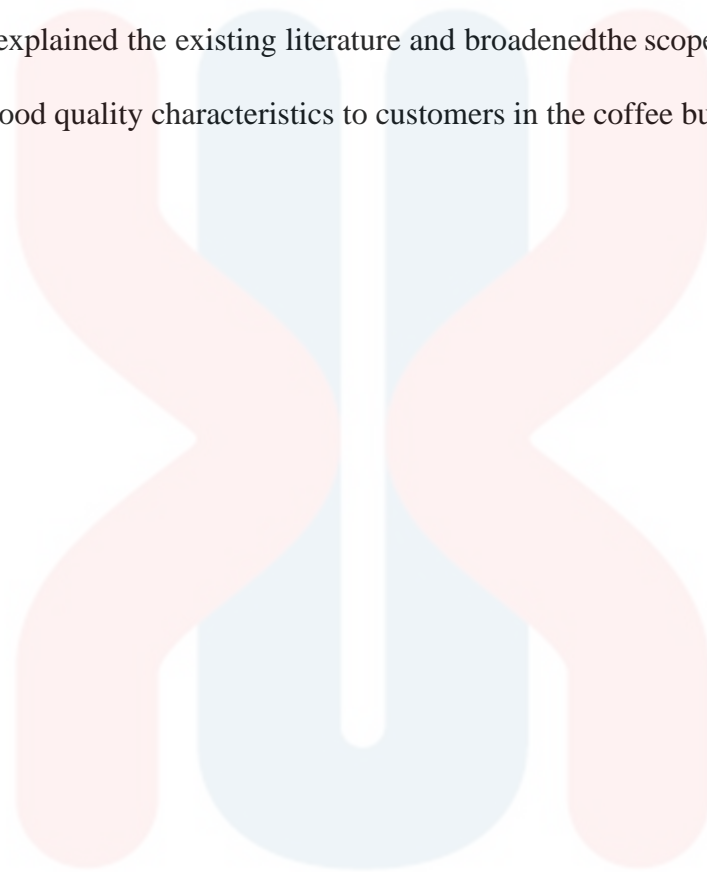
## 1.3    PROBLEM STATEMENT

Espresso, latte, and cappuccino are just a few of the coffee-containing beverages that Starbucks sells. Up to 30,000 Brand Love stores may be found throughout the nation in 80 areas. The company's philosophy is "one person, one cup, and one community at a time." (Kee, Syasya, Norathirah, Hidayah, et al., 2021). Customers at Starbucks have a wide selection of options to suit their preferences. Customer satisfaction may increase as a result of consumers having more options due to the availability of more products. The researcher also thinks that a company can satisfy the wants and preferences of its clients if it hires competent corporate service staff. Customers will become accustomed to the brand because it gives them symbolic qualitieslike social emotions, beauty, and status. (Lim, Liang, M Li, Liang, Smith et al.,2022).

Although Starbucks café has many benefits such as providing free Wi-Fi services, having friendly staff, extensively promoted green marketing and environmental protection, however, anyone who is obsessive about consuming Starbucks coffee or who consumes excessive amounts of alcohol afterwards increases their risk of contracting chronic diseases like diabetes, kidney disease, obesity, the heart, and others. This is because drinking too much Starbucks coffee without taking into account the potential harm to oneself has anegative impact on your health. Every meal of Starbucks coffee has a very high sugar content. Additionally, consuming too much caffeine may have a harmful impact on one's health. (Chen, Wu, et al., 2020).

There is little doubt that more people have purchased or received this Starbucks coffee during the last three years. Like other businesses, Starbucks Coffee is greatly impacted by the current COVID-19 outbreak in terms of marketing strategies and day-to-day business operations. The COVID-19 pandemic's effects on the current state of the world economy are completely unique (Lombardi, Chidiac, Benjamin, Record et al., 2021). Starbucks still accepts a lot of orders submitted through meal delivery services like Grab meal, Food Panda, and others even if the horrible Covid-19 issue stops customers from accessing Starbucks stores.

Due to that reasons, price fairness of this study also is the critical factors because the price offered at the Starbucks café per menu or dish is extremely expensive and unaffordable (Afdholy et al., 2019). The cost of each menu item or dish at the Starbucks café is astronomically high and prohibitive. What we receive is comparable to what is offered in other stores and cafes. The offered quantity is the same, and the taste is roughly the same. The pricing is the only drawback because it is not reasonable. Starbucks coffee is a coffee product thatdoes, in fact, represent a high predominance for its connoisseurs compared to other coffees, as the price of Starbucks coffee is highly expensive, according to a journal article by (Afdholy et al,. 2019). Next, Starbucks generally allows consumers to select from among the components ofits coffee, but they won't be fully informed of what the Starbucks products contain.

To fill this gap, a model by Lee, Jung, Moon et al., 2021 is used into the current study's examination of the relationship between the quality of the coffee and brand loyalty to Starbucks in Kuala Lumpur.

**1.4      RESEARCH OBJECTIVES**

1. To examine the relationship between healthiness and brand love of Starbucks in Kuala Lumpur.

2. To examine the relationship between price fairness and brand love of Starbucks in Kuala Lumpur.

3. To examine the relationship between nutrition disclosure and brand love of Starbucks in Kuala Lumpur.

**1.5      RESEARCH QUESTIONS**

1. What is the relationship between healthiness and brand love of Starbucks in Kuala Lumpur?

2. What is the relationship between price fairness and brand love of Starbucks in Kuala Lumpur?

3. What is the relationship between nutrition disclosure and brand love of Starbucks in Kuala Lumpur?

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## 1.6   SCOPE OF STUDY

The researcher collected data for their study using the interview approach. TheFinal Year Project's requirements are adhered to using this technique. Since it is simpler to obtain information directly from the requesting party via this method, it was chosen. Important organizations in a corporation that is the focus of the researcher's study are interviewed. The majority of the groups chosen are made up of firm management and employees. This is accurate because the manager has in-depth understanding of  the company. The company the researchers have chosen is Starbucks, which has its headquartersin Kuala Lumpur. People frequently want to know who typically buys coffee at Starbucks.

The site has been decided upon in Kuala Lumpur. This is so because there are morepeople there than in Kota Bharu, where the researcher resides. In order to give researchers data and percentages that are noticeably different, this is done. Additionally, Kuala Lumpur'sdiversity draws academics to the city to conduct their studies there. Although teenagers makeup the majority of visitors, the researcher still thinks it's dangerous when older people and adults also frequent the Kuala Lumpur Starbucks. Researchers discovered that Kuala Lumpurwas also the location of the first Starbucks business. As a result, this researcher views himselfthrough the "first" area's eyes.

## 1.7    SIGNIFICANCE OF THE STUDY

The researcher has examined the reaction on the dependent variable, which is brand love, by changes on the independent variables, which are the determinants consisting of the healthiness, price fairness, and nutrition disclosure of Starbucks in Kuala Lumpur, in accordance with the study's title, which examines the antecedents of brand love towards Starbucks in Kuala Lumpur. The researcher, the food and beverage industry, and potential customers now have a clear image of brand loyalty to Starbucks in Kuala Lumpur thanks to the research's findings.

### 1.7.1    TO THE RESEARCHER

This study helps researchers to examine how brand love of Starbucks in Kuala Lumpur is affected due to factor healthiness, price fairness and nutrition disclosure. Additionally, this research enabled researchers to uncover important, little-explored factors that contribute to the causes of brand love. Referring to the subject of this study report may help future researchers.

### 1.7.2      TO FOOD AND BEVERAGE INDUSTRY

The food and beverage sector needs this research paper since it shed light on the causes of brand love to Starbucks in Kuala Lumpur. The operators and marketers in the food and beverage business will be able to adapt and construct a desirable expectation of the antecedents of brand love toward Starbucks in Kuala Lumpur by comprehending the causes of brand love. The food and beverage sector achieves competitive advantages by better decision-making, which benefits in terms of getting the greater profit.

### 1.7.3      TO FUTURE CUSTOMER

Future customers might benefit from the research topic because it helped them fully comprehend the causes of brand loyalty to Starbucks in Kuala Lumpur. The research that has given future consumers relevant data demonstrates the veracity of the antecedents of brand love for Starbucks.

## 1.8    DEFINITION OF TERMS

### 1.8.1    BRAND LOVE

The term "brand love" refers to consumer behaviors that are necessary for infallible performance. Examining the role that brand love and brand familiarity have in boosting brand loyalty. (Alnawas,2016). The significance of brand love in motivating desired consumer behavior through gamification marketing initiatives. (Hsu,2018).

### 1.8.2    HEALTHINESS

In line with current dietary guidelines and general perceptions of healthiness, healthiness is defined as a mix of being high in nutrients, low in fat and calories, and also being recognized as wonderful for the body and globally healthy (International Food Information 2015). wellbeing, which describes how eating betters' health circumstances and foresees negative effects of eating (Huang and Lu, 2016).

### 1.8.3 PRICE FAIRNESS

When customers think prices are unfair, bad things happen, like a higher level of dissatisfaction, fewer repeat purchases, bad word-of-mouth, and more complaints from customers, Rothenberger (2015). Also, the way people think a price is fair or reasonable has a positive effect on how they feel about a brand (Beristain & Zorrilla, 2011).

### 1.8.4 NUTRITION DISCLOSURE

Decisions about healthy eating are heavily influenced by how relevant nutrition data is perceived to be (Dharni and Gupta,2015).

## 1.5     SUMMARY

In conclusion, chapter 1 gave a summary of the research done to ascertain Starbucks brand loyalty. By outlining the research purpose and research question, Chapter 1 clarified the motivation behind the study. The study looked at the causes of brand loyalty to Starbucks in Kuala Lumpur. According to factors including healthiness, price fairness, and nutrition disclosure, the research inquiry has discovered the determinants of brand love toward Starbucks in Kuala Lumpur.

**CHAPTER 2 LITERATURE REVIEW**

## 2.1 INTRODUCTION

This study sought to determine the factors that contributed to Kuala Lumpur customers' strong brand loyalty to Starbucks in terms of coffee quality. This chapter will discuss the relationship between each independent variable and the dependent variable, the study setting, the conceptual framework, the hypothesis, and the chapter summary. Brand love will be the dependent variable, healthiness will be the independent variable, price fairness will be the independent variable, and nutrition disclosure will be the independent variable.

### 2.1.1 STARBUCKS COFFEE IN MALAYSIA

Starbucks originally established a branch in Kuala Lumpur on December 17, 1998 (J. Perez, 2022). Since that time, the business has grown to include 11 states and three administrative regions of Malaysia. Malaysia currently has over 320 stores (Joyce Goh, 2022). at 2016, Starbucks Malaysia opened its first Starbucks Signing Store at Bangsar Village II. Starbucks is ranked 64th overall among premium brands by Interbrand (Best Global Brand Rankings, 2016). Starbucks is committed to offering the cutting-edge products, faultless service, and amazing atmosphere that its devoted customers have come to expect in

order to maintain its status as one of the most reputable names in consumer goods. Starbucks is currently the biggest and most prosperous coffee brand in China after transforming coffee into an immersive lifestyle product and opening 3600 stores there by 2018 (Kumar et al., 2020).

Starbucks also provides some facilities to customers by creating my starbucks apps. With "myStarbucks" (Starbucks' branded app), customers may earn rewards and stay abreast of company happenings. In particular, smartphone applications are powerful instruments for client retention since they give users access to a wide range of information and services regardless of where they happen to be (Alnawas & Aburub, 2016). With one of the largest userbases of any branded app, myStarbucks has set the standard for success in mobile advertising (Hyeuk, 2016). In addition, the new drive-thru concept outlets at Starbucks were established in Malaysia with uniformity in mind. With this new system, patrons may choose to either take their coffee to go or stay in the shop and relax with a cup while doing some shopping. aididmirol,2014. Having such amenity available can increase people's interest in Starbucks even more.

Starbucks is dedicated to providing the greatest coffee available while improving Malaysians' lives. Starbucks is committed to serving the best coffee available while simultaneously making a difference in Malaysians' lives, one cup at a time. Other than that, Starbucks does employ a variety of marketing methods that typically depend on client loyalty and word-of-mouth, or the company's ethical principles and community involvement.

## 2.2    INDEPENDENT VARIABLES

The stem is the definition of an independent variable (IV). Its value is unaffected by other study variables. According to Starks, Diehr, and Curtis (2009), independent variables (IV) are characterised as investigations or interpositions. This variable is connected to the outcome-measuring lean variable (Rosson & Carroll, 2002).

### 2.2.1    HEALTHINESS

Health or wellness is more commonly used as a synonym for healthiness. Health can be understood from a variety of scientific angles, including medical, dietary, social, and psychological ones. Dietary factors and issues with food safety can be seen as the two main components of health. (Petrescu, Vermeir, & Petrescu-Mag, 2019).

Food health is also recognized as a crucial element in evaluating the calibre of food (Yoo, Lee, & Jeon, 2020). Every human being should eat a nutritious diet. This is due tothe fact that it can preserve a healthy heart. One of the main causes of death for adults in the US is heart disease. According to several research, adopting a balanced diet can lower your chance of developing heart disease. Fruits and oats are two examples of foods that are heart- healthy and high in fibre. However, studies claim that Starbucks coffee is nutritious and that they provide an environmentally friendly product. (Azriuddin, et al., 2020). In contradict, previous studies also stated that caffeine from Starbucks has a low pH value and indicates that it is acidic. The acidity in caffeine will cause tooth sensitivity (McDonagh, 2021). There

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is no relationship between healthiness and brand love.

### 2.2.2    PRICE FAIRNESS

There are various studies in social science fields such as marketing and economicsthat examine the perception of price. The meaning of price fairness is the user's assessment and feelings regarding whether the disparity between the seller's pricing and the comparable price of other parties is reasonable or acceptable (Xia, Monroe, & Cox, 2004). Client satisfaction may increase or decrease depending on how the customer perceives the pricing. However, customers recognize price unfairness when they pay prices that are higher than rivals (Ting, 2013). Price fairness promotes increased sales because a fair price is very important to convince customers. According to studies, providing more satisfaction to customers will lead to higher customer loyalty (Kaura, Prasad, & Sharma, 2015).

Starbucks Coffee is a name that is familiar to the world community including Malaysians. Although the price of drinks, food and goods sold at Starbucks is said to be expensive, there are still many who are willing to buy and the demand for drinks, food and goods sold there is also constantly increasing. Price fairness is said to be unimportant for getting things. However, price fairness is closely related to this study, namely towards brand love of Starbucks.

When choosing what to buy, it's crucial to consider how reasonable the pricing seems to be. Customers are typically quite price sensitive, and this influences their attitudes and actions (Simbolon, Handayani, & Nugraedy, 2020). According to additional research, price fairness has a good and considerable

impact on consumer product loyalty (Hutama & Ekawati, 2020). This implies that brand loyalty and pricing fairness are related.

### 2.2.3      NUTRITION DISCLOSURE

Nutrition disclosure is information provided or information on each package of food and beverages that shows the various nutrients, calories and food ingredients contained in the food. The United States Food and Drug Administration regulations have made it mandatory to list dietary components such as the amount of fat, calories, cholesterol, carbohydrates, sugar, protein and vitamins contained in each food package. Nutrition disclosure can also be understood as the labeling of low-cost foods that have the potential to promote or foster healthy eating practices.

However, there are systematic differences that suggest users may not often apply food labels when making food choices. Given the poor dietary quality exhibited by many young adults, measuring the use of dietary facts among them is particularly important (Harris,Larsen, Chantala, & Udry, 2006). Food label usage is associated with user characteristics, product type and purchase context. The stage of users' dietary knowledge can influence their ability to process food labels. Eating knowledge and attitudes towards food labels use of foodlabels are positively predicted through self-efficacy and trust.

Therefore, past studies have said that Starbucks discloses their nutrition facts(Lee, Jung, & Moon, 2021). That's mean, nutrition disclosure supported to brand love.

**2.3    DEPENDENT VARIABLE**

The variable measured by a certain methodology is known as the dependent variable (DV) (Micoulaud-Franchi, Quiles, Fond, Cermolacce, & Vion-Dury, 2014). Therefore, this study was conducted to look at the causes of brand loyalty to Starbucks in Kuala Lumpur.

**2.3.1    BRAND LOVE TOWARDS STARBUCKS COFFEE**

Brand love is the term denoting a strong attachment to a specific brand; it is regarded as a positive emotion since the prestige it carries makes individuals happier and more energized (Batra, Ahuvia, & Bagozzi, 2012). Brand love is another marketing tactic used to keep customers devoted to a specific brand. Freelance research emphasizes that brandlove can boost revenue in businesses since strong pleasant feelings improve brand loyalty in customers (Alnawas and Altarifi, 2016). The notion of interpersonal love, which also encompasses brand unity, joyful feelings, supportive judgement, and displays of affection, incorporates the idea of brand love (Mody and Hanks, 2020).

Brand love is closely linked to customer satisfaction (Perez, and Ruiz et  al.,2020). Customer satisfaction can foster feelings of love for the brand and indirectly it can alsobe associated with customer loyalty to the product. Providing high quality services and maintaining customer satisfaction are the main roles that contribute to performance. If all elements are satisfied, it can guarantee long-term users and stand out from the fierce

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competition, as well as obtain greater profits and shares. The decline in customer satisfaction has led to a reduction in Starbucks Malaysia's customer loyalty (Perez-Moron, et al., 2022). Therefore, the purpose of this study is to investigate the factors that influence brand loyalty to Starbucks in Kuala Lumpur.

## 2.4    STUDY SETTING

The well-known and well-liked Starbucks, which is regarded as one of the nation's fastest-growing cafe services, is well-known and well-liked among Malaysians, according to Othman, Kandasamy, Abu Bakar, and Chua (2018). There are countless possibilities for eateries with different themes. The study found that Kuala Lumpur had the best location options of any metropolis. Another large city with a sizable population is Kuala Lumpur. This is because there are so many people living, working, and studying there.

Additionally, a location that receives a lot of business from both local and international consumers is beneficial to businesses, especially a well-known café like Starbucks, in making a profit. In addition to other aspects, such as a gratifying pull, coffee aficionados would search for a café where they can have a good and decent cup of coffee even though Kuala Lumpur has many competitors. Then, the Covid 19 pandemic, which started in early 2020, is seriously harming every aspect of society, including the coffee shop sector. In this Coffee Shop cell, an intense marketing, product development, and market expansion plan was the wiser course to take (Joesyiana and Susanti, et al., 2022).

## 2.5 CONCEPTUAL FRAMEWORK
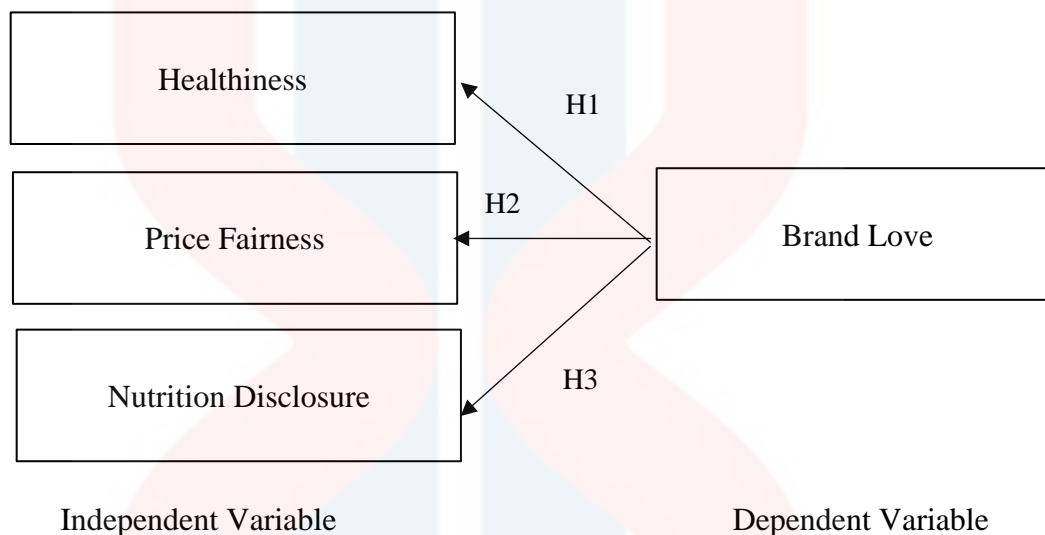


Figure 2.1: Conceptual Framework Sources: Lee, Jung and Moon (2021)

Starbucks has made an effort to establish its brand identity by providing customers with a pleasant and relaxed experience. Since the outset, every single one of the brand's stores around the world has consistently and successfully incorporated the experiential component. Additionally, Starbucks has continually challenged accepted wisdom in an effort to establish a reputation for adopting novel strategies. Starbucks gave its workers stock options and health insurance, thus turning them into partners. It declared in 2014 that it would cover the cost of Arizona State University's online bachelor's degree programmes for its US employees. (Lee et al., 2021).

Additionally, Starbucks' method of acquiring customer intelligence is highly distinctive and distinct from the multi-million-dollar marketing research budgets of the major international corporations. For purposes of gauging general mood, gathering pertinent input, and assessing customer experience, Starbucks

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selected casual conversations with consumers over lengthy and complex surveys. In actuality, it has successfully influenced its market entry plans in a number of nations using research findings. This situation highlights the organization's lack of a strict, compartmentalised approach to getting to know its clientele. Starbucks has built a recognisable global brand that has linked with people all over the world for almost 50 years thanks to these creative and new techniques of getting to know its customers.

An additional component of Starbucks' brand concept is being a responsible and morally upright company. In order to do this, one must practice ethical consumption, contribute money to programmers that support farmers and preserve forests, and open doors through employment, education, and training. Starbucks also introduces a number of environmental-friendly programmers, including as recycling, green construction, and water and energy conservation.

Although Starbucks sells several of drinks that are high in sugar and calories, there are other ways to satisfy your coffee fix without jeopardizing your health. For instance, according to Eleana Kaidanian, RD, a nutritionist with her own private practice, coffee and tea can be included in a balanced diet when eaten in moderation. Additionally, antioxidants are present in both coffee and tea, which, when combined with a healthy diet, may help lowerthe risk of certain diseases including cancer.

Even though Starbucks is regarded as pricey, a small percentage of consumers thinkthe cost is still reasonable given the quality of the service and the drinks. By writing the customer's name on each drink they buy, the service they receive is of the highest caliber andis uniquely theirs. The client will feel more valued in this manner. Starbucks only makes use

of high-quality materials. The coffee beans utilised are not domestically grown; rather, theyare imported. Arabica and Robusta coffee beans are what Starbucks uses.

Although Starbucks is well-known for its coffee and sweet drinks, there are also beveragesthat are ideal for customers who are health-conscious. For those who don't drink coffee, Starbucks also offers tea and vanilla. The ingredients have been prepared, and they now contain few calories and fat. Starbucks has become more aware of the fact that many people these days are very concerned about their health and place a strong emphasis on diet.Starbucks seized the chance to produce the necessary materials by utilizing the benefits of its brand and the passage of time.

## 2.6    HYPOTHESIS

The hypotheses tested are:

H1: There is significant relationship between healthiness of brand love toward Starbucks inKuala Lumpur.

H2: There is significant relationship between price fairness of brand love toward Starbucks inKuala Lumpur.

H3: There is significant relationship between nutrition disclosure of Starbucks in KualaLumpur.

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## 2.7    SUMMARY

Overall, the preceding literature review in this topic has been thoroughly reviewed in this chapter. Discuss conceptual framework and study setup in this chapter as well. The goal of the project is to investigate the link between the dependent variable, which is the Kuala Lumpur market's brand love for Starbucks, and the three independent factors, which are the product's healthiness, price fairness, and nutrition information.

**CHAPTER 3 METHODOLOGY**

**3.1     INTRODUCTION**

The methods used in research are covered in this chapter. The research methodology utilised to complete the study is thoroughly explained in this chapter. The research design, target population, and sample size are all covered in this chapter, along with the sampling technique and procedure, data collecting, research equipment construction, and data analysis. The study's methodology is heavily planned using a research technique. This entails determining the target audience and the difficulty of reaching them. The significance of the decisions that will be made as a result of the study will have an impact on the research methodology.

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### 3.2    RESEARCH DESIGN

The general framework and methods the researcher chooses for doing market research comprise the research design. The chosen layout will allow the researcher to use the most effective research methods (Chaudari, 2022). Researchers use research design to give a study project a suitable structure (Sileyew, 2019). Questionnaires are utilised in this study to gather data in a quantitative manner. The investigation looks at the reasons why people adore the Starbucks brand.

According to Jose (2022), a quantitative research method is the gathering ofnumerical data from the target audience. The researcher employed a closed question inthis study, which implies that each possible response is related to a certain number.

The goal of this study was to pinpoint the factors that influence Starbucks brand loyalty in Kuala Lumpur. In order to analyse and quantify the link between the independent and dependent variables, a descriptive methodology was adopted in this study. The researcher employs questionnaires that were obtained from respondents in order to explain the data.

The researcher has chosen Kuala Lumpur because there are many Starbucks outletsthere. Therefore, the population there is also large. This will make it easier for researchersto get data.

## 3.3    TARGET POPULATION

Table 3.1: Population by Ethnic Group in Kuala Lumpur

|  | Year 2020 ('000) |
| --- | --- |
| Bumiputera | 47.7% |
| Chinese | 41.6% |
| Indians | 10% |
| Others | 0.7% |

Source: Department of Statistics Malaysia (2020)

Target population on this study is customers in Kuala Lumpur. The population of Malaysia is predicted to be 33 million, according to the Department of Statistics Malaysia (2020). Table 3.1 above refers to population in Kuala Lumpur from Bumiputera, China,India and others. However, this varies significantly amongst ethnic groups, with the Bumiputera seeing a greater rate of growth 47.7% than the Chinese 41.6%. followed by Indian with around 10% of the population, and other with 0.7%. Bumiputera make up about 70% of Malaysia's total population, however they are statistically less likely to own property(Dewi Izzwi et al., 2018). Therefore, this research targeted customer is consumers who frequent Starbucks. Customers who have frequented Starbucks for many years are considered "regulars."

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**3.4     SAMPLE SIZE**

Figure 3.1: Sample Size for a Known Population
.

| N | S | N | S | N | S |
|---|---|---|---|---|---|
| 10 | 10 | 220 | 140 | 1200 | 291 |
| 15 | 14 | 230 | 144 | 1300 | 297 |
| 20 | 19 | 240 | 148 | 1400 | 302 |
| 25 | 24 | 250 | 152 | 1500 | 306 |
| 30 | 28 | 260 | 155 | 1600 | 310 |
| 35 | 32 | 270 | 159 | 1700 | 313 |
| 40 | 36 | 280 | 162 | 1800 | 317 |
| 45 | 40 | 290 | 165 | 1900 | 320 |
| 50 | 44 | 300 | 169 | 2000 | 322 |
| 55 | 48 | 320 | 175 | 2200 | 327 |
| 60 | 52 | 340 | 181 | 2400 | 331 |
| 65 | 56 | 360 | 186 | 2600 | 335 |
| 70 | 59 | 380 | 191 | 2800 | 338 |
| 75 | 63 | 400 | 196 | 3000 | 341 |
| 80 | 66 | 420 | 201 | 3500 | 346 |
| 85 | 70 | 440 | 205 | 4000 | 351 |
| 90 | 73 | 460 | 210 | 4500 | 354 |
| 95 | 76 | 480 | 214 | 5000 | 357 |
| 100 | 80 | 500 | 217 | 6000 | 361 |
| 110 | 86 | 550 | 226 | 7000 | 364 |
| 120 | 92 | 600 | 234 | 8000 | 367 |
| 130 | 97 | 650 | 242 | 9000 | 368 |
| 140 | 103 | 700 | 248 | 10000 | 370 |
| 150 | 108 | 750 | 254 | 15000 | 375 |
| 160 | 113 | 800 | 260 | 20000 | 377 |
| 170 | 118 | 850 | 265 | 30000 | 379 |
| 180 | 123 | 900 | 269 | 40000 | 380 |
| 190 | 127 | 950 | 274 | 50000 | 381 |
| 200 | 132 | 1000 | 278 | 75000 | 382 |
| 210 | 136 | 1100 | 285 | 1000000 | 384 |

Note.—N is population size.   S is sample size.

Source: Krejcie & Morgan, 1970

Source: Adopted from Krejcie and Morgan (1970)

If we were to base our calculations on the previously displayed table 3.1, as suggested by Krejcie and Morgan (1970), 384 respondents would be the ideal amount to represent the causes of brand love for Starbucks in Kuala Lumpur. As a consequence, 384 respondents from Kuala Lumpur's population in total filled out the poll.

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### 3.5    SAMPLING METHOD



```
┌─────────────────────────────────┐
│ Is REPRESENTATIVENESS of sample │
│ critical for the study?         │
└─────────────────────────────────┘
```

| Yes | No |

```
┌──────────────────────┐          ┌──────────────────────┐
│ Choose one of the    │          │ Choose one of the    │
│ PROBABILITY          │          │ NONPROBABILITY       │
│ sampling designs.    │          │ sampling designs.    │
└──────────────────────┘          └──────────────────────┘
```

```
┌──────────────────────┐
│ If the purpose of the│
│ study                │
│ mainly is for:       │
└──────────────────────┘
```

| Purposive Sampling | Quota Sampling | Judgement Sampling | Snowball Sampling | Convenience Sampling |
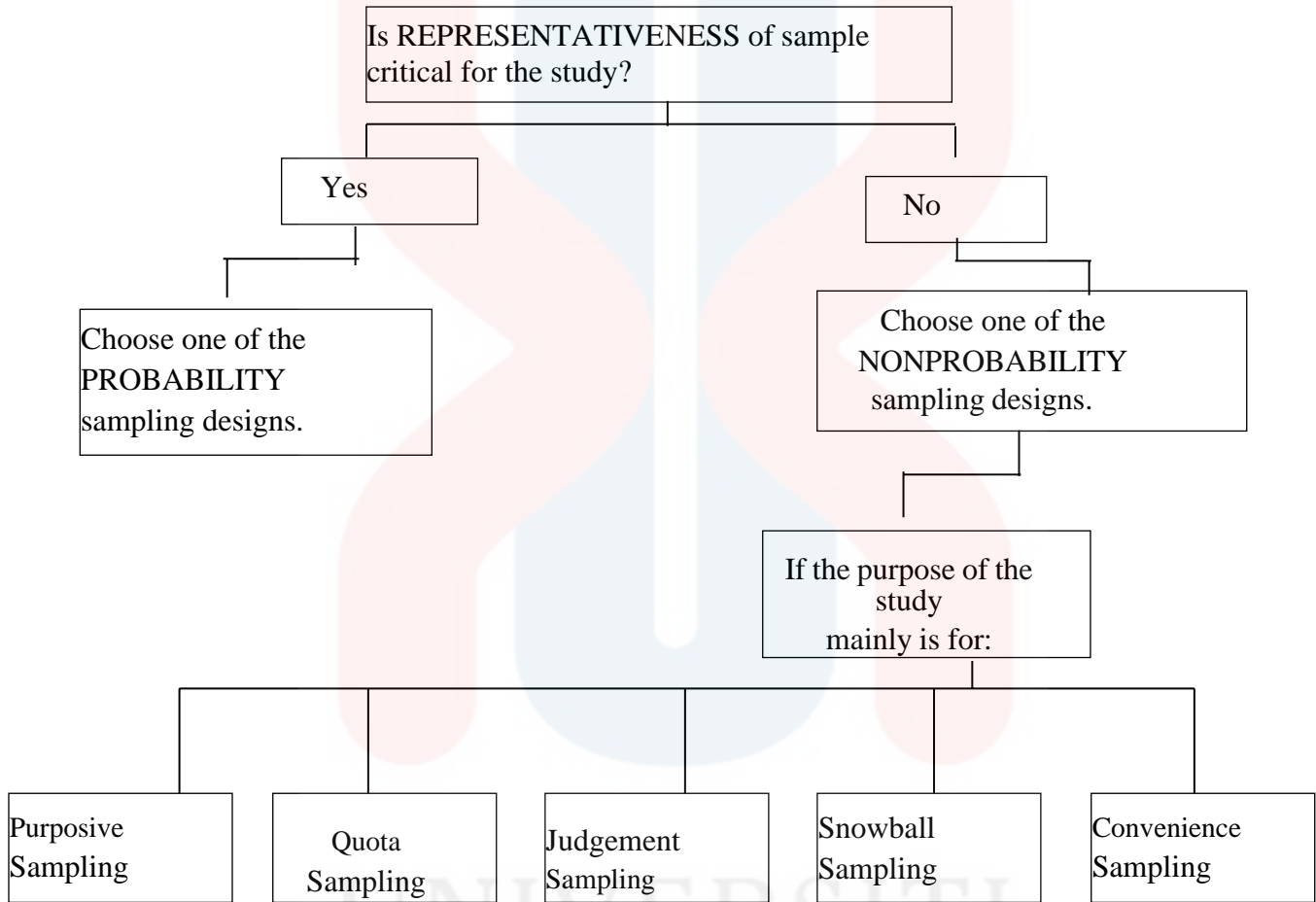
Figure 3.2: Choice Points in Sampling Design

Source: Beaumont, Rao (2021)

There are two forms of sampling, according to Alok Mishra (2022): probability sampling methods and non-probability sampling methods. In the population when the element of nonprobability is the frame, the sample population is selected in a way that does not provide each subject in the target population an equal chance. Non-probability sampling techniques include convenience sampling, purposeful or judgemental sampling, and snowball sampling, according to a

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prior study by Mishra, Alok (2017).

The sampling method discussed in this article, convenience sampling, is not based on probability. Non-probability sampling approaches are less objective than probability methods because they cannot ensure that every member of a target population will take part in a study. The researcher may choose the subjects for these procedures on their own, accept volunteers from the subjects, or do both. Convenience sampling, snowball recruiting, and purposeful sampling are the most popular non-probability sample procedures, in which participants are specifically picked by the researcher (the researcher promotes the study, and participants self-select if they wish to participate). Quota sampling is another non-probability sampling method, which adds convenience sampling over a method of targeted population segmentation that is typically used with "street" interviews in which people are profiled for traits that may match the study's participant objectives. In population research, convenience sampling is frequently used, especially in prehospital and disaster studies. Samuel J. Stratton and partners, 2121. People in Kuala Lumpur, where Starbucks coffee shops are most frequently seen, make up the research's target audience. Despite Kuala Lumpur having a population of 1767,800 (1970), Krejcie and Morgan's general rule of thumb states that the sample size should be 384. The questionnaire was distributed equally to each respondent in Kuala Lumpur from the selected sample.

## 3.6    DATA COLLECTION

Simplilearn (2023) defines data collection as the procedure researchers use to precisely gather, measure, and analyze data. This data collection procedure is used to test hypotheses, gather information, and analyze findings. Primary method and secondary method are the two categories into which data collection is split.

Questionnaires and secondary data were employed by the researcher to gather datafor this study. The three sections of the questionnaire are referred to as parts A, B, and C. All responders who have ever drunk Starbucks Coffee are given a questionnaire. Respondents were given questionnaires that were multilingual in Malay and English. Through Google Form, the researcher gave respondents who had ever drunk Starbucks coffee a questionnaire. The researcher gathered all the data once the respondents completed all of the questionnaires. The researcher will maintain the  respondents' personal information in strict confidence.

## 3.7    RESEARCH INSTRUMENT

A research instrument is a tool used to compile, evaluate, and quantify data on your subject. Research equipment include exams, questionnaires, scales, and even checklists. To ensure the validity of your inquiry, you must use already verified instruments.

Qualitative data describes characteristics or features. It is gathered through surveys, interviews, and observation, and it is typically communicated through narratives (Dora, 2020). For instance, it could be the results of an open-ended survey or comments from a focus group regarding the quality of the food served at Cafe Mac. It might be challenging to measure and assess qualitative data accurately. The information might come from descriptive words that can be coded or otherwise studied for trends or importance. The researcher can code qualitative data and use quantitative analysis to find themes that relate to the topics under study.

The interview process will be conducted around the study area which is Kuala Lumpur. Starbucks KL Sentral became the main purpose of the researcher to carry out the process. The researcher will interview several customers who come to buy the Starbucks.

The researcher will also keep an eye on the neighborhood to see how drink customers behave. The primary subject of the study will be consumers who have the availability to answer the survey's questions. If the researcher doesn't reach her target number of interview respondents (Level 3), she will go to more Starbucks stores in Kuala Lumpur, such as Starbucks Berjaya Times Square, Starbucks Avenue K Mall, and Starbucks Pavilion KL. Section A, Section B, and Section C make up the questionnaire's three sections.

Section A of the questionnaire, which asked about demographic information such gender, age, race, monthly income, marital status, and the frequency of Starbucks visits in Kuala Lumpur, was given to the respondents. Respondents may answer the question in a manner consistent with their distinct personalities.

Next, random questions will be prepared first before being asked to the respondent. Sections B and C will both use this question. There will be a wide range of viewpoints due to the random nature of how responders reply. At its essence, qualitative research asks open-ended questions like "how" and "why," whose answers are difficult to quantify. (Jason, 2019). In Section B, the researcher will ask questions related to the chosen topic. Respondents have to answer the question based on their understanding. Each respondent is likely to have a different opinion or view because they have a different understanding. This Section B question is about the relationship between Starbucks and healthiness, price fairness and nutrition disclosure. It contains several questions for each factor. There are several articles used to make the question. Some studies from previous studies such as Won Seok Lee (2021); Jiwoo Jung (2021) and Joonho Moon (2021).

In Section C will talk about the frequency of respondents visiting Starbucks around KualaLumpur.

| Sections | Variables | Item | Authors |
|---|---|---|---|
| A | Demographic profile | 5 | Omar, Jamal & Nami (2017) |
| B | Healthiness | 5 | Lee, Jung & Moon (2021) |
|  | Price Fairness | 5 | Lee, Jung & Moon (2021) |
|  | Nutrition Disclosure | 5 | Lee, Jung & Moon (2021) |
| C | Frequency to Starbucks | 5 | Othman, Anuar, Izat & Fahmi (2019) |

Table 3.2: Overview of Research Instrument

### 3.7.1 RESEARCH INSTRUMENT DESIGN

To acquire thorough data on a certain subject, a qualitative approach is used. The quantitative method ignores the emotions of the group, which are just as important to understand, and this strategy assumes that one person represents the group's feelings. This method is often used by the interpreter. According to authors like Tashakkori and Creswell, this tactic is used when a researcher wants to observe or evaluate an environment with the intention of coming up with a theory. (Rahi, 2017). The main benefit of a survey is that it makes it simple to collect data from a huge group. Most polls are also anonymous, which encourages respondents to share their actual opinions. However, this tactic is not always successful because people frequently object to being interrogated in order to provide information. Some people decide against taking part in interviews in order to maintain their privacy.

| Very Strongly Disagree | Strongly Disagree | Disagree | Agree | Strongly Agree | Very Strongly Agree |
|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 |

## 3.8    PILOT TEST

A pilot test is a rehearsal for research that allows the researcher to test the researchusing a small number of respondents (Wright & So, 2022). Researchers conducted a pilot test by selecting 30 respondents who had ever drink Starbucks Coffee to answer the prepared questionnaire.

## 3.9    DATA ANALYSIS

The data gathered for this study were analysed using SPSS, version 24, a tool for social science research. The link between independent and dependent variables can be explained using the SPSS programme by employing descriptive analysis and correlation. SPSS can be used to process the information obtained from respondents to produce useful information. The programme efficiently manages huge datasets and supports scientists during challenging statistical studies. The dependability analysis benefits the researcher and makes data analysis simpler as a result. Reliability analysis, descriptive analysis, and Pearson's correlation coefficient are the three categories of data analysis.

### 3.9.1 RELIABILITY ANALYSIS

Table 3.3: Cronbach's Alpha Coefficient Range

| Cronbach's AlphaRange | Level of Reliability |
|---|---|
| $\alpha > 0.9$ | Excellent |
| $\alpha > 0.8$ | Good |
| $\alpha > 0.7$ | Acceptable |
| $\alpha > 0.6$ | Questionable |
| $\alpha > 0.5$ | Poor |
| $\alpha > 0.4$ | Unacceptable |

Source: Adopted from George and Mallery (2016).

Researchers can examine the characteristics of measuring scales and the scale-component items using reliability analysis. To determine how consistently dependable an evaluation tool's outcomes are, test its reliability. Cronbach's Alpha is one method for evaluating internal consistency dependability based on the mean inter-item correlation. A score of 0.4 or lower is considered undesirable, whereas a value of 0.9 or more is regarded as a credible result, according to George & Mallery (2016). The internal consistency of an item is more dependable when the value is close to 1. The general suggestions for Cronbach's Alpha Coefficient Range are listed above.

### 3.9.2    DESCRIPTIVE ANALYSIS

The data are evaluated and represented using descriptive analysis using the mean, median, and mode, which are relevant to all levels of measurement. The standard deviation and interquartile range, on the other hand, may show how respondents react to a specific survey question. By identifying and evaluating these variables, it is utilised to determine if customers in Kuala Lumpur will visit Starbucks Café again. Table 3.4 displays the study's mean score along with its analysis.

Table 3.4: Interpretation for Mean Score.

| Mean Score | Interpretation |
|:----------:|:--------------:|
| 1.00 – 1.80 | Strongly Disagree |
| 1.81 – 2.60 | Disagree |
| 2.61 – 3.20 | Neutral |
| 3.21 – 4.20 | Agree |
| 4.21 – 5.00 | Strongly Agree |

Source: Adopted from Moidunny (2009)

### 3.9.3 PEARSON CORRELATION COEFFICIENT

Table 3.5: Pearson's Correlation Coefficient

| Correlations | Value |
|---|:---:|
| Perfect Positive Correlation | +1 |
| No Correlation | 0 |
| Perfect Negative Correlation | -1 |

Sources: Adopted from Mukaka (2012)

One method for examining the statistical relationship between two variables is correlation. Pearson The dependent variable is the customer's intention to return to Mamak Restaurant, with the food quality, service quality, and environment being seen as independent variables. The strength and relevance of the relationship between these independent variables is gauged by the correlation coefficient (r). Therefore, correlation analysis can be utilised to determine how two study variables interact with one another (Mukaka, 2012). A perfect linear relationship is established when the correlation coefficient is either -1 or +1. If there is no linear relationship between the independent and dependent variables, the correlation coefficient is 0. The basic rules for the Pearson correlation coefficient are listed above.

**3.10**      **SUMMARY**

Because the location was restricted to only customers who drank Starbucks in Kuala Lumpur and the population was straightforward and representative of the entire city, the researchers chose a sample size of 384 respondents from the population for the final section of this chapter. Through data collection from the study and the development of a questionnaire using a qualitative method, the relationship between independent variables and dependent variables will be seen. This study can be used as guidance when taking into account customers' intentions to visit Starbucks in Kuala Lumpur.

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# CHAPTER 4

# RESULTS AND DISCUSSION

## 4.1 INTRODUCTION

In this chapter, the researcher will go over the study's conclusions. The reasons why people in Kuala Lumpur remain loyal to Starbucks are examined in this material. The items underwent reliability testing to ensure that they were internally consistent. Then, using frequency analysis, the questionnaire's section A's demographic profile is described. The reasons why Starbucks is such a beloved brand in Kuala Lumpur are then examined using descriptive analysis, mean scores, and standard deviation (SD). The relationship between the determinants of brand loyalty for Starbucks in Kuala Lumpur (healthiness, pricing fairness, and nutrition disclosure) is now being examined using Pearson's Correlation).

## 4.2      RESPOND RATE

A total of 384 questionnaires were given out to the Kuala Lumpur-based antecedents of brand love for Starbucks, and 384 of them were gathered and useful. The response rate for this is 100.52%.the In compared to other hospitality research, it is deemed positive by Barsky and Huxley (1992). Table 4.1 below displays the study's response rate.

Table 4.1: Respond for Questionnaires

| | |
|---|---|
| **Number of questionnaires distributed** | **386** |
| **Questionnaires usable to be analyzed** | **384** |
| **Response rate** | **100.52%** |

## 4.3      PILOT STUDY

Prior to distributing the actual questionnaire, the researcher conducted a pilot test with 30 participants. The reliability test from this test was used to assess the validity of the variables. The researchers sent questionnaires to friends and family in order to get 30 respondents before beginning the actual survey of Starbucks customers. The researcher uses this method to make sure the questionnaire is suitable for usage in this study.

Table 4.2: Cronbach's Alpha Coefficient Range Guidelines

| Cronbach's Alpha Range | Level of Reliability |
|---|---|
| α > 0.9 | Excellent |
| α > 0.8 | Good |
| α > 0.7 | Acceptable |
| α > 0.6 | Questionable |
| α > 0.5 | Poor |
| α > 0.4 | Unacceptable |

Sources : Adopted from George and Mallery (2006)

Table 4.2 displays the alpha coefficient range for reliability analysis. According to George and Mallery (2016), any value less than 0.4 is viewed as undesirable, and any value more than 0.9 is viewed as an extremely reliable result. As the value approaches 1, the item's internal consistency dependability rises.

Table 4.3: The Reliability of Pilot Test Analysis

| Section | Dimension | Cronbach's Alpha of Items |
|---|---|---|
| Dependent Variable | Brand love though Starbucks | 0.776 |
| Independent Variable | Healthiness | 0.760 |
| | Price fairness | 0.750 |
| | Nutrition disclosure | 0.861 |

Table 4.3 above shows the dependability of the pilot test analysis for the dependent variable and independent factors. The Cronbach's alpha coefficient value for customer revisit intention was 0.776, which indicated good according to Table 4.2's general guidelines. In contrast, the independent variable's values for healthiness, pricing fairness, and nutrition disclosure were 0.760, 0.750, and 0.861, respectively, which show the dependability is good and extremely trustworthy.         The fact that the variables' Cronbach's alpha value is greater than 0.7 shows that the surveys are quite dependable and that respondents comprehend each

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item clearly. Therefore, the investigation can move forward.

**4.4     ACTUAL RELIABILITY**

Table 4.4: Reliability Analysis

| Variables | Cronbach's Alpha | N of Items |
|---|---|---|
| Healthiness | 0.928 | 5 |
| Price Fairness | 0.929 | 5 |
| Nutrition Disclosure | 0.922 | 5 |
| Brand Love | 0.932 | 5 |

*No of respondents (n) = 384*

The actual reliability test of the usable questionnaires for the 384 chosen respondents comes after the reliability assessment for the pilot. Table 4.4 shows the reliability analysis for the three factors related to customer revisit intention. Both healthiness and pricing equity have strong dependability. Values are 0.928 and 0.929 for the Cronbach's alpha coefficient, respectively. The nutrition disclosure score for Cronbach's alpha coefficient was 0.922, indicating good reliability despite reliability. The brand love antecedent for Starbucks, however, improved to 0.932 in Kuala Lumpur, showing exceptional dependability.
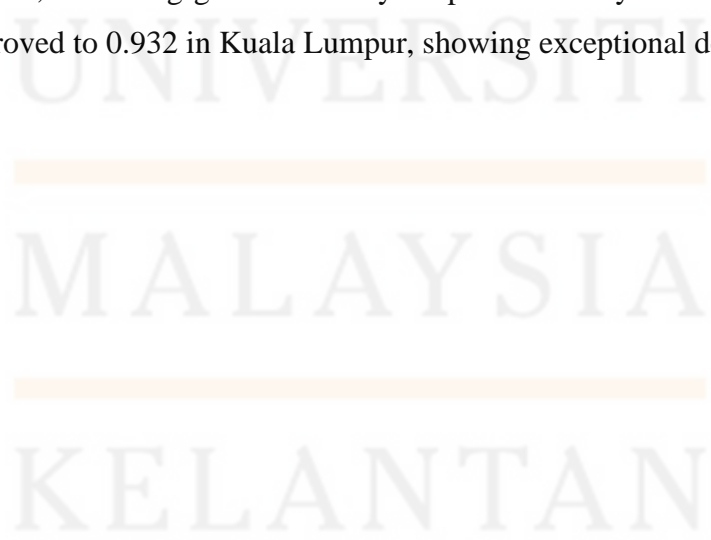
**4.5**  **RESPONDENT PROFILE**

Table 4.5: Demographic Profile

| Item | Frequency (n) | Percentage (%) |
|---|---|---|
| **GENDER** | | |
| *Male* | **177** | **46.1** |
| *Female* | **207** | **53.9** |
| | | |
| **AGE GROUP** | | |
| Below than 20years old | **13** | **3.4** |
| 20-29 years old | **319** | **83.1** |
| 30-39 years old | **46** | **12.0** |
| 40-49 years old | **3** | **0.8** |
| 50 years old and above | **3** | **0.8** |
| | | |
| **RACE** | | |
| Malay | **259** | **67.4** |
| Chinese | **63** | **16.4** |
| Indian | **37** | **9.6** |
| ***Other*** | **25** | **6.5** |
| | | |
| **MARITAL STATUS** | | |
| Single | **298** | **77.6** |
| Married | **46** | **12.0** |
| Divorced | **19** | **4.9** |
| Prefer not to tell | **21** | **5.5** |
| | | |
| **MONTHLY INCOME** | | |
| Below RM 1,000 | **250** | **65.1** |
| RM 1,001 - RM 2,999 | **87** | **22.7** |
| RM 3,000 - RM 3,999 | **32** | **8.3** |
| RM 4,000 - RM 4,999 | **9** | **2.3** |
| RM 5,000 - RM 5,999 | **3** | **0.8** |
| RM 6,000 and above | **3** | **0.8** |
| | | |
| **TIMES VISITING STARBUCKS IN A MONTH** | | |
| Once a month | **178** | **46.4** |
| 2-3 | **173** | **45.1** |

| | | |
|---|---|---|
| 4-5 | **32** | **8.3** |
| 6 times and above | **1** | **0.3** |
| | | |
| **Total** | **384** | **100** |

There were 375 replies to this survey. According to Table 4.5, 205 (53.9%) respondents represented men and 177 (46.1%) respondents represented women. Male respondents to this study outnumbered female respondents by a larger margin.

In Table 4.5, the ages of 384 respondents are shown. There are five different age groups. 13 (3.4%) of the respondents were younger than 20. While respondents are mostly between the ages of 20 and 29, 319 respondents (83.1% of all respondents) are between the ages of 20 and 29. 46 (12%) individuals between the ages of 30 and 39 completed the survey. Finally, 3 (0.8%) were reported to be 50 years of age or older and between the ages of 40 and 49.

Following that, Table 4.5 displayed the race of 384 respondents. 259 (67.4%) of the respondents were reported to be Malay, representing the majority of respondents. There were 63 (16.4%) Chinese respondents while there were 37 (9.6%) Indian respondents. In contrast, only 25 respondents (6.5%) are reported to be other.

The majority of responders were single, with 298 (77.6%) being single. Married respondents made up 46 (12.0%) of the total, while divorced respondents made up 19 (4.9%). Finally, individuals who preferred not to disclose their marital status comprised 21 (5.5%) of the total.

According to the table, those earning less than RM1,000 per month outnumber those earning more than RM1,000 per month by 250 (65.1%). The second largest group is made up of 87 (22.7%) respondents who earn between RM1,000 and RM2,999 per month. There were 32 responders (8.3%) earning between RM3,000-RM3,999. The group of respondents earning between RM4,000-RM4,999 per month was represented by 9 (2.3%) respondents. Only three (0.8%) respondents earned between RM5,000 -RM5,999,

and RM6,000 and above.

Finally, the bulk of respondents, 178 (46.4%), only visited Starbucks once a month. Following that, 173 (45.1%) of respondents visit Starbucks 2-3 times each week.32 (8.3%) of respondents frequented Starbucks 4-5 times each week. Only one responder (0.3%) attended Starbucks 6 or more times each week.

### 4.6       DESCRIPTIVE ANALYSIS

In this part, the descriptive analysis's min scores will be interpreted. The total min score and the standard deviation (SD) for each variable were designed using the 6-point Likert Scale. The minimum score and the standard deviation for each variable in this study are shown in the table below.

Table 4.6 : Mean Score for Each Variables

| Section | Dimension | n | Mean | SD |
|---------|-----------|---|------|-----|
| **B** | **Healthiness** | 384 | 4.0444 | 0.910 |
| | **Price Fairness** | 384 | 4.2052 | 0.846 |
| | **Nutrition Disclosure** | 384 | 4.1238 | 0.789 |
| **C** | **Brand Love toward Starbucks** | 384 | 4.2225 | 0.861 |

According to Table 4.6, the average score for each of the three independent variables; healthiness, price fairness, and nutrition disclosure—is 4.0444 (SD = 0.910), 4.2052 (SD = 0.846), and 4.1238 (SD = 0.789), respectively. The dependent variable's brand love for Starbucks has a mean score of 4.2225 (SD = 0.861).

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**4.6.1      HEALTHINESS**

Table 4.6.1 : Descriptive Analysis for Independent Variable, Healthiness

| Statement | n | Mean | SD |
|---|---|---|---|
| At Starbucks there are many healthy menus. | 384 | 3.91 | 1.042 |
| I always order the healthy menu at Starbucks. | 384 | 4.08 | 0.993 |
| I love drinking herbal drinks at Starbucks. | 384 | 4.02 | 1.059 |
| The menu at Starbucks is very suitable for those who are on a diet. | 384 | 4.08 | 1.072 |
| At Starbucks there are drinks that are low in calories. | 384 | 4.09 | 1.002 |

A descriptive analysis of the independent variable, healthiness, is presented in Table 4.6.1. The mean score for the five healthiness items, as shown in the table above, varied from 3.9 to 4.1. The first item, "There are many healthy menu options at Starbucks," had the lowest mean, 3.91 (SD=1.042). The third question, "I enjoy ordering herbal drinks at Starbucks," had a mean score of 4.02 (SD: 1.059). The second and fourth items—"I always order healthy menu at Starbucks" and "The menu at Starbucks is very suitable for those who are on a diet"—had the similar means of 4.08 (SD=0.993) and 4.08 (SD=1.072). Finally, "At Starbucks there are drinks that are low in calories" recorded the highest mean score with a mean total of 4.09 (SD=1.002), making it the highest item overall.

**4.6.2      PRICE FAIRNESS**

Table 4.6.2 : Descriptive Analysis for Independent Variable, Price Fairness

| Statement | n | Mean | SD |
|---|---|---|---|
| **The prices of food and drinks at Starbucks are worth it.** | 384 | 4.12 | 1.005 |
| **I'm willing to pay for drinks and food at Starbucks.** | 384 | 4.21 | 0.936 |
| **With the price that is said to be expensive, I am satisfied with the drinksbought at Starbucks.** | 384 | 4.16 | 0.934 |
| **The issue of the price being said to be expensive at Starbucks is not aproblem for me.** | 384 | 4.27 | 0.933 |
| **Price of Starbucks product is acceptable.** | 384 | 4.24 | 0.982 |

A descriptive examination of price fairness is presented in Table 4.6.2. The five goods' average pricing fairness score ranges from 4.1 to 4.3. The fourth item which is "The issues of the price being said to be expensive at Starbucks is not a problem to me" recorded the highest mean of 4.27 (SD=0.933). Followed by the fifth item "Price of Starbucks product is acceptable" obtained a total mean of 4.24 (SD=0.982). "I'm willing to pay for drinks and food at Starbucks" is the second item with a mean of 4.21 (SD=0.936). Next, the third item which is "With the price that is said to be expensive, I am satisfied with the drinks bought at Starbucks" got a mean of 4.16 (SD=0.934). Lastly, the first item recorded the lowest mean which is "The price of food and drinks at Starbucks are worth it" 4.12 (SD=1.005).

**4.6.3      NUTRITION DISCLOSURE**

Table 4.6.3 : Descriptive Analysis for Independent Variable, Nutrition Disclosure

| Statement | n | Mean | SD |
|---|---|---|---|
| Starbucks reveals nutrition information. | 384 | 4.07 | 0.905 |
| Starbucks provides calorie information of food. | 384 | 4.23 | 0.899 |
| Starbucks staff often inform me about the nutritional information of thefood I buy there. | 384 | 4.06 | 0.935 |
| I often ask about nutritional information before buying a product at Starbucks. | 384 | 4.13 | 0.903 |
| Starbucks informs the nutritional content of the food on their cups. | 384 | 4.10 | 0.874 |

A descriptive examination of nutrition disclosure is shown in Table 4.6.3. These five items had mean scores that ranged from 4.0 to 4.3. For example, "Starbucks provides calories information of food" had the highest mean score for the second item, 4.23 (SD=0.899). The fourth item, "I frequently inquire about nutritional information before making a purchase at Starbucks," came in second with a mean of 4.13 (SD=0.903). Next, the fifth item, "Starbucks provides nutritional information about the food on its cups," had a mean score of 4.10 (SD=0.874"Starbucks reveals nutritional information" is the top item, with a mean of 4.07 (SD=0.905). Finally, the third item, "Starbucks staff frequently inform me about the nutritional information of the food I buy there," had the lowest mean of 4.06 (SD=0.935).

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### 4.6.4    BRAND LOVE

Table 4.6.4 : Descriptive Analysis for Dependent Variable, Brand Love toward Starbucks

| Statement | n | Mean | SD |
|---|---|---|---|
| The healthiness of the food at Starbucks is a factor for me to love their brand. | 384 | 4.12 | 0.982 |
| Price fairness of Starbucks affect my brand love toward them. | 384 | 4.27 | 0.962 |
| Nutrition disclosure of Starbucks affect my brand love toward them. | 384 | 4.20 | 0.994 |
| I am a loyal customer of Starbucks. | 384 | 4.28 | 0.996 |
| I prefer Starbucks compared to other coffee shop. | 384 | 4.21 | 0.927 |

A descriptive analysis of the dependent variable, brand love for Starbucks, is presented in Table 4.6.4. This section's typical score ranges from 4.1 to 4.3. The phrase "I am a loyal customer of Starbucks" came in at number four with a mean of 4.2 (SD=0.996). Followed by the second item which is "Price fairness of Starbucks affect my brand love towards them" recorded a total mean of 4.2 (SD=0.962). The fifth item is "I prefer Starbucks compared to other coffee shops" with a mean of 4.21 (SD=0.927). Followed by 4.20 (SD=0.994) which is the third item "Nutrition disclosure of Starbucks affect my brand love towards them". Lastly, the lowest mean on the first item which is "The healthiness of the food at Starbucks is a factor for me to love their brand" recorded a mean of 4.12 (SD=0.982)

## 4.7 PEARSON'S CORRELATION COEFFICIENT

Table 4.7: Reliability Analysis

| Variables | Cronbach's Alpha | N of Items |
|---|---|---|
| Healthiness | 0.928 | 5 |
| Price Fairness | 0.929 | 5 |
| Nutrition Disclosure | 0.922 | 5 |
| Brand Love | 0.932 | 5 |

*No of respondents (n) = 384*

After the pilot's reliability test, the usable questionnaires for the 384 selected respondents will undergo a real reliability test. Table 4.4 displays the reliability analysis for the three customer revisit intention variables. The dependability Cronbach's alpha coefficient scores for healthiness and price fairness were 0.928 and 0.929, respectively, which is outstanding. Cronbach's alpha coefficient's nutrition disclosure score was 0.922, which denotes extremely high reliability. The brand love antecedent for Starbucks, however, improved to 0.932 in Kuala Lumpur, showing exceptional dependability.

## 4.7.1 RELATIONSHIP BETWEEN HEALTHINESS AND BRAND LOVE OF STARBUCKS IN KUALA LUMPUR.

H1: There is significant relationship between healthiness and brand love towards Starbucks in Kuala Lumpur.

Table 4.7.1: Correlations between healthiness and brand love towards Starbucks in Kuala Lumpur.

**Correlations**

| | | HEALTHINESS | BRANDLOVE |
|---|---|---|---|
| HEALTHINESS | Pearson Correlation | 1 | .819[**] |
| | Sig. (2-tailed) | | .000 |
| | N | 384 | 384 |
| BRANDLOVE | Pearson Correlation | .819[**] | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

Based on findings, the Table 4.7.1 shows that there is a substantial positive correlation between healthiness and brand love for Starbucks in Kuala Lumpur, with a positive correlation coefficient value of.819**. Starbucks brand affinity is therefore highly associated with healthiness in Kuala Lumpur. However, the relevant level is.000, which is less than the bare minimum.01 suggests a solid relationship. As a result, it is considered that there is a relationship between healthiness and brand love for Starbucks in Kuala Lumpur (H1).

### 4.7.2 RELATIONSHIP BETWEEN PRICE FAIRNESS AND BRAND LOVE OF STARBUCKS IN KUALA LUMPUR.

H2: There is significant relationship between price fairness and brand love towards Starbucks in Kuala Lumpur.

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Table 4.7.2: Correlation Between price fairness and brand love towards Starbucks in Kuala Lumpur

**Correlations**

| | | PRICE FAIRNESS | BRANDLOVE |
|---|---|---|---|
| PRICE FAIRNESS | Pearson Correlation | 1 | .893$^{**}$ |
| | Sig. (2-tailed) | | .000 |
| | N | 384 | 384 |
| BRAND LOVE | Pearson Correlation | .893$^{**}$ | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the findings in Table 4.7.2, a moderate association between price fairness and brand love for Starbucks in Kuala Lumpur may be inferred from the correlation coefficient's positive value of.893**. As a result, in Kuala Lumpur, the association between price fairness and brand love for Starbucks is mild. The table demonstrates that the two variables' significant level is.000, which is lower than the accepted criterion of.01 that denotes a substantial link. As a result, the hypothesis (H2) that there is a causal relationship between Starbucks brand love and price fairness in Kuala Lumpur is accepted.

**4.2.1    RELATIONSHIP   BETWEEN   NUTRITION   DISCLOSURE   AND   BRAND LOVE TOWARDS STARBUCKS IN KUALA LUMPUR.**

H3: There is significant relationship between nutrition disclosure and brand love of starbucks in Kuala Lumpur.

Table 4.7.3: Correlation Between nutrition disclosure and brand love of Starbucks in Kuala Lumpur.

**Correlations**

|  |  | NUTRITION DISCLOSURE | BRANDLOVE |
|---|---|---|---|
| NUTRITION DISCLOSURE | Pearson Correlation | 1 | .830** |
|  | Sig. (2-tailed) |  | .000 |
|  | N | 384 | 384 |
| BRANDLOVE | Pearson Correlation | .830** | 1 |
|  | Sig. (2-tailed) | .000 |  |
|  | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

In Table 4.7.3, the positive correlation coefficient value of.830** demonstrates a moderate association between nutrition disclosure and Starbucks brand love intention. Therefore, brand adoration of Starbucks in Kuala Lumpur has a moderate association with nutrition disclosure. The considerable degree

of nutrition disclosure and Starbucks brand love, on the other hand, were recorded at.000, which is less than

the required minimum.01. As a result, there is a significant link between nutrition disclosure and Starbucks

brand love intention. As a result, it is acknowledged that in Kuala Lumpur, there is a considerable association

between nutrition disclosure and brand loyalty for Starbucks. Table 4.8 below shows the summary of results

for Pearson's Correlation.

Table 4.8: Summary Result for Pearson's Correlation Coefficient

| Hypothesis | Result | Findings of Data Analysis |
|---|---|---|
| **H1: There is significant relationship healthiness and brand love towards Starbucks in Kuala Lumpur.** | r = .819** <br> p = .000 <br> Positive strong relationship | **H1: Accepted** |
| **H2: There is significant relationship between price fairness and brand love towards Starbucks in Kuala Lumpur.** | r = .893** <br> p = .000 <br> Positive moderate relationship | **H2: Accepted** |
| **H3: There is significant relationship between nutrition disclosure and brand love towards Starbucks in Kuala Lumpur.** | r = .830 <br> p = .000 <br> Positive moderate relationship | **H3: Accepted** |

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## 4.8    SUMMARY

The full interpretation of data analysis from various statistical tests is provided by data analysis. Frequency analysis has been performed to examine the respondents' demographics from this survey. The reviewer's descriptive analysis was then used to identify the causes of brand love for Starbucks in Kuala Lumpur. Pearson's Correlation Coefficient has been utilised to examine the connection between brand love for Starbucks' healthiness, pricing fairness, and nutrition disclosure. The results show that all three of the developed hypotheses can be accepted. For each independent variable, the correlation coefficient values are: healthiness (.819), price fairness (.893), and nutrition disclosure (.830). This demonstrates that the study's attempt to address the query "What is the relationship between healthiness, price fairness, and nutrition disclosure towards brand love of Starbucks in Kuala Lumpur" was successful. In Kuala Lumpur, brand love for Starbucks is significantly positively correlated with its healthiness (strong), price fairness (moderate), and nutrition transparency (moderate).

# CHAPTER 5

## CONCLUSION

## 5.1    INTRODUCTION

The study's conclusions are discussed in this chapter in the context of the findings from the preceding chapter. The study's goals and hypotheses are examined in this chapter in light of the previous chapter's findings. The implications, restrictions, and suggestions for the forthcoming research are also covered in this chapter because it is the final section of the study. The general conclusion provided a summary of the chapter for the study..

## 5.2       RECAPITULATION OF THE FINDINGS

### 5.2.1     HEALTHINESS

RO1    : To examine the relationship between healthiness and brand love of Starbuck in Kuala Lumpur.

RQ1    : What is the relationship between healthiness and brand love of Starbuck in Kuala Lumpur?

H1      : There is significant relationship between healthiness and brand love of Starbuck in Kuala Lumpur.

According to Pearson's Correlation analysis in Table 4.6.1 in the previous chapter, the relationship between Starbucks brand love and healthiness has a strong Pearson's Correlation value (r-value) of 0.819 and a p-value of 0.000 (p>0.01). This demonstrates that, although being the least significant of the three criteria, healthiness is significant and significantly influences customers' propensity to return. Surprisingly, the healthiness category had the highest average mean score, coming in at 4.10. The respondents concurred that the authentic and appetite-stimulating healthy drinks supplied at Starbuck restaurants in Kuala Lumpur. Starbucks locations use fresh herbs in their food preparation and serving to give customers the flavors of their menus. Additionally, healthy menus that smell good make customers happy.

Adopting a balanced diet may help reduce your risk of getting heart disease, according to numerous studies. Oats and fruits are two examples of meals that are high in fibre and good for the heart. Studies contend, however, that Starbucks coffee is nourishing and that they offer a product that is friendly to the environment. (Azriuddin, et al., 2020). Therefore, the claim that there is a considerable link between health and loyalty to the Starbucks brand is acknowledged. The initial goal of the study has been accomplished, the initial inquiry has been answered, and the initial research hypothesis has received complete support from the data.

### 5.2.2    PRICE FAIRNESS

RO2    : To examine the relationship between price fairness and brand love of Starbuck in Kuala Lumpur.

RQ2    : What is the relationship between price fairness and brand love of Starbuck in Kuala Lumpur?

H2      : There is significant relationship between price fairness and brand love of Starbuck in Kuala Lumpur.

According to Pearson's Correlation analysis on Table 4.6.2 in the preceding chapter, the Person's Correlation value (r-value) of pricing fairness is 0.893, indicating a positive moderate association in developing the antecedent of brand love for Starbucks in Kuala Lumpur. Because the p-value is less than 0.01 (0.000), the relationship between price justice and desire to adore the Starbucks brand is significant and confirms the study's hypothesis. Contrarily, the average mean for pricing fairness is 4.28.

According to earlier research by Sayuti (2011), price fairness has been identified as being crucial for keeping customers. Customer are preferring to visit the café establish again if they are satisfied with the pricing of meals. The meaning of price fairness is the user's assessment and feelings regarding whether the disparity between the seller's pricing and the comparable price of other parties is reasonable or acceptable (Xia, Monroe, & Cox, 2004). Client satisfaction may increase or decrease depending on how the customer perceives the pricing. However, customers recognize price unfairness when they pay prices that are higher than rivals (Ting, 2013). Price fairness promotes increased sales because a fair price is very important to convince customers. According to studies, giving clients more satisfaction will increase their level of loyalty (Kaura, Prasad, & Sharma, 2015). The second study objective has thus been satisfied, the second research question has been thoroughly addressed, and the second research hypothesis is fully confirmed by the data.

### 5.2.3   NUTRITION DISCLOSURE

RO3   : To examine the relationship between nutrition disclosure and brand love towards Starbuck in Kuala Lumpur.

RQ3   : What is relationship between nutrition disclosure and brand love towards Starbuck in Kuala Lumpur?

H3   : There is significant relationship between nutrition disclosure and brand love towards Starbuck in Kuala Lumpur.

The Person's Correlation value (r-value), which was reported at 0.830 in Table 4.6.3 from the previous chapter's Person's Correlation study, signifies a moderately excellent link. In Kuala Lumpur, however, the p-value is less than 0.05 (0.000), demonstrating a strong association between nutrition disclosure and brand love. Therefore, the theory is accepted.

The mean value for nutrition disclosure is 4.24. Nutrition disclosure is information provided or information on each package of food and beverages that shows the various nutrients, calories and food ingredients contained in the food. Nutrition disclosure can also be understood as the labeling of low-cost foods that have the potential to promote or foster healthyeating practices. However, there are systematic differences that suggest users may not often apply food labels when making food choices. Given the poor dietary quality exhibited by many young adults, measuring the use of dietary facts among them is particularly important (Harris, Larsen, Chantala, & Udry, 2006). Food label usage is associated with user characteristics,

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product typeand purchase context. The stage of users' dietary knowledge can influence their ability to process food labels. Eating knowledge and attitudes towards food labels use of food labels arepositively predicted through self-efficacy and trust. As a result, prior research has indicated that Starbucks exposes its nutritional information (Lee, Jung, & Moon, 2021). The third study objective has thus been met, the third research question has been addressed, and the third research hypothesis has been fully supported by the data.

### 5.3 IMPLICATION OF THE STUDY

First and foremost, this research study provided all the necessary details for any aspiring researcher or businessperson interested in this subject, especially with regard to how the healthiness, price equity, and nutrition transparency affect brand loyalty for Starbucks in Kuala Lumpur. With the help of this data, the researcher will be able to more thoroughly examine the factors that contribute to Starbucks brand loyalty in Kuala Lumpur. The new researcher was also able to pinpoint important, little-studied characteristics that might be responsible for Kuala Lumpur residents' fondness of Starbucks. From here, this study might aid future researchers in identifying research results that have a greater likelihood of being useful in this field of study. A future researcher may also acquire the instinct essential to do the investigation by reading this research article. Our study can be used as a model for future literature reviews in the interim. Now, other literature reviews can follow the format of our study.

Second, by shedding light on the factors that influence brand loyalty for Starbucks in Kuala Lumpur,

this study is helpful to the food and beverage industry. The food and beverage industry can identify consumer motivations for brand loyalty, including expectations for nutritional transparency, fair pricing, and healthfulness. The food and beverage industry must do in-depth study into the reasons behind Kuala Lumpur consumers' brand loyalty to Starbucks in order to properly satisfy customer needs. As a result, by making wiser judgements and obtaining an upper hand in the marketplace, the food and beverage industry can prosper.

Third, this study will benefit customers who want to visit Starbucks located in Kuala Lumpur. Customers will know about the existence of nutritious menus as well as menus suitable for diets. They can plan in advance the menu they want to make before buying food and drinks at Starbucks Kuala Lumpur. They also know better that Starbucks has a price that matches the service provided to customers. The ingredients used to make food and drinks at Starbucks are premium ingredients. Customers will also know better that customers have the right to know the nutrition of each product they buy. In this way, customers can decide to love the Starbucks brand. This study will also make the customer a wise customer in spending.

## 5.4       LIMITATION OF THE STUDY

Numerous difficulties and restrictions in this study should be highlighted for future work. Like many other studies, this one had limitations that made it challenging for the researcher to complete. The sheer volume of responses is just one of the many problems with this survey. Not all Malaysians are qualified to take part in this study as respondents who wish to answer to questionnaires or provide researchers with data. Additionally, some responders think it is a waste of time to answer study questions. Customers can easily opt not to answer the questionnaire if they don't want the researcher to pry into their privacy.

To begin, researchers encountered certain difficulties, such as a communication barrier. The questionnaire used in prior studies is confined to a single language, thus researchers must translate and use at least one bilingual statement (Malay language) to allow respondents to react based on their linguistic preferences. Furthermore, replies are limited to individuals who comprehend English and Malay.

Second, the study's primary data was acquired through face-to-face and online questionnaires, which made it difficult for researchers to determine the respondent's honesty while answering the questionnaire. Due to this restriction, respondents might not read the questionnaire before responding, which could result in dishonest responses. Finally, this resulted in inaccurate findings that had to be eliminated from the study.

Variable is the final area of this study's restriction. Three independent variables which are healthiness, pricing equity, and nutrition disclosure are the main subjects of this study. There are still a lot of factors that could have a big impact on what led to brand loyalty for Starbucks in Kuala Lumpur. In this study, there is also a relationship between other variables. This resulted from a dearth of sources and references for academics to use while conducting research on other independent issues.

## 5.5 RECOMMENDATIONS FOR FUTURE RESEARCH

Numerous recommendations exist for additional consumer revisit intention research. Therefore, in order to get respondents to agree to fill out the questionnaire, questions in future research should be engaging and acceptable to everyone. As a result, the researcher can supply respondents to questionnaires for subsequent studies that are more comprehensible and interesting.

Not every research methodology is suitable for every aim. For instance, it is important to carefully examine the type and length of interviews while conducting research with unique populations. The intended user group should be taken into consideration while creating the test tasks for a usability test. You must look at the group you are looking at, the objective of the research, and the likely result you want from it.

In this study, the researchers only looked at three possible customer-impacting factors. However, it's possible that several significant traits that are essential to determining the antecedents of brand love for Starbucks in Kuala Lumpur were neglected by the researchers. As a result, it is proposed that future research do additional research into additional qualities like location, cost, and facilities in order to enhance the study's findings.

## 5.6     SUMMARY

The relevant research for understanding the causes of brand loyalty to Starbucks in Kuala Lumpur has been discussed and summarised in this chapter. Based on the analysis of 384 questionnaires, the study has achieved its goal, solved the study's problem, and validated and accepted its premise.

Overall, the relationship between healthiness, price fairness and nutrition disclosure on the antecedent of brand love are from significantly positive strong to moderate relation whereby healthiness on brand love showed positive strong relationship. This research successfully revealed that the majority of respondents considered price fairness as their main factor influencing the antecedent of brand love towards Starbucks while healthiness was a minor factor in determining the antecedent of brand love towards Starbucks.
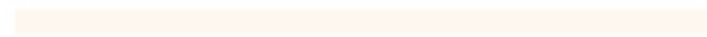
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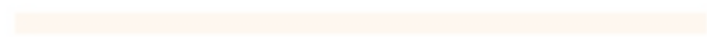
*Recovery and Relational Bonds on Customer Loyalty: Mediating Role of Customer Satisfaction*, *13*(1), 62–94.

# APPENDIX A

**Sample of Questionnaire**



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**Questionnaire Sample**

**Research Title:**
The Antecedent of Brand Love Toward Starbucks in Kuala Lumpur

**Research Objectives:**
To examine the relationship between healthiness, price fairness and nutrition disclosure of brand love
toward Starbucks in Kuala Lumpur

**Bachelor's Degree Candidate:**
Nur Aisahtul Batrisyia Binti Mohd Kasuhairi (H20A1447)
Nur Al Aiman Bin Mohd Firidaus (H20A1452)
Nur Alya Hidayah Binti Abdullah (H20A1456)
Nur Alya Syahirah Binti Shazli (H20A1457)

Bachelor of Entrepreneurship (Hospitality) with Honours
Faculty of Hospitality, Tourism and Wellness
Universiti Malaysia Kelantan (UMK)

In order to gather information pertaining to this study, you will be asked to complete the questionnaire of
which will take approximately 5 to 10 minutes. This questionnaire consisted of three section namely
Section A, B and C and is in bilingual. There is no true or false for each statement, therefore please
complete the questionnaire according to own genuine opinion and perspective. Shall you have any
questions or comments about this questionnaire, please do not hesitate to contact *013-6939436* or
*h20a1447@siswa.umk.edu.my*

**Confidentiality Statement:**
Information collected will be kept confidential and will be used only for academic purposes only.
Information regarding individual participant will not be exposed.

Thank you for your participation.

Section A: Demographic Profile
*Bahagian A: Profil Demografik*
Please choose one answer and tick (√) in the box provided for each question.
*Sila pilih satu jawapan dan tandakan (√) dalam kolum jawapan yang disediakan bagi setiap soalan.*

1  Gender
   *Jantina*

| | Male | | Female |
|---|---|---|---|
| | *Lelaki* | | *Perempuan* |

2  Age
   *Umur*

| | Below 20 years old | | 40 – 49 |
|---|---|---|---|
| | *20 tahun ke bawah* | | |
| | 20 – 29 | | 50 years old and above |
| | | | *50 tahun ke atas* |
| | 30 – 39 | | |

3  Race
   *Bangsa*

| | Malay | | Indian |
|---|---|---|---|
| | *Melayu* | | *India* |
| | Chinese | | Others |
| | *Cina* | | *Lain lain* |

4  Marital Status
   *Status perkahwinan*

| | Single | | Widow/ Divorced/ Separated |
|---|---|---|---|
| | *Bujang* | | *Janda/ Cerai/ Terpisah* |
| | Maried | | Prefer not to tell |
| | | | *Memilih untuk tidak* |
| | *Berkahwin* | | *memberitahu* |

5  Monthly Income
   *Pendapatan Bulanan*

| | Below RM1,000 | | RM4,000 –RM4,999 |
|---|---|---|---|

| | RM1,000 ke bawah | | |
|---|---|---|---|
| | RM1,000 –RM2,999 | | RM5,000 –RM5,999 |
| | RM3,000 –RM3,999 | | RM6,000 and above<br>RM6,000 ke atas |

6    How many times do you visit Starbucks in a month?
*Berapa kerap anda mengunjungi Starbucks dalam sebulan?*

| | Once a month<br>*Sekali sebulan* | | 4 – 5 |
|---|---|---|---|
| | 2 – 3 | | 6 times and above<br>*6 kali ke atas* |

**Section B: Determinants of The Antecedent of Brand Love Toward Starbucks in Kuala Lumpur.**
*__Bahagian B: Penentu Anteseden Cinta Jenama Terhadap Starbucks di Kuala Lumpur.__*
For each statement, indicate the extent to which you agree or disagree with it by selecting one number from the scale provided. Please circle (o) or tick (√) your rating for each statement by using the following criteria:
*Untuk setiap kenyataan, tunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan bulatkan (o) atau (√) tandakan satu nombor dari skala yang disediakan. Sila lengkapkan respon anda untuk setiap kenyataan dan menilai tingkatkannya dengan menggunakan kriteria berikut:*

1                                                                              5

←                                                                              →

**Strongly Disagree**                                    **Strongly Agree**
Sangat Tidak Setuju                                      Sangat Setuju

| **Section B(1): Healthiness**<br>　　　　*Kesihatan* | **Scale**<br>*Skala* |
|---|---|
| 1.   At Starbucks there are many healthy menus.<br>*Di Starbucks banyak terdapat menu yang sihat.* | 1   2   3   4   5 |
| 2.   I always order the healthy menu at Starbucks.<br>*Saya selalu memesan menu yang sihat di Starbucks.* | 1   2   3   4   5 |
| 3.   I love drinking herbal drinks at Starbucks.<br>*Saya suka minum minuman yang berasaskan herba di Starbucks.* | 1   2   3   4   5 |
| 4.   The menu at Starbucks is very suitable for those who are on a diet.<br>*Menu di Starbucks sangat sesuai dengan mereka yang sedang diet.* | 1   2   3   4   5 |
| 5.   At Starbucks there are drinks that are low in calories. | 1   2   3   4   5 |

*Di Starbucks terdapat minuman yang rendah kalori.*

| **Section B (2): Price Fairness** *Kewajaran Harga* | **Scale** *Skala* |
|---|---|
| 1. The prices of food and drinks at Starbucks are worth it. *Harga makanan dan minuman di Starbucks adalah berbaloi.* | 1  2  3  4  5 |
| 2. I'm willing to pay for drinks and food at Starbucks. *Saya sanggup bayar minuman dan makanan di Starbucks.* | 1  2  3  4  5 |
| 3. With the price that is said to be expensive, I am satisfied with the drinks bought at Starbucks. *Dengan harga yang dikatakan mahal, saya berpuas hati dengan minuman yang dibeli di Starbucks.* | 1  2  3  4  5 |
| 4. The issue of the price being said to be expensive at Starbucks is not a problem for me. *Isu harga dikatakan mahal di Starbucks tidak menjadi masalah kepada saya.* | 1  2  3  4  5 |
| 5. Price of Starbucks product is acceptable. *Harga produk Starbucks boleh diterima.* | 1  2  3  4  5 |

| **Section B(3): Nutrition Disclosure** *Pendedahan Pemakanan* | **Scale** *Skala* |
|---|---|
| 1. Starbucks reveals nutrition information. *Starbucks mendedahkan maklumat pemakanan.* | 1  2  3  4  5 |
| 2. Starbucks provides calorie information of food. *Starbucks menyediakan maklumat kalori makanan.* | 1  2  3  4  5 |
| 3. Starbucks staff often inform me about the nutritional information of the food I buy there. *Staff Starbucks sering memaklumkan maklumat pemakanan makanan yang saya beli disana.* | 1  2  3  4  5 |
| 4. I often ask about nutritional information before buying a product at Starbucks. *Saya sering bertanyakan tentang maklumat pemakanan sebelum membeli* | 1  2  3  4  5 |

*produk di Starbucks*

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5. | Starbucks informs the nutritional content of the food on their cups. *Starbucks memaklumkan kandungan nutrisi makanan pada cawan mereka.* | 1 | 2 | 3 | 4 | 5 |

| **Section C: Brand Love Toward Starbucks** *Cinta Jenama Terhadap Starbucks* | | | | **Scale** *Skala* | | |
|---|---|---|---|---|---|---|
| 1. | The healthiness of the food at Starbucks is a factor for me to love their brand. *Kesihatan makanan di Starbucks menjadi faktor untuk saya cinta jenama mereka.* | 1 | 2 | 3 | 4 | 5 |
| 2. | Price fairness of Starbucks affect my brand love toward them. *Kesaksamaan harga Starbucks mempengaruhi kecintaan jenama saya terhadap mereka.* | 1 | 2 | 3 | 4 | 5 |
| 3. | Nutrition disclosure of Starbucks affect my brand love toward them. *Pendedahan pemakanan Starbucks menjejaskan kecintaan jenama saya terhadap mereka.* | 1 | 2 | 3 | 4 | 5 |
| 4. | I am a loyal customer of Starbucks. *Saya merupakan pelanggan setia Starbucks.* | 1 | 2 | 3 | 4 | 5 |
| 5. | I prefer Starbucks compared to other coffee shop. *Saya lebih suka Starbucks berbanding kedai kopi lain.* | 1 | 2 | 3 | 4 | 5 |

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**Thank you for the participation in this research.**
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*Terima kasih atas penyertaan anda dalam penyelidikan ini.*
*Masa dan pendapat anda amat dihargai.*

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KELANTAN