(2025), 3 (4): 591-603 **Scientica** 3021-8209

Jurnal Ilmiah Sain dan Teknologi

INFLUENCE OF CUSTOMER VALUE, PRODUCT INNOVATION AND SERVICE QUALITY TO THE CUSTOMER SATISFACTION OF STARBUCKS COFFEE AT MANADO TOWN SQUARE 3

[1] Andika Valentino Piay, [2] Altje L. Tumbel, [3] Bode Lumanauw
Master of Management Study Program, Faculty of Economics and Business
Sam Ratulangi University, Indonesia
[1]Andikapiay0@gmail.com, [2]altjetumbel115@gmail.com, [3]bode.lumanauw@unsrat.ac.id

Abstract (English)
This research aims to test and analyze: The influence of customer value, product innovation and service quality simultaneously on customer satisfaction at Starbucks coffee Manado Town Square 3, and. The partial influence of customer value, product innovation and service quality on customer satisfaction at Starbucks Coffee Manado Town Square. This research uses a survey method and the data collection process is carried out by distributing questionnaires to Starbucks Manado Town Square 3 customers. The sampling technique uses purposive sampling using the Lameshow formula, with a sample size of 200 respondents. The data analysis technique uses multiple linear regression. The results of the research show that: 1. There is a positive and significant influence of Customer Value, Product Innovation and Service Quality on Customer satisfaction at Starbucks Manado Town Square 3, 2. There is an influence of Customer Value on Customer satisfaction at Starbucks Manado Town Square 3, 3. There is an influence of Product Innovation on Customer satisfaction at Starbucks Manado Town Square 3, 4. There is an influence of Service Quality on Customer satisfaction at Starbucks Manado Town Square 3. Keywords: Service Quality, Price, Cleanliness, Consumer Satisfaction

Article History
Submitted: 12 Maret 2025
Accepted: 19 Maret 2025
Published: 20 Maret 2025

Key Words
Customer Value, Product Innovation, Service Quality and Customer Satisfaction

INTRODUCTION

Background

Customers are a central element in every business activity, including in the retail industry such as Starbucks. Understanding how customers perceive the value of the products and services they receive is critical to maintaining business competitiveness, especially in increasingly competitive markets such as the coffee beverage sector. One indicator of business success is customer satisfaction, which can influence loyalty, recommendations to others, and the potential for repeat purchases. Starbucks, as one of the leading global coffee brands, has long been known for the quality of its products and excellent service. However, in a market that continues to grow like Manado, especially in Manado Town Square (Mantos), the challenge of maintaining customer satisfaction remains. This is mainly due to the wide choice of cafes and coffee drinks that offer similar products, both in terms of price and quality. One of the main factors that influence customer satisfaction is customer value, product innovation and service quality. Customer value relates to customers' perceptions of the benefits they get compared to what they pay. Meanwhile, product innovation is related to the process of creating, developing and improving products to meet customer needs, follow market trends and create added value that can improve consumer experience. And service quality covers various aspects, such as the friendliness of the staff, speed of service, comfort of the place, and the ability of employees to understand customer needs and desires.

In the context of Starbucks in Manado Town Square, these aspects are very important. Customer value, product innovation and optimal service quality can create a satisfying experience, thus encouraging them to return and provide recommendations to others. Therefore, it is necessary to carry out a more in-depth study regarding how customer value and service quality influence customer satisfaction at Starbucks Coffee Manado Town Square. The

changing trends in consumer behavior and increasing competition make this research relevant. Moreover, in the digital era, customer satisfaction is not only measured from direct on-site interactions, but also from how customers share their experiences on social media and other online platforms. This makes service quality increasingly complex, because customer expectations are increasingly higher and cover various dimensions.

Today's customers are looking for not only high-quality products but also experiences that are unique and relevant to their needs. Starbucks utilizes this strategy to differentiate itself from its competitors. However, as customer expectations increase, the challenge arises to continue to innovate without losing brand identity and product quality. Customer satisfaction is an important element in assessing the success of product innovation. Satisfaction is created when the product or service received meets or exceeds customer expectations. In the Starbucks context, customer satisfaction is not only influenced by product taste and quality, but also by elements of innovation such as product sustainability, speed of service, ease of access, and the company's ability to present something new and relevant. Although product innovation is often considered the main strategy for increasing customer satisfaction, there are several studies that show mixed results. Several studies state that product innovation can directly increase customer satisfaction through the added value provided. However, there is also research that shows that product innovation does not always have a significant impact if it is not accompanied by effective communication or if the innovation is not relevant to customer needs.

Research purposes

1. To analyze the simultaneous influence of customer value, product innovation and service quality on customer satisfaction at Starbucks Coffee Manado Town Square 3.
2. To analyze the influence of customer value on customer satisfaction at Starbucks Coffee Manado Town Square 3.
3. To analyze the influence of product innovation on customer satisfaction at Starbucks Coffee Manado Town Square 3.
4. To analyze the influence of service quality on customer satisfaction at Starbucks Coffee Manado Town Square 3.

LITERATURE REVIEWS

Marketing

According to Sudaryono (2022), marketing is a management process that seeks to maximize profits (retutns) for shareholders by establishing relationships with key customers (valued customers) and creating competitive advantages. Sudaryono, (2019:41) marketing is a social and managerial process where individuals and groups get what they need and want through the creation and exchange of products. Marketing is the process of determining consumer demand for a product or service, motivating sales of the product or service. Based on the definition above, it can be concluded that marketing is the process of determining consumer demand for goods or services in order to satisfy consumers and realize the goals of a company.

Marketing Management

Marketing management comes from two words, namely management and marketing. Marketing is the analysis, planning, implementation and control of programs designed to create, build and maintain profitable exchanges with target buyers to achieve company goals. Meanwhile, management is a process of planning, organizing, actuating, directing and controlling (Satriadi, 2021:1).

Customer Value

According to Oliver (2020:45), quoted from a book entitled lifestyle marketing, customer value is a positive function of what is received and a negative function of what is sacrificed by consumers. According to Woodruff (2019), customer value is the choice and

assessment that customers feel about the attributes of a product and service, performance characteristics, and the consequences of using a product to achieve consumer goals and intentions when using the product.

Product Innovation

According to Rogers (2021:18) Product innovation is an idea, practice idea or object or object that is realized and accepted as something new by an individual or group for adoption. According to Tjiptono (2020:294) "there are three important aspects that need to be considered in developing new products for the global market. First, identify new product ideas that can come from customers, competitor suppliers, company salespeople, distributors and agents, branch office executives, head office executives, documentation sources (such as publications and information service reports) and direct observation of the market environment.

Service Quality

Manengal (2021) states that service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality. Dzikra (2020) also states that service quality is a strategic system involving all work units or organizational units from leaders to employees so that it meets the needs expected by consumers,

Customer satisfaction

According to Irawan (2021:54), expressing customer satisfaction is a customer's feeling as a response to the product or service that has been consumed. Tjiptono (2014:353) conceptualizes customer satisfaction as a feeling that emerges as an output assessment of the experience of using a product or service. Based on several definitions from the experts above, it can be concluded that customer satisfaction is the result of a comparison between expectations and the performance obtained when using a product or service.

Previous Research

Durriyah, A. K., & Andarini, S. (2022). with the title Research on the Effect of Product Innovation, Service Quality, and Promotion on Customer Loyalty through Customer Satisfaction as an Intervening Variable in Kopi Kenangan The Avenue Merr Surabaya with research results that product innovation, service quality, and promotion have a positive and significant effect on customer satisfaction.

Fauzi, M. R., & Mandala, K. (2019) with the title The Influence of Service Quality, Product Quality, and Product Innovation on Satisfaction to Increase Customer Loyalty with research results showing that service quality, product quality, and product innovation have a significant positive effect on customer satisfaction, which in turn increases customer loyalty.

Lestari, Y., & Kartika, M. (2022) with the title The Influence of Service Quality and Customer Value on Customer Satisfaction in E-commerce Marketplaces in Indonesia. Research results show that service aspects such as delivery speed have more influence on customer satisfaction than perceived value.

Marcos, A.M.B.d.F., & Coelho, A.F.d.M. (2022) with the title Service quality, customer satisfaction and customer value: holistic determinants of loyalty and word-of-mouth in services with research results showing that high service quality produces greater customer satisfaction, which increases loyalty.

Research Model and Hypothesis
Research Model

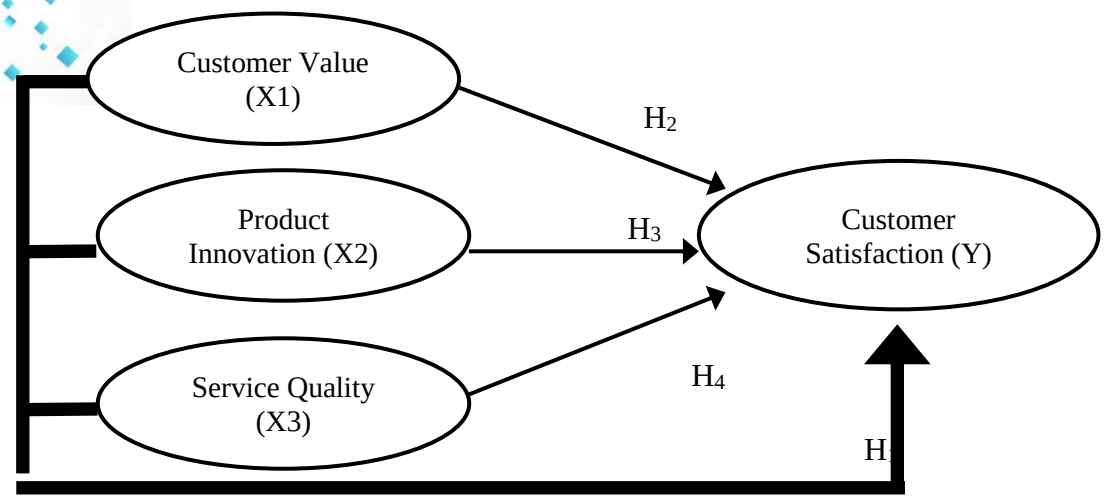

Figure 1. Research Model
Source: Results of Theoretical and Empirical Studies, 2024

Hypothesis
H1: Customer Value, Product Innovation and Service Quality Influence Customer Satisfaction at Starbucks Coffee Manado Town Square 3
H2: Customer Value Influences Customer Satisfaction at Starbucks Coffee Manado Town Square 3
H3: Product innovation influences customer satisfaction at Starbucks Coffee Manado Town Square 3
H4: Service quality influences customer satisfaction at Starbucks Coffee Manado Town Square 3

RESEARCH METHODS
Types of research

This type of research is a descriptive quantitative research method, because the researcher wants to describe the nature of something and see the cause and effect of the independent variable on the dependent variable which has taken place in research carried out with data obtained from a sample of the research population analyzed according to the statistical method used and then interpreted to make it easier to draw conclusions.

Place and Time of Research

This research was conducted at Starbucks Coffee Manado Town Square, Jl. Piere Tendean, Sario Tumpaan, District. Sario, North Sulawesi 95114. This location introduction is intended to make it easier to recognize the environment related to the research subject. The research will start in December 2024.

Population and Sample

The population in this research are consumers who make purchases at Starbucks Manado Town Square 3, the exact number of which is not known. The sampling technique in this research is a non-probability sampling technique, using a purposive sampling method. with certain criteria so as to increase sample accuracy. The criteria determined by researchers for sampling are customers who have made purchases at Starbucks Coffee Mantos 3 at least 2 times. The number of samples in this study was calculated using the Lemeshow formula. So,

the results obtained are that the minimum sample size required in this research is 200 respondents

Data Analysis Techniques

Validity Test

Validity Test is a measure that shows the levels of validity or authenticity of an instrument (Arikunto, 2006:160). The question items in the questionnaire are measuring instruments (tools) that must measure what is the research objective so that the validity of each question item in the questionnaire must be measured. A valid or legitimate instrument has high validity.

Reliability Test

Ghozali (2021) stated that reliability testing is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time. In this test, researchers measure the reliability of a variable by looking at Cronbach Alpha with a significance value greater than 0.60.

Multiple Linear Analysis

Multiple linear regression analysis is used to estimate the condition (up and down) of the dependent variable, if two or more dependent variables as predictor factors increase and decrease in value. (Sugiyono, 2013).

Coefficient of Determination

The coefficient of determination is a measure to determine the suitability or accuracy between the estimated value or regression line and the sample data. If the correlation coefficient value is known, then the coefficient of determination can be obtained by squaring it.

T Hypothesis Test (Partial)

According to Sugiyono (2021), to determine the effect of each independent variable partially having a significant effect on the dependent variable, a t test was carried out, where the degree of significance used was $\alpha = 0.05$.

Hypothesis Test F (Simultaneous)

The F test is used to determine whether all independent variables simultaneously have a significant influence on the dependent variable (Sugiyono, 2021).

RESEARCH RESULTS AND DISCUSSION

Research result

Validity Test Results

The validity test aims to show the extent to which the measuring tool used measures what is being measured, by correlating the score obtained on each statement item with the individual's total score.

Validity testing is carried out with the help of a computer using the SPSS program. In this research, validity testing was carried out on 200 respondents. The rtable for this study is 0.159. Decision making is based on the value rcount > rtable.

Customer Value Variable Validity Test Results

The results of calculating the validity of the Customer Value variable with 8 statement items are as follows:

Table 1. Validity Test of Customer Value Variables

Indicators	r_{count}	r_{table}	Remarks
1	0.824	0,159	Valid
2	0.811	0,159	Valid
3	0.842	0,159	Valid
4	0.730	0,159	Valid

5	0.718	0,159	Valid
6	0.831	0,159	Valid
7	0.872	0,159	Valid
8	0.587	0,159	Valid

Source: Data Process by SPSS (2025)

Based on table 1, it can be seen that all statements for the Customer Value variable have valid status, because the calculated rvalue > rtable is 0.159.

Product Innovation Variable Validity Test Results

The results of calculating the validity of the Product Innovation variable with 6 statement items are as follows:

Table 2. Validity of Product Innovation Variables

Indicators	r_{count}	r_{table}	Remarks
1	0.835	0,159	Valid
2	0.891	0,159	Valid
3	0.892	0,159	Valid
4	0.846	0,159	Valid
5	0.796	0,159	Valid
6	0.801	0,159	Valid

Source: Data Process by SPSS (2025)

Based on table 2, it can be seen that all statements for the product innovation variable have valid status, because rcount > rtable is 0.159.

Service Quality Variable Validity Test Results

The results of the validity test calculation for the Service Quality variable with 10 statement items are as follows:

Table 3. Validity Test of Service Quality Variables

Indicators	r_{count}	r_{table}	Remarks
1	0.812	0,159	Valid
2	0.731	0,159	Valid
3	0.786	0,159	Valid
4	0.885	0,159	Valid
5	0.875	0,159	Valid
6	0.840	0,159	Valid
7	0.868	0,159	Valid
8	0.891	0,159	Valid
9	0.891	0,159	Valid
10	0.822	0,159	Valid

Source: Data Process by SPSS (2025)

Based on table 3, it can be seen that all statements for the Cleanliness variable have valid status, because rcount > rtable is 0.159.

Validity Test Results of Customer Satisfaction Variables

The results of calculating the validity of the Customer Satisfaction variable with 6 statement items are as follows:

Table 4. Validity Test of Customer Satisfaction Variables

Indicators	r_{count}	r_{table}	Remarks
1	0.831	0,159	Valid
2	0.823	0,159	Valid
3	0.837	0,159	Valid
4	0.847	0,159	Valid
5	0.875	0,159	Valid
6	0.829	0,159	Valid

Source: Data Process by SPSS (2025)

Based on table 4, it can be seen that all statements for the customer satisfaction variable have valid status, because rcount > rtable is 0.159.

Reliability Test Results

The aim of the reliability test is to see the consistency of the answers to the statement items given by respondents. Calculations are carried out with the help of a computer using the SPSS program. Decision making is based on Cronbach Alpha value > 0.70. The reliability for each variable is as follows:

Table 5. Reliability Test

Variable	Indicators	Cronbach's Alpha	Remarks
Customer Value (X_1)	10	0,897	Reliable
Product Innovation (X_2)	8	0,917	Reliable
Service Quality (X_3)	8	0,950	Reliable
Customer Loyalty (Y)	8	0,915	Reliable

Source: Data Process by SPSS (2025)

Based on table 5, the results of the Cronbach's Alpha for the Customer Value variable are 0.897, the Cronbach's Alpha for the Product Innovation variable is 0.917, the Cronbach's Alpha for the Service Quality variable is 0.950, and the Cronbach's Alpha for the Customer Satisfaction variable is 0.915. These four variables have a Cronbach's Alpha value > 0.70, so these four variables are declared reliable.

Data Analysis Methods

Multiple Correlation Coefficient

The correlation coefficient is a value that shows the existence of a relationship between two or more variables and how big the relationship between these variables is. The interpretation of the coefficient values is as follows:

0 – 0.2 indicates a very weak relationship
0.2 – 0.4 indicates a weak relationship
0.4 – 0.7 states that the relationship is quite strong
0.7 – 0.9 indicates a strong close relationship
0.9 – 1 indicates a very strong relationship

The multiple correlation coefficient of this study is as follows:

Table 6. Multiple Correlation Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650[a]	.422	.413	3.27756
a. Predictors: (Constant), Customer Value, Product Innovation, Service Quality				

Source: Data Process by SPSS (2025)

Based on table 6, the correlation coefficient (R) value for this research is 0.650. Based on the interpretation of the coefficient value, the Customer Value, Product Innovation and Service Quality variables have a fairly strong relationship with the Customer Satisfaction variable.

Multiple Linear Regression Analysis

The regression equation for the Customer Value, Product Innovation and Service Quality variables on the Customer Satisfaction variable is as follows:

Table 7. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	6.822	1.429	
	Customer Value (X_1)	.286	.060	.379
	Product Innovation (X_2)	.194	.079	.191
	Service Quality (X_3)	.091	.036	.173

Source: Data Process by SPSS (2025)

Based on table 7, it can be seen that the constant value β0 is 6.822, the regression coefficient b1 is 0.286, the regression coefficient b2 is 0.194, and the regression coefficient b3 is 0.091. The constant values and regression coefficients (β0, β1, β2, β3) are entered into the multiple linear regression equation as follows:

$$Y = 6{,}822 + 0.286\ X1 + 0.194\ X2 + 0.091\ X3$$

From the multiple regression equation, it can be seen as follows: Illustrating that the independent variables (independent) Customer Value (X1), Product Innovation (X2) and Service Quality (X3) in the regression model can be stated if one independent variable changes by 1 (one) and the other is constant, then the change in the dependent variable (dependent) Customer Satisfaction (Y) is equal to the coefficient value (b) of the value of the independent variable. A constant of 6,822 means that if Customer Value (X1), Product Innovation (X2) and Service Quality (X3) simultaneously or together do not change or are equal to zero (0), then the amount of Customer Satisfaction (Y) is 6,822.

1. If the b1 value, which is the regression coefficient of Customer Value (X1), is 0.286, which means it has a positive influence on the dependent variable Customer Satisfaction (Y), which means that if the Customer Value variable (X1) increases by 1 unit, then Customer Satisfaction (Y) will also increase by 0.286 units, assuming the other variables are fixed or constant.

2. if the b2 value, which is the regression coefficient of Product Innovation (X2), is 0.194, which means it has a positive influence on the dependent variable Customer Satisfaction (Y), which means that if the Product Innovation variable (X2) increases by 1 unit, then Customer Satisfaction (Y) will increase by 0.194 units assuming the other variables are fixed or constant.
3. If the b3 value, which is the regression coefficient of Service Quality (X3), is 0.091, which means it has a positive influence on the dependent variable Customer Satisfaction (Y), which means that if the Product Innovation variable (X2) increases by 1 unit, then Customer Satisfaction (Y) will increase by 0.091 units assuming the other variables are fixed or constant.

Hypothesis Testing

Partial T Test Results

The t test is carried out to show how much influence one independent variable has on the dependent variable by assuming the other independent variables are constant or in other words to prove whether each independent variable included in the model has an influence on the dependent variable. The criteria for drawing conclusions on the test results are if the probability value (sig)-t is smaller than 0.05 then it is stated that the independent variable has an influence on the dependent variable, conversely if the probability value (sig)-t is greater than 0.05 then it is stated that there is no influence between the independent variables on the dependent variable:

1. H0: If the sig value. > 0.05, then there is no influence between any of the independent variables (Customer Value, Product Innovation and Service Quality) on the Customer Satisfaction variable.
2. H1: If the sig value <0.05 then there is a significant influence significant relationship between one of the independent variables (Customer Value, Product Innovation and Service Quality) on the Customer Satisfaction variable.

The partial test results for each of the Customer Value, Product Innovation and Service Quality variables for the Customer Satisfaction variable are as follows:

Table 8. Partial T Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.822	1.429		4.773	.000
	Customer Value	.286	.060	.379	4.788	.000
	Product Innovation	.194	.079	.191	2.441	.016
	Service Quality	.091	.036	.173	2.515	.013
a. Dependent Variable: Customer Satisfaction						

Source: Data Process by SPSS (2025)

1. The Customer Value Hypothesis Test (X1) has a significance level of p-value = 0.000 < 0.05, so it can be concluded that Ho is rejected and Ha is accepted or Customer Value (X1) has a significant effect on Customer satisfaction (Y). This study rejects H0 and accepts H1.
2. Product Innovation Hypothesis Testing (X2) has a significance level of p-value = 0.016 < 0.05, so it can be concluded that Ho is rejected and H1 is accepted or Product Innovation (X2) has a significant effect on Customer satisfaction (Y). This study rejects H0 and accepts H1.

3. Service Quality Hypothesis Test (X3) has a significance level of p-value = 0.013 < 0.05, so it can be concluded that Ho is rejected and Ha is accepted or Service Quality (X3) has a significant effect on Customer satisfaction (Y). This study rejects H0 and accepts H1.

Simultaneous F Test Results

The F test is carried out to determine whether the regression model used is suitable for use as a model for testing the data and hypotheses proposed with the criteria that if sig < 0.05 then the research model is suitable for use, otherwise if sig > 0.05 then the research model is not suitable for use. Following are the results of the f test research. The criteria for acceptance and rejection of the simultaneous hypothesis of this research are as follows:

H0: If sig. α > 0.05 means there is no influence of Customer Value, Product Innovation and Service Quality on Customer Satisfaction.

H1: If sig. α < 0.05 means there is an influence of Customer Value, Product Innovation and Service Quality on Customer Satisfaction

Table 9. Simultaneous F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1536.480	3	512.160	47.676	.000[b]
	Residual	2105.515	196	10.742		
	Total	3641.995	199			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Customer Value, Product Innovation, Service Quality						

Source: Data Process by SPSS (2025)

Based on the regression results in table 9, it shows that the results of the analysis obtained a Simultaneous Test (F test) with a significant level of p-value = 0.000 < 0.05, it can be concluded that H0 is rejected or Ha is accepted, which means that Customer Value (X1), Product Innovation (X2) and Service Quality (X3) together have a significant effect on Customer Satisfaction (Y).

Coefficient of Determination

The coefficient of determination is used to measure how far the model's ability to explain variations in the dependent variable. The coefficient of determination value is between 0 and 1. When the coefficient value is close to one, it means that the ability of the independent variables shows almost all the information needed to predict the dependent variables.

Table 10. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650[a]	.422	.413	3.27756
a. Predictors: (Constant), Customer Value, Product Innovation, Service Quality				

Source: Data Process by SPSS (2025)

It can be seen in table 10 that the Multiple Correlation Coefficient (R) value produced in model 1 is 0.650, meaning that there is a fairly strong relationship. The value of the R Square Determination Coefficient is 0.422. This means that the influence of Customer Value (X1),

Product Innovation (X2) and Service Quality (X3) on Purchasing Decisions is 42.2% and the remaining 57.8% is influenced by other variables not examined in this research.

Discussion of Research Results

The Influence of Customer Value, Product Innovation and Service Quality on Customer Satisfaction

Based on the results of data analysis using simultaneous tests in SPSS, this research shows that customer value, product innovation, and service quality together have a significant influence on customer satisfaction at Starbucks Coffee, Manado Town Square 3. These findings underline the importance of a holistic approach in creating a superior customer experience. By understanding customer needs and preferences in depth, as well as continuing to innovate and maintain service quality, Starbucks can maintain its position as a premium coffee brand loved by customers. Through strategic management, Starbucks is not only able to increase customer satisfaction, but also create strong loyalty, which ultimately has a positive impact on the sustainability of their business in a competitive market.

The influence of customer value on customer satisfaction

This research shows that customer value has a significant influence on customer satisfaction at Starbucks Coffee in Manado Town Square 3. These findings underscore the importance of creating perceived value for consumers through a combination of quality products, superior service and a comfortable atmosphere. By continuing to maintain and increase customer value, Starbucks can maintain its position as a premium coffee brand that is loved by consumers, not only in Manado but also in the global market.

The influence of product innovation on customer satisfaction

The results of this research show that product innovation has a significant influence on customer satisfaction at Starbucks Coffee Manado Town Square 3. Customers tend to be more satisfied when they get products with high quality, attractive menu variations, innovative packaging, and flexible personalization options. Starbucks' success in maintaining customer satisfaction depends on its ability to continue to innovate according to market needs and preferences. Therefore, a sustainable innovation strategy is very necessary so that Starbucks can continue to maintain customer loyalty and strengthen its position as a premium coffee brand that is popular with the public.

The Influence of Service Quality on Customer Satisfaction

This research shows that service quality has a significant influence on customer satisfaction at Starbucks Coffee in Manado Town Square 3. These findings underscore the importance of providing a superior service experience as a strategy for creating and maintaining customer satisfaction. By continuing to focus on improving service quality, Starbucks can ensure that they remain the first choice for their customers, not only in Manado but also throughout the world.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of data analysis and the discussion that has been presented, the conclusions in this research are:

1. The variables of customer value, product innovation and service quality simultaneously have a significant effect on customer satisfaction at Starbucks Coffee Manado Town Square 3.
2. The customer value variable partially has a significant effect on customer satisfaction at Starbucks Coffee Manado Town Square 3.
3. The product innovation variable partially has a significant influence on customer satisfaction at Starbucks Coffee Manado Town Square 3.

4. The service quality variable partially has a significant effect on customer satisfaction at Starbucks Coffee Manado Town Square 3.

Suggestion

Based on the conclusions, the suggestions that can be given are:

1. Starbucks can also increase customer value by strengthening their loyalty program. The Starbucks Rewards app, for example, could be expanded to offer more benefits, such as exclusive discounts for repeat customers, invitations to special events, or early access to new products. By providing additional incentives, Starbucks can encourage customers to visit more often and feel appreciated.
2. For Starbucks based on the findings of this research is to continue investing in research and development of new products that suit local customer preferences. Although global product innovations such as the Pumpkin Spice Latte are very popular, Starbucks could also consider developing products based on local ingredients that reflect Indonesian tastes, such as drinks made from coconut or traditional spices. These kinds of products will not only attract local customers, but also provide an authentic experience for international customers who want to try something distinctive.
3. Starbucks can improve customer experience by leveraging technology. For example, implementing a more efficient online ordering system through the Starbucks app can help reduce wait times and provide additional convenience for customers. Additionally, Starbucks can use customer data to offer personalized promotions or recommendations, which will improve the overall customer experience. It is also important for Starbucks to continue listening to customer feedback as part of efforts to improve service quality.
4. For researchers who want to follow up on the findings of this research, it is recommended to conduct research by expanding other variables that can influence customer satisfaction, such as price, sales promotions, perceived value, and so on. In addition, researchers can also further examine the mediating role of other variables that may be influential, such as customer loyalty, to gain a deeper understanding of the factors that influence customer satisfaction in the context of audio equipment rental.

REFERENCES

Afsar, B., & Rehman, Z. (2021). The role of perceived value and service quality on customer satisfaction and loyalty in the banking industry. Journal of Financial Services Marketing, 46(1), 70-85.

Arikunto, S. (2018). Prosedur penelitian: Suatu pendekatan praktik (Edisi revisi). Jakarta: Rineka Cipta.

Armstrong, G., & Kotler, P. (2015). Marketing: An introduction (12th ed.). Boston, MA: Pearson.

Assauri, S. *Manajemen Pemasaran*, Jakarta: PT Raja Grafindo Persada, 2015

Chen, L.H., & Chang, Y.S. (2020). Exploring the relationships among service quality, customer satisfaction, and customer loyalty in the hotel industry. International Journal of Contemporary Hospitality Management, 32(7), 2373-2395.

Choi, T.Y., & Chu, R. (2020). Service quality, perceived value, and customer satisfaction in the hotel industry. Journal of Hospitality and Tourism Management, 41(3), 120-130.

Fauzi, M. R., & Mandala, K. (2019). Pengaruh Kualitas Pelayanan, Kualitas Produk, dan Inovasi Produk terhadap Kepuasan untuk Meningkatkan Loyalitas Pelanggan. E-Jurnal Manajemen, 8(11), 6741-6761. https://doi.org/10.24843/EJMUNUD.2019.v08.i11.p18

Gozali, I. (2016). Aplikasi analisis multivariate dengan program IBM SPSS 23. Semarang: Badan Penerbit Universitas Diponegoro.

Grönroos, C. (2015). Service Management and Marketing: Managing the Service Profit Logic (4th ed.). Hoboken, NJ: John Wiley & Sons.

Hildayanti, S. K., Marnisah, L., & Dinata, E. S. (2018). Pengaruh Nilai, Kualitas Pelayanan dan Komitmen Organisasi Terhadap Kepuasan Pelanggan Pada PT. Asuransi Kresna Mitra Tbk Cabang Palembang. Jurnal Ilmiah Ekonomi Global Masa Kini, 9(1), 61–70. .

Kumar, S., & Garg, N. (2019). Service quality and customer satisfaction: A case study of airline industry. International Journal of Service Industry Management, 25(3), 120-135.

Lestari, Y., & Kartika, M. (2022). Pengaruh kualitas pelayanan dan nilai pelanggan terhadap kepuasan pelanggan pada marketplace e-commerce di Indonesia. Jurnal Ekonomi dan Bisnis Digital, 4(2), 85-95.

Lovelock, Cristopher H. (1991).Service Marketing. Second Edition, USA: *Prentice Hall International.Inc*

Lupiyoadi, R. (2013). Manajemen Pemasaran Jasa: Teori dan Aplikasi. Jakarta: Salemba Empat.

M. Ali, M. M. Hasan, dan A. Munir, (2018), Dasar-Dasar Manajemen Pemasaran, Jakarta: Salemba Empat.

Marcos, A.M.B.d.F., & Coelho, A.F.d.M. (2022). Service quality, customer satisfaction and customer value: holistic determinants of loyalty and word-of-mouth in services. The TQM Journal, 34(5), 957-978.

Sugiyono. (2019). Metode penelitian kuantitatif, kualitatif, dan R&D (Edisi revisi). Bandung: Alfabeta.

Sunyoto, D. (2012). Teori, Kuesioner, dan Analisis Data untuk Pemasaran dan Perilaku Konsumen. Yogyakarta: CAPS.

Suryani, T., & Setiawan, D. (2019). Pengaruh nilai pelanggan, kualitas pelayanan, dan citra perusahaan terhadap kepuasan dan loyalitas pelanggan pada sektor perbankan. Jurnal Aplikasi Manajemen, 17(1), 31-40.

Tjiptono, F, (2017). *Pemasaran Esensi dan Aplikasi* : Andi publisher. Yogyakarta

Tjiptono, F. (2019). Manajemen Pemasaran Jasa. Yogyakarta: Andi Publisher.

Trianah, L., Pranitasari, D., & Marichs, S. Z. (2017). Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan. Jurnal STEI Ekonomi, 26(01), 105-122. https://doi.org/10.36406/jemi.v26i01.201

Umar, H. (2003). Riset Pemasaran dan Perilaku Konsumen. Jakarta: Gramedia Pustaka Utama.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). Services Marketing: Integrating Customer Focus Across the Firm (7th ed.). New York: McGraw-Hill Education.