THE INVESTIGATION OF FACTORS INFLUENCING THE SERVICE QUALITY OF STARBUCKS COFFEE AND CUSTOMERS' INTENTION TO SUSTAIN CONSUMPTION

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Abstract:

As the food and beverage industry experiences rapid growth, competition becomes increasingly intense, high service quality becomes the key factor to win the competitive advantage. By providing excellent service quality, the company ensures the highest level of customer satisfaction and builds solid customer loyalty, which becomes vital for their survival. The purpose of this study is to explore the impact of service quality on customer satisfaction and loyalty and take Starbucks China as a case study. Specifically, we will focus on analyzing the impact of Starbucks coffee service quality on customer satisfaction and loyalty. A quantitative method was adopted in this study, and a questionnaire was used to collect data. The items used in the questionnaire were developed according to the existing scale. In this study, data were collected from 294 Starbucks customers in Guangzhou, and a total of 500 questionnaires were sent out. During the process of data screening and cleaning, 467 questionnaires were generated, which were analyzed using the Social Science Statistical package (SPSS). In this paper, structural equation modeling (SEM) is used to analyze the data, in which a two-step approach is used to evaluate the measurement model and the structural model.

Keywords:

Service Quality; Customer Satisfaction; Loyalty; Starbucks Coffee.

Introduction

As one of the world's leading coffee chain brands, Starbucks Coffee's development in the Chinese market has attracted much attention. As Chinese consumers' awareness of coffee quality and coffee culture continues to improve, Starbucks' influence in the Chinese market is becoming more significant. In this context, the study on the impact of Starbucks coffee service quality in China on customer satisfaction and loyalty is of great significance for understanding service quality management and customer behaviour in the competitive environment of the coffee industry and improving its service quality is crucial for competition and survival in this rapidly changing environment (Namin, 2017).

By the end of the fiscal year 2023, the number of Starbucks stores in China reached 6,806, an increase of 13% over the same period last year, and the store expansion continued to accelerate throughout the fiscal year. In addition, at the end of the fourth quarter, Starbucks China had a record number of more than 21 million active members (spending behaviour in the past 90 days), an increase of 22% year-on-year. "A lot of them are younger customers," Nashan revealed.

However, the average price per customer in China has dropped as more coffee shops have opened, and the price of coffee has dropped. According to the financial report, in the fourth quarter, Starbucks' global average customer unit price increased by 4%, while Starbucks' China average customer unit price declined by 3% year-on-year, and China's average customer unit price declined.

In the face of this phenomenon, it is particularly important to study the factors that affect the sustainable consumption of Starbucks coffee consumers. When it comes to the impact of service quality on customer satisfaction and loyalty, this study takes Starbucks coffee in China as an example to explore the impact of service quality on customer satisfaction and loyalty. In the context of fierce competition in China's catering market, high-quality service has become a key factor to win competitive advantage. To achieve this goal, the following structures were adopted in this study: i) literature review and factor conclusions. First, through literature review and factor conclusions, important factors affecting the coffee service quality of Starbucks in China were sought. i) Establishment of research models, questionnaires and hypotheses, establishment of research models and design of questionnaires to collect relevant data. iii) Conducted a survey to obtain original data, and finally screened and cleared 467 available questionnaires by issuing 500 questionnaires and collecting responses from 294 Chinese Starbucks coffee customers. iv) Using SEM for quantitative data analysis, discussion and results. This study will use the SEM method for quantitative data analysis of these questionnaires to explore the direct and indirect impact of service quality on customer satisfaction and loyalty and evaluate the mediating role of customer satisfaction between service quality and customer loyalty.

Literature Review And Hypotheses

Literature Review on the Relationship between Service Quality, Customer Satisfaction and Customer Loyalty

A comprehensive literature review was conducted by reviewing more than 140 research papers and articles from different national and international journals, reports, conference proceedings, various internet websites and books. The main objectives of the literature review were to find the factors affecting service quality cited by numerous researchers in their research work, to

investigate the link between service quality and customer satisfaction and customer loyalty and to scrutinise the role of the mediating factor (customer satisfaction) in that link service quality and customer loyalty.

The authors of the study explored the link between service quality, customer satisfaction and customer loyalty on several occasions. The factors of service quality may vary for different types of services, but the link between service quality, customer satisfaction and customer loyalty remains constant across all types of services. Service quality drives customer satisfaction and customer satisfaction in turn drives customer loyalty. Some researchers have found that customer satisfaction also acts as a mediating variable between service quality and customer loyalty. Thus, this suggests a direct link between service quality and customer loyalty. Table 3 below shows the link between service quality, customer satisfaction and customer loyalty as perceived by different authors.

Author and year	Assuming the path is established	Discoveries
De Oña, J. (2021) [39] Gorondutse and Hilman (2014) [40], Chen et al. (2010) [41]	Service Quality->Customer Satisfaction	The authors analyze the effect of the mediating variable (customer satisfaction) on the link between service quality and loyalty and confirm the dominance of the full mediator over the partial mediator. They reveal the mediating role of customer satisfaction between service quality and customer loyalty.
	Service Quality -> Customer Loyalty	
	There is a mediating variable (full): customer satisfaction: Service Quality -> Customer Satisfaction -> Customer Loyalty	
Slack and Singh (2020) [42]. Iqbal et al. (2018) [43]. Ashraf et al. (2018) [44]. Rahim (2016) [45]. Liat et al. (2014) [46]. Caruana (2002) [47]	Service Quality->Customer Satisfaction	The authors found a positive and substantial link between service quality and customer satisfaction as well as loyalty; customer satisfaction moderated the link between service quality and customer loyalty to some extent. Service quality has direct and indirect effects on customer loyalty through customer satisfaction.
	Service Quality -> Customer Loyalty	
	Mediating variable: customer satisfaction: Service Quality -> Customer Satisfaction -> Customer Loyalty	
Misra and Paul (2018) [48]	Reliability -> Customer Satisfaction	The authors revealed that reliability and responsiveness (dimensions of service quality) affect satisfaction, which is directly related to loyalty. In addition, satisfaction was observed to have a mediating role in increasing loyalty.
	Reliability -> Customer Loyalty	
	Mediating variable: customer satisfaction: Reliability -> Customer	

Author and year	Assuming the path is established	Discoveries
	Satisfaction -> Customer Loyalty	

Hypothesis

The Relationship Between Service Quality And Customer Loyalty
Authors around the world have established that customer satisfaction plays a mediating role between service quality and customer loyalty for various services.Caruana (2002) states that customer satisfaction is the mediating variable in service quality driving customer loyalty. Chen et al. (2010) recognised the link between service quality, customer satisfaction and customer loyalty, but they found a path weight value of 0.219 (p > 0.05) between service quality and customer loyalty, which suggests a very weak link. Al-Diwali et al. (2017) determined that customer satisfaction plays a mediating role between service quality and customer loyalty.Meesala and Paul (2018) also observed that customer satisfaction has a mediating role in increasing customer loyalty.Gorondutse and Hilman (2014) revealed the mediating role of customer satisfaction between service quality and customer loyalty. Liat et al. (2014) found that service quality has an indirect effect on customer loyalty through customer satisfaction.Rahim (2016) found that customer satisfaction has a positive mediating role between service quality and customer loyalty and concluded that service quality does affect customer satisfaction which in turn affects customer loyalty. Iqbal et al. (2018) also elucidated the effect of service quality on customer loyalty through the mediating role of customer satisfaction. Therefore, the following hypotheses were formulated for service quality.
H1: Service quality has a significant and positive effect on customer loyalty.

Relationship Between Service Quality And Customer Satisfaction
Zeithaml, Berry, and Parasuraman (1996) conducted a study on the food service industry and found that customer perceptions of service quality play a crucial role in determining customer satisfaction. They concluded that high quality service leads to customer satisfaction, which ultimately affects the overall performance of the company. This finding is supported by Dam and Dam (2021) who emphasise that customer satisfaction is a result of providing high quality services and is an important determinant of a company's success.

Kotler and Armstrong (2020) further reinforce the relationship between service quality and customer satisfaction. They argued that if service quality does not meet customer expectations, customers will not be convinced or will be dissatisfied with the service. Therefore, exceeding customer expectations and providing quality services are necessary to achieve customer satisfaction.

Kuo, Wu and Deng (2009) emphasised the significant impact of service quality on customer satisfaction and subsequent future intentions. They asserted that service quality positively influences satisfaction, which in turn positively influences customers' future intentions to interact with the firm. They also noted that service quality contributes to repurchase intentions through customer satisfaction.

Almsalam (2014) emphasised that the success of organisations depends largely on their ability to retain customers through high quality services. When superior service quality is provided, customer satisfaction increases significantly, leading to higher customer retention and loyalty.
H2: Service quality has a significant and positive impact on customer satisfaction.

Relationship Between Customer Satisfaction And Customer Loyalty
The relationship between customer satisfaction and loyalty is well recognised as satisfied customers are more likely to show loyalty to a company's products or services.Hallowell's (1996) study proved the existence of this relationship and found that customer satisfaction is based on customer perceived value, which in turn affects customer loyalty. Satisfied customers perceive greater value from one source than from competitors, leading to increased loyalty and reduced churn.

Kasiri, Guan, Sambasivan and Sidin (2017) also studied the impact of customer satisfaction on customer loyalty and found a strong positive correlation between the two. They emphasised the critical role of this relationship in ensuring the long-term sustainability of the firm.

Furthermore, Hussain et al. (2015) found that satisfied customers are more likely to repurchase a product or service, leading to increased brand loyalty and fewer complaints.

Several studies support the idea that customer satisfaction contributes to customer loyalty. Cronin and Taylor (1992) and Prus and Brandt (1995) found that satisfied customers show a strong willingness to repurchase, recommend the company to others, and demonstrate commitment by refusing to switch to a competitor. In addition, Zeithaml, Berry, and Parasuraman (1996) observed that satisfied customers are more willing to pay a higher price for a product or service.
H3: Customer satisfaction has a significant and positive effect on customer loyalty.

Figure 1. Research Framework
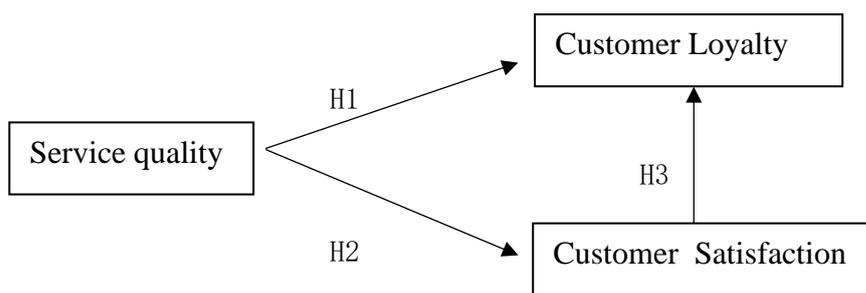
Research Idea
The questionnaire was divided into four parts, except for the first part, which was designed on a five-point Likert scale, in which respondents chose their views, opinions, or attitudes in accordance with a predetermined answer for each question in the table. The scale is rated on a scale from 1 to 5, where "1" means strongly agree and "5" means strongly disagree. Respondents select the appropriate rating in each question based on their experiences and perceptions so that we can better understand their perceptions on issues related to service quality, customer satisfaction and loyalty. This will help us to collect more accurate data and

gain a comprehensive understanding of the respondents' views and attitudes, thus providing a more reliable basis for our study.

The questionnaire includes:

1. user profile: determining the user profile is mainly achieved by collecting and analysing respondents' personal information, preferences and behavioural characteristics. In this part of the questionnaire, we will collect the basic information of the respondents, such as gender, age, occupation, place of residence, etc., to help us further understand the background characteristics of the respondents; we will also collect the consumption behaviours of the respondents, such as the frequency of consumption in the coffee shop, the amount of money consumed, and the consumption habits of the respondents, etc., to help us understand the respondent's use of the coffee shop and their consumption habits, and in addition there is the possibility of collecting In addition, it is also possible to collect information on respondents' social media usage, purchase decision factors, brand awareness, etc., which will help us further clarify the user profile.

This information will help us gain a more comprehensive understanding of respondents' attitudes and loyalty to Starbucks, and provide more accurate data support for the analysis of the research results.

2. Service quality: Regarding data collection on service quality, we mainly focus on the following aspects: ① service speed: ask respondents about their satisfaction with the service speed of the coffee shop, such as whether the waiting time is too long or the service is fast; ② the politeness and friendliness of service staff: ask respondents about their evaluation of the attitude of the staff of the coffee shop and the quality of the service, including whether the staff is friendly, polite, helpful, etc.; ③ product quality: find out the attitude of the coffee shop staff and the quality of service, including whether the staff is friendly, polite and helpful, etc.; ③ the quality of the product: find out the attitude and loyalty of the coffee shop staff. quality of products: to understand the respondents' evaluation of the quality of the products provided by the coffee shop, whether it meets their expectations and taste preferences; ④ shop environment: ask the respondents to evaluate the comfort and cleanliness of the coffee shop's interior environment, including seating comfort, music atmosphere, decorative layout, etc.; ⑤ price and value: to understand the pricing strategy of the coffee shop, as well as the cost-effectiveness of the products and services, whether the price is reasonable and value for money. Whether they think the price is reasonable and value for money; ⑥ Other factors: Depending on the circumstances, you may also include other factors related to service quality, such as staff expertise, product innovation, in-store facilities, etc.

This data collection allows us to assess the overall satisfaction of the respondents with the service quality of the coffee shop and to understand their views and opinions on different aspects. This data can help us to identify the strengths of the service quality and the direction of improvement, which can lead to the enhancement of customer satisfaction and loyalty. When designing the questions, make sure that the questions have clear expressions and specific options so that respondents can clearly express their views and opinions.

3. Customer Satisfaction: Regarding the data collection in the area of customer satisfaction, the main focus is on the following aspects: ① Commodity Quality: Ask the respondents about their satisfaction with the quality of the commodities provided by the coffee shop, including

the taste of the coffee, the flavour and quality of the food, etc.; ② Service Attitude: Find out the respondents' evaluation of the service attitude of the staff of the coffee shop, including the friendliness, initiative and professionalism of the staff, etc.; ③ Reasonable Prices: Ask respondents about their views on the reasonableness of the coffee shop's prices, and find out if they think the prices are in line with the value offered; ④ Promotional activities: Ask respondents about their knowledge of and participation in the coffee shop's promotional activities, as well as their satisfaction with the promotional activities and their views on their impact, etc.; ⑤ Overall satisfaction: Ask respondents to rate the overall satisfaction with the coffee shop, and find out their overall evaluation of the whole experience.

By collecting this data, you can understand how satisfied respondents are with different aspects of the coffee shop and thus assess their satisfaction with the overall experience. This data can help you identify strengths in customer satisfaction and directions for improvement to provide a better customer experience.

4. Customer Loyalty: Data collection on customer loyalty focuses on the following aspects: ① Willingness to recommend: ask respondents if they are willing to recommend the coffee shop to others to measure their loyalty to the coffee shop and recognition of its brand image; ② Willingness to revisit: find out if respondents are willing to revisit the coffee shop to measure their continued loyalty to the coffee shop; ③ Social Media Sharing: To ask respondents whether they are willing to share their experience at the coffee shop on social media to measure their brand loyalty and engagement with the coffee shop; ④ Participation in Membership Programmes: To find out whether respondents are willing to participate in the coffee shop's membership programmes or clubs in order to measure their loyalty to the coffee shop and recognition of its special benefits; ⑤ Loyalty Factor Evaluation: To ask respondents about the reasons for choosing the coffee shop over other competitors; ⑤ Loyalty Factor Evaluation: To ask respondents about the reasons for choosing the coffee shop over other competitors. coffee shop over other competitors to understand their assessment of the coffee shop's loyalty factors. By collecting these data, you can understand respondents' loyalty and engagement with the coffee shop, as well as their recognition of the coffee shop's brand image and special benefits. This data can help you assess customer loyalty strengths and directions for improvement in order to develop strategies to enhance customer loyalty.

At the end of the questionnaire, there was an open-ended question where respondents were asked to include suggestions for improving the services offered by Starbucks.

Data Collection
In order to ensure that the sample data is diversified and typically representative, this survey questionnaire was conducted by a combination of paper and electronic questionnaires, in which the distribution of paper questionnaires was mainly focused on the more economically developed commercial centres, and this time, Guangzhou's Zhujiang Xincheng commercial district was selected, which is one of the most important commercial districts of Guangzhou City, dominated by high-grade commercial, financial and service industries, and home to a number of internationally renowned corporate headquarters, financial institutions, luxury hotels, shopping malls and high-class office buildings, clustering many top domestic and international brands and high-class shops, with world-class shopping malls such as Tianhuan Plaza, TaiKoo Hui and Huacheng Plaza, etc. It is also the cultural and art centre of Guangzhou, with important cultural facilities such as the Guangzhou Opera House, the Guangdong Museum and the Guangzhou Library; the e-questionnaires were sent to the public mainly through

commonly used social media platforms, such as QQ, WeChat, Jitterbug, Shutterbug, etc., in addition to being supplemented by the use of online survey platforms (e.g., QuestionStar, etc.) to create and host questionnaires and generate questionnaire links, which are shared with specific audiences to collect the corresponding data.

Sample and Procedures

The sample consisted of 467 users of different genders, age groups and nationalities, and the sample selection in this case was characterised by the following features:

① Diversity: the sample is diverse as it covers users of different genders, age groups and nationalities. This diversity can help the researcher obtain more comprehensive and extensive data to better understand the views and preferences of different groups; ② Representativeness: the diversity of the sample can make it more representative and reflect the characteristics of the overall user group in Guangzhou Zhujiang New City Business Centre. By covering users of different genders, age groups and nationalities, the study can provide a better understanding of the characteristics and needs of different groups within this commercial area; ③ Potential consumer groups: users of different genders, age groups and nationalities in the sample represent potential groups of coffee consumers. These users may have different preferences and needs for the coffee market, thus providing the researcher with the opportunity to gain an in-depth understanding of the market; (iv) Different cultural backgrounds: users of different nationalities may come from different cultural backgrounds and consumption habits. This allows researchers to better understand the impact of different cultures on the coffee market and how to satisfy the needs of users from different cultural backgrounds.

By studying such a diverse sample, the study can obtain more comprehensive, accurate and representative data, making the findings more reliable and applicable. The characteristics of such a sample help to gain an in-depth understanding of the coffee market and user groups in the commercial centre of Zhujiang New Town from different dimensions.

Based on the completion of the collection of these data, it is proposed to use IBM SPSSAU online version of statistical software for analysis. Regression analysis was used to assess the significance of the relationship between the independent and dependent variables.SPSS was also used to determine the consistency of the results.

Result
Table 1 User Profile Statistics

	frequency	proportions
distinguishing between the sexes		
male	222	47.53%
women	245	52.47%
(a person's) age		
19 and under	112	23.98%
20-29 years	228	48.82%
30-39 years	83	17.77%
Over 40 years old	44	9.43%
citizenship		
sino	398	85.22%

Europeans and Americans (White people)	36	7.71%
Africa (Black people)	17	3.64%
Other nationals	16	3.43%

Table 1 shows the summarized results of the user profile statistics. Users in the sample include both males and females, with males accounting for 47.53% and females accounting for 52.47. In terms of age, the age group of 19 and below accounted for 23.98%, the age group of 20-29 accounted for 48.82%, the age group of 30-39 accounted for 17.77%, and the age group of 40 and above accounted for 9.43%. According to nationality statistics, Chinese users accounted for 85.22% of the total sample, European and American users accounted for 7.71%, African users accounted for 3.64%, and users from other countries accounted for 3.43%.

Table 2 Summary of Customers' Perceptions of Starbucks

	frequency	proportions
Frequency of visits to Starbucks		
1 time per week	113	24.2%
More than 2 times per week	169	36.19%
1 every 2 weeks	65	13.92%
1 time per month	41	8.78%
infrequently	79	16.91%
Reasons to choose Starbucks		
matrix	171	36.62%
prices	42	8.99%
QOS	52	11.13%
Member Benefits	33	7.07%
flavor	169	36.19%

Table 2 statistical data summarizes customers' perceptions and preferences of Starbucks, the frequency of customers frequenting Starbucks and the reasons for choosing Starbucks provide clues about customer loyalty and satisfaction. 74.31% of the respondents frequent Starbucks, 36.62% of the respondents believe that the good environment of Starbucks is the primary factor that attracts them to visit the store, and 36.19% of the respondents believe that the taste of the food and beverages is the primary factor. This data can help Starbucks understand customer preferences and needs and inform the provision of better products, services and marketing strategies.

Table 3 Statistical analysis of study variables

variant	QOS	Customer Satisfaction	customer loyalty
QOS	1		
Customer Satisfaction	0.846**	1	
customer loyalty	0.802**	0.878**	1
(statistics) standard deviation	0.715	0.643	0.770
average value	1.5632	1.5824	1.6188
Number of items	5	5	5

Note: N = 100; *p < .05, **p < .01, ***p < .001.

Table 3 data is based on the sample data obtained from the questionnaire survey, the online statistical analysis software SPSSAU analysis of the data, the use of correlation analysis to study the correlation between service quality, customer satisfaction and customer loyalty, using Pearson correlation coefficient to indicate the strength of the correlation relationship, the specific analysis can be seen as follows: ① between service quality and customer satisfaction Correlation coefficient value of 0.846, indicating that there is a significant positive correlation between service quality and customer satisfaction, the better the service quality, the higher the customer satisfaction; ② correlation coefficient value of 0.802, indicating that there is a significant positive correlation between service quality and customer loyalty; ③ correlation coefficient value of 0.878, indicating that there is a significant positive correlation between customer loyalty and customer satisfaction; ③ correlation coefficient value of 0.878, indicating that customer loyalty and customer satisfaction. It shows that there is a significant positive correlation between customer loyalty and customer satisfaction.

According to Pearson's theory of correlation coefficients, a positive correlation means that when one variable increases, the other increases accordingly, higher service quality usually leads to higher customer satisfaction, and it can be deduced that higher service quality helps to increase customer loyalty (H1); higher service quality tends to promote customer loyalty, and higher service quality helps to increase customer satisfaction (H2); satisfied customers are more likely to become loyal customers, and loyal customers tend to be more likely to be satisfied as well; a mutually reinforcing relationship is formed between customer satisfaction and customer loyalty; when customers are satisfied with a product or service, they usually prefer and trust the brand or company more, and loyal customers are more likely to establish a long-term interaction with the brand, participate in the brand's membership program or club, and enjoying specific benefits and privileges can deduce an increase in customer satisfaction and contribute to customer loyalty, and vice versa holds true.

Table 4 Summary Of Regression Analysis Of Service Quality And Customer Loyalty

The extent to which service quality affects customer loyalty	Beta
The degree of correlation between service quality and customer loyalty	0.802**
R^2	0.715
F-value	1167.92
Durbin Watson Statistics	1.935

Note: * N = 100, *p < 0.05; ** p < 0.01; *** p < 0.001

From the above table, it can be seen that service quality is used as the independent variable while customer satisfaction is used as the dependent variable in the linear regression analysis, from the above table it can be seen that the model formula is: customer satisfaction = 0.223 + 0.870*service quality, and the model R-squared value is 0.715, which means that the quality of the service explains the reason for the change of 71.5% of the customer satisfaction. F-test of the model found that the model passes the F-test (F=1167.922, p=0.000<0.05), which means that the service quality must have an impact on customer satisfaction relationship, and the final specific analysis can be seen:

The value of regression coefficient of service quality is 0.870 (t=34.175, p=0.000<0.01), which implies that service quality will have a significant positive relationship on customer satisfaction.

To summarize the analysis, it can be seen that all of the service quality will have a significant positive impact relationship on customer satisfaction.

From the linear regression perspective, it is further demonstrated that the improvement of service quality contributes to customer loyalty (H1)

Table 5 Summary Of Regression Analysis Of Service Quality And Customer Satisfaction

The extent to which service quality affects customer satisfaction	Beta
Degree of correlation between service quality and customer satisfaction	0.846**
R^2	0.644
F-value	840.341
Durbin Watson Statistics	2.045

Note: * N = 100, *p < 0.05; ** p < 0.01; *** p < 0.001

As can be seen from Table 5, the service quality as the independent variable and customer satisfaction as the dependent variable were analyzed in linear regression analysis, as can be seen from the table above, the model formula is: customer satisfaction = 0.223 + 0.870*service quality, and the model R-squared value is 0.715, which means that the quality of the service explains the reason for the change of 71.5% of the customer satisfaction. F-test of the model found that the model passes the F-test (F=1167.922, p=0.000<0.05), which means that the service quality must have an impact on customer satisfaction relationship, and the final specific analysis can be seen:

The value of regression coefficient of service quality is 0.870 (t=34.175, p=0.000<0.01), which implies that service quality will have a significant positive relationship on customer satisfaction.

To summarize the analysis, it can be seen that all of the service quality will have a significant positive impact relationship on customer satisfaction.
From the linear regression perspective, it is further proved that the improvement of service quality contributes to the increase of customer satisfaction (H2)

Table 6 Summary Of Regression Analysis Of Customer Satisfaction And Customer Loyalty

The extent to which customer satisfaction influences customer loyalty	Beta
The extent to which customer satisfaction correlates with customer loyalty	0.878**
R^2	0.770
F-value	1560.89
Durbin Watson Statistics	2.024

Note: * N = 100, *p < 0.05; ** p < 0.01; *** p < 0.001

As can be seen from the table above, customer satisfaction is taken as the independent variable while customer loyalty is taken as the dependent variable for linear regression analysis, as can be seen from the table above, the model formula is: customer loyalty = 0.278 + 0.847*customer satisfaction, and the model R-squared value is 0.770, which means that customer satisfaction explains the reason for 77.0% of the variation in customer loyalty. F-test of the model found that the model passes the F-test (F=1560.894, p=0.000<0.05), which means that customer satisfaction must have an impact relationship on customer loyalty, which can be seen in the final specific analysis:

The value of regression coefficient of customer satisfaction is 0.847 (t=39.508, p=0.000<0.01), which implies that customer satisfaction will have a significant positive relationship on customer loyalty.

To summarize the analysis, it can be seen that all of customer satisfaction will have a significant positive impact relationship on customer loyalty. From the linear regression point of view, it is further proved that the improvement of service quality contributes to the improvement of customer satisfaction (H3)

Conclusion

In summary, this study aims to investigate the impact of Starbucks Coffee on customer loyalty in terms of service quality and customer satisfaction in China. Based on the above analyses, we found that all the hypotheses were verified. The results of the study show that service quality is positively related to customer loyalty, service quality is positively related to customer satisfaction, and customer satisfaction is positively related to customer loyalty. Specifically, this study provides valuable insights for managers of Starbucks Coffee in China to build strong customer loyalty by improving service quality and customer satisfaction. Based on the previous discussion, service quality plays an important role in improving customer satisfaction and, in turn, contributes to building customer loyalty. At the same time, employees who provide high quality services can maximise customer satisfaction with their consumption of Starbucks Coffee in China. Therefore, customer loyalty to the Starbucks Coffee brand in China is built on the basis of their complete satisfaction. Therefore, the quality of services provided and customer satisfaction are crucial to the survival of China Starbucks Coffee in the Chinese market as high level of customer loyalty will help China Starbucks Coffee to maintain its competitive advantage and grow in the future.

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