

The Effect Of Communication Style Of BINUS Starbucks' Barista On Customer Loyalty

Oryza Siti Kwamila, Astrid Haryanti

Abstract: This research aimed to find out whether there is an effect of the communication style of Starbucks BINUS' barista towards customer loyalty and how big the effect is. The research method used in this research was the quantitative method with a survey to the Starbucks BINUS' customer as a sample. This research was calculated using SPSS 23. The result of this research was that there is a significant effect of the communication style of Starbucks BINUS' barista amounting to 46.4% towards customer loyalty.

Index Terms: Communication, Communication Style, Customer Loyalty, and Corporate Image.

1 Introduction

The food and beverage industry in Indonesia is increasing. This growth has something to do with people's attitudes that are increasingly critical in choosing food and beverage. Eating and drinking is an endless primary need. This has affected more business people engaged in this industry. There are more players almost in all food and beverage market segments. Not only increasingly fierce competition, the character of the food and beverage market also tends to be increasingly challenging, and if it is not addressed with the right strategy it will fail. If viewed from the characteristics of its customer it leads to the impulsive buyer. The food and beverage industry is also the most advanced industry in Indonesia. The food and beverage industry that is at its peak is a coffee shop and tea shop. The shops or outlets are everywhere, in shopping centers and offices. Coffee shop and tea shop can be used as a place to relax or chat or as a meeting place with clients. However, the coffee shop is superior to the tea shop. Competition from each coffee shop is usually overcome by finding new tastes and ideas, making the store atmosphere more comfortable, lower the price, and train the communication style of waiter or barista. The intended communication style is communication behavior by baristas in a shop that aims to get feedback from customers. Communication style will be conveyed well by good communication and will generate feedback. In a coffee shop, a barista is considered to be people who know more about coffee, so a barista is required to have greater knowledge. When talking about someone who has an identity as a barista, it means that he has more ability in the world of coffee and of course he will do various things that represent their identity as a barista.

After a customer feels comfortable, has liked the taste of food or drink, and already feeling familiar with the barista in a coffee shop, it raises the sense of loyalty from the customer. Customer loyalty is someone's loyalty to a product, both goods, and service. While according to [1], customer loyalty is defined as customers who are satisfied with the product or brand and will repurchase it. From customer loyalty, the food and beverage industry, especially the coffee shop, competes to find its charm and get loyal customers.

- Oryza Siti Kwamila, Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480
- Astrid Haryanti, Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480
astrid.haryanti@binus.ac.id

Amid the coffee shop competition, Starbucks Indonesia has started opening branches or coffee shop outlets in shopping centers, offices and also universities, one of them is at Bina Nusantara University or BINUS. Starbucks Indonesia outlets soared because it is one of the coffee shops that is always crowded with customers wherever they are. Indonesia is in the top three with the most Starbucks outlets after the Philippines and Thailand in Southeast Asia from 2012 to 2015. This shows that in Indonesia, Starbucks has many customers, and that is one reason Starbucks has many outlets. Starbucks has 237 outlets in Indonesia. At the end of 2016, the number touched more than 240 outlets. The need for baristas was inevitable. Of 3,500 Starbucks employees, 70% are baristas. 30% are part-time baristas dominated by college students (Anastasia, 2016). Starbucks Indonesia is one of the most sought-after food and beverages companies in Indonesia. Compared to other food and beverage companies, Starbucks Indonesia is the most popular among students. Therefore, this study examines the communication style of Starbucks BINUS barista towards customer loyalty. The purpose and benefit of this research are used as a direction to help make research appropriate and useful for the future. The purpose of implementing this activity is as a guideline towards the expected goals. In general, this study has objectives, which are to find out the influence of communication style of Starbucks BINUS barista on customer loyalty and to find out the influence of communication style of Starbucks BINUS barista on customer loyalty. The benefit of doing this research is to provide new knowledge about communication styles both academically, practically and publicly, namely:

1. Academic Benefits

The results of this study are expected to contribute knowledge to the development of Communication Sciences, especially in the field of Public Relations (PR), in seeing the influence of communication style of Starbucks BINUS barista on customer loyalty.

2. Practical Benefits

The results of this study are expected to be used as learning material and inspiration for PR (Public Relations) practitioners and also subsequent researchers in seeing the influence of communication style of Starbucks BINUS barista on customer loyalty.

3. Community / General Benefits

The results of this study are also expected to educate the public and give positive values in seeing the influence of

communication style of Starbucks BINUS barista on customer loyalty.

2 RESEARCH METHODS

The method used in this study is a quantitative research method which according to [2] is research that is loaded with nuances of numbers in data collection techniques in the field. In data analysis, quantitative research methods require the help of statistical calculations, both descriptive and inferential statistics. The conclusion of the research results is the results of calculations that are depictions or interwoven variables. This type of research uses explanatory research. Explanatory research is a research that connects or looks for causes between two variables or more concepts (variables) to be examined [3]. This research uses data collection techniques, data analysis techniques and data validation techniques, namely:

2.1 Data Collection Techniques

1. Primary Data

Questionnaire

Questionnaire is a data collection technique by giving respondents a set of written questions to answer with efficient data if the researcher knows for sure the variables to be measured and knows what is expected from respondents [4]. In this study, the distribution of questionnaires was conducted directly to customers of Starbucks BINUS on September 13-15 2018.

Data Results

The results of data processing are processing data from questionnaires that are calculated by IBM SPSS 23 using validity test, reliability test, normality test, the coefficient of determination test, correlation test, regression test, and hypothesis test. From these tests, the results of the research were obtained.

2. Secondary Data

Secondary data is theoretical evidence obtained through literature. This data underlies the theoretical study used as the basis of the framework of thinking. Based on this theoretical study can be arranged hypotheses (frameworks) that underlie the entire essay. Therefore, this data is classified as important in scientific writing.

2.2 Data Analysis Techniques

1. Coefficient of Determination Test

According to [5], the coefficient of determination is numbers that state or are used to find out how much influence or contribution is given by one or more independent variables on dependent variables (Y).

2. Correlation Test

Correlation test is done to find out the relationship between two variables and to find out the direction of the relationship that occurs. Correlation coefficient values always range from -1 to +1. The negative coefficient shows an inverse relationship, and the positive coefficient shows a unidirectional relationship [4].

3. Regression Test

According to [5] regression is one of the measuring instruments used in predicting specialization in the future by using data in the past. With linear regression, we can also know the effect of independent variables on dependent variables. Linear regression is divided into two, namely simple and multiple.

4. Test the Hypothesis

Hypothesis testing is done by comparing tcount with t table. The decision criteria in the hypothesis test are if $t \text{ count} \leq t \text{ table}$ then H_0 is accepted and H_a is rejected, whereas if $t \text{ count} > t \text{ table}$ then H_0 is rejected and H_a is accepted (Siregar, 2013).

All papers in IJSTR Transactions are edited electronically. A final submission materials check list, transmission and compression information, and general publication materials can be found at: <http://www.ijstr.org>.

2.3 Data Validity Techniques

1. Validity Test

According to [6] validity is intended to state the extent to which the instrument will measure what it wants to be measured. For example, the instrument used is a questionnaire. Validity test is related to truth, the meaning is what is the measurements used to measure, and the extent to which inference can be made from the values of test results and other measurements.

2. Reliability Test

The measuring instrument is called reliable if the measuring instrument consistently gives the same results or answers to the same symptoms, even if used repeatedly. Reliability can mean that the gauge is stable, dependable, and consistent [6].

3. Normality Test

A normality test is to test whether data is normally distributed. In other words, the normality test measures the authenticity of the data obtained from respondents. According to [7], the normality test will test the independent variable (X) and the dependent variable data (Y) in the regression equation which is normally or abnormally distributed.

3 RESULT AND DISCUSSIONS

1. Communication Theory

Human always tries to communicate with each other, and they interact to complete and perfect their knowledge to adapt to the environment. The more often people communicate, the more often they get something new in generating a sense of curiosity. The term communication is derived from the Latin word communication which comes from the word communis which means the same. The same here means the same meaning. So communication occurs when there is a similarity of meaning about a message conveyed by the communicator and received by the communicant [8]. The process of delivering messages from communicators to communicants is through certain media to produce effect/goal by expecting feedback. Submission of messages can be ideas and hopes that are conveyed through symbols to the public. In this study, it can be said to be a good communication process because the communication styles of Starbucks BINUS baristas deliver

interpersonal communication to customers that ultimately results in feedback that is the loyalty customer to Starbucks BINUS.

2. Communication Style

According to Norton in [9] communication style can be defined as the way a person can interact by verbal and paraverbal. To give a true sign of how meaning must be understood. Communication style is a unique personality. This affects one's relationship, career, and emotional well-being. Understanding the communication style enables one to work on negative aspects. The way or style of communication sometimes becomes more important than the content of the communication. Many people understand the content well, but people cannot receive it well because of the inability to convey the message. According to [9] aspects of communication style such as Open, there is no secret so that self-confidence emerges and two-way communication is formed. Then there is Relaxed where the communicator is positive and has mutual support to others. Attentive is communicator interacts with other people by being active, empathetic and sensitive listeners. Impression Leaving is the ability to communicate to form an impression on the audience. Friendly, that is, communicator is friendly and polite when delivering a message to the recipient. And the last one is Precise, the right style where the communicator asks to discuss precise and accurate content in oral communication.

3. Customer Loyalty

Customer behavior as part of human activities always changes according to the environmental and social influences. However, customer behavior that is expected to continue to exist for the company is loyalty. Loyalty means that customers continue to buy regularly. Customer loyalty, in general, can be interpreted as someone's loyalty, both for goods and services. There are several definitions of loyalty according to experts, including the following: Loyalty by Griffin in [10] stated that "Loyalty is defined as non-random purchase expressed over time by some decision-making unit". Based on the definition, it can be seen that reality is aimed more at a behavior, which can be seen with routine purchases, based on decision-making units. According to Griffin in [10] loyalty was aimed more at a behavior, aimed at routine purchases, based on decision-making units. In this study, the average respondent has repeatedly been a customer of Starbucks BINUS. Respondents were 3-4 times even more than four times as customers of Starbucks BINUS.

4 CONCLUSIONS AND SUGGESTIONS

After processing data through the IBM SPSS 23 program, it can be seen that validity test using correlation techniques of Pearson Product Moment on the basis of validity decision making, namely $r_{count} > r_{table}$. The test results stated that the questions for all variables are declared valid because from each question the r_{count} is greater than r_{table} , which is 0.1946. The reliability test from Starbucks BINUS Barista Communication Style (X) is 0.760, and from the Customer Loyalty (Y) variable is 0.755. All variables are declared reliable because according to Cronbach's Alpha method, data is declared reliable if it is greater than 0.60. The normality test was carried out using Kolmogorov-Smirnov; the data was declared normal if Sig. is more than 0.05. The result of the test is Sig. 0.099 > 0.05 which states that the data in this test are

normally distributed. The coefficient of determination test was calculated using regression analysis. The test results stated that the influence of Communication Style of Starbucks BINUS Barista (X) on Customer Loyalty (Y) is 46.4%. The rest which is 53.6% is influenced by other variables. The correlation test conducted is a simple correlation with the results of the correlation coefficient (R) of 0.681 which shows that there is a strong relationship between Communication Style of Starbucks BINUS Barista (X) and Customer Loyalty variables (Y) The results of simple linear regression test is a positive independent variable with a regression coefficient variable of Starbucks BINUS Barista Communication Style (X) is 0.698 which means that if the independent variable increases, it will cause an increase in Customer Loyalty variable (Y). Hypothesis test for the independent variable produces a ttable calculation of 1.66055. And the test result, H_0 is accepted because it obtained tcount of 9,202 and stated that there is significant influence between Starbucks BINUS Barista Communication Style variable (X) with Customer Loyalty variable (Y) There is a significant effect of communication styles of Starbucks BINUS barista on customer loyalty. The influence of communication styles of Starbucks BINUS barista on customer loyalty is 46.4%. For further research, with the same theme, it can be used as a reference, with a larger number of samples and for further research to examine with the addition of variables.

REFERENCES

- [1]. U. et al Sumarwan, Riset Pemasaran dan Konsumen: Panduan Riset dan Kajian Kepuasan, Perilaku, Pembelian, Gaya Hidup, Loyalitas dan Persepsi Risiko. Bogor: IPB Press, 2011.
- [2]. E. Ardianto, Metodologi Penelitian untuk Public Relations Kuantitatif dan Kualitatif. Bandung: Simbiosis Rekatama Media, 2010.
- [3]. R. Kriyantono, Teknik Praktis Riset Komunikasi. Jakarta: Prenadamedia Group, 2014.
- [4]. Sugiyono, Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta, 2016.
- [5]. S. Syofian, Metode Penelitian Kuantitatif. Jakarta: PT Fajar Interpratama Mandiri, 2013.
- [6]. R. Kriyantono, PR Writing: Teknik Produksi Media Publik Relations dan Publisitas Korporat. Jakarta: Kencana, 2012.
- [7]. D. Sunyoto, Dasar-Dasar Manajemen Pemasaran. Yogyakarta: CAPS, 2012.
- [8]. I. Effendi, Pengantar Akuakultur. Jakarta: Penebar Swadaya, 2004.
- [9]. G. et al Allen, "Advances in Data Modelling Research," Commun. Assoc. Inf. Syst., vol. 17, 2006.
- [10]. R. Hurriyati, Bauran Pemasaran dan Loyalitas Konsumen. Bandung: Alfabeta, 2010.
- [11]. Tjiptono, F. (2006). Manajemen Jasa. Yogyakarta: Andi
- [12]. Tjiptono, F. (2015). Strategi Pemasaran. Yogyakarta: Buku Rahma
- [13]. Widjaja, A.W. 2000. Ilmu Komunikasi Pengantar Studi. Jakarta: Rineka Cipta
- [14]. Faradina, R. dan Amelia (2016). "Analisis Faktor-Faktor yang Mempengaruhi Customer Loyalty pada Pelanggan Starbucks di Surabaya" Vol.5 Nomor 1, Juni 2016. Universitas Pelita Harapan Surabaya

- [15]. Hanninen and Karjaluoto. (2017). "The Effect of Marketing Communication on Business Relationship Loyalty" Vol.35 Issue 4, pp-, April 2017.
- [16]. Kholilurrahman. (2007). Pengaruh Kepuasan Terhadap Loyalitas Pelanggan Kartu Prabayar simPATI, Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Negeri Malang. Skripsi UM: Fakultas Ekonomi.
- [17]. Olannye, A. Peter. (2014). "The Effect of Interpersonal Relationship on Marketing Performance in the Nigerian Hotel Industry" Vol.5 Issue 2, February 2014. Asaba Campus, Nigeria
- [18]. Orié Berezan. (2016). "The Impact of Communication Channels on Communication Style and Information Quality for Hotel Loyalty Programs" Vol.7 Issue 1 pp.100-116. CSUDH, Carson, California, USA
- [19]. Rofiq, Ainur. (2009). Peranan Ekuitas Merek Terhadap Loyalitas Pelanggan Pada Industri Telepon Seluler. Jurnal UB.
- [20]. Sulistiawati, A. (2017). "Bahasa Antara Barista dan Pelanggan Starbucks di Surabaya Town Square: Kajian Sosiopragmatik". Vol.1 Nomor 1, April 2017: Universitas Airlangga Surabaya
- [21]. Economics Universe. (2016). Starbucks counts in Southeast Asia. <https://goo.gl/images/wsry9c>
- [22]. Starbucks Teavana. (2016). Kopi vs Teh <https://goo.gl/images/L3Yc2D>