

The Effect of Marketing Satisfaction and Service Quality on Customer Loyalty—Using Starbucks as An Example

廖婉婷、雷文谷、李宜娟

E-mail: 373419@mail.dyu.edu.tw

ABSTRACT

The purpose of consumption changes with the lifestyles and spending patterns of customers. Therefore, the marketing of corporations transforms into the commitment of enhancing customers' satisfaction. Corporations need to fulfill all the needs of customers to keep their loyalty. This research discusses the marketing strategy, service quality, and customer loyalty of Starbucks in the customer's point of view with questionnaires and statistical analysis. A total of 350 paper questionnaires and 128 questionnaires on the Internet were issued, 453 were returned and 437 of them are valid. The effective rate is 96.4%. The results of the research and analysis are as follow: 1. The "Product " ranks first in the section of Marketing Satisfaction by the customers of Starbucks. "Infrastructure" gains the best satisfaction in the section of Service Quality. "Willing to visit again" is the highest ranked item in the section of Customer Loyalty. 2. Gender, level of education and consumer demographic variables interval reveal significant differences in marketing satisfaction. 3. In the demographic variables, there are significant differences in consumption interval in the service quality . 4. Consumption interval reveals a significant difference in the perception of customer loyalty. 5. Marketing satisfaction and customer loyalty have a positive correlation: that is the higher marketing satisfaction, the higher customer loyalty. 6. Service quality and customer loyalty have a positive correlation: that is the better quality of service, the higher customer loyalty.

Keywords : Marketing Satisfaction、 Service Quality、 Customer Loyalty、 Starbucks

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