

# The Antecedent of Brand Love Toward Starbuck in Kuala Lumpur.

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## ABSTRACT

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

### **Keywords:**

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

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## 1. INTRODUCTION

Coffee has long been a significant global commodity crop and a substantial export for a number of nations. Coffee culture has evolved into a trend and way of life in today's societies, regardless of age (Nurhasanah & Dewi, 2020). This is so that young people can interact with one another through such culture. Seattle's Pike Place Market served as the site of the first Starbucks opening in 1971. It began modestly by offering some of the greatest coffee beans in the world for sale. Starbucks Coffee Company and Berjaya Group Berhad have partnered to

manage Starbucks in Malaysia through Berjaya Starbucks Coffee Company Sdn Bhd. It was founded on December 17th, 1998 in Kuala Lumpur and has since started to spread to Sabah and Sarawak.

Espresso, latte, and cappuccino are just a few of the coffee-containing beverages that Starbucks is renowned for offering. Customers are able to select their own drink based on preferences thanks to this. Because Starbucks gives customers a lot of options, this circumstance will boost customer happiness. Because the brand evokes for consumers symbolic attributes including social feelings, beauty, and status, consumers will grow acclimated to it (Gajic et al., 2022). But excessive coffee consumption increases the chance of developing chronic illnesses like diabetes, obesity, heart disease, and other conditions. This is due to the high sugar content of the beverages sold at Starbucks and the detrimental effects of excessive caffeine use on health (Lacap & Sicat, 2022). Because the cost of each menu item or dish at the Starbucks café is incredibly high and unattainable, the price justice of this study is another important consideration. When compared to other coffee shops or cafés, the price of each menu item or dish at Starbucks is prohibitively expensive. The purpose of this study was to look into the nutritional transparency, pricing justice, and healthiness of Kuala Lumpur consumers' brand loyalty to Starbucks.

### **Significance of The Study**

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

## **2. LITERATURE REVIEW**

### **2.1 The Antecedents of Brand Love Toward Starbucks in Kuala Lumpur.**

The word "healthiness" is more frequently used as a synonym for health or wellness. From a range of scientific perspectives, including medical, nutritional, social, and psychological ones, health may be explored. Dietary factors and issues with food safety can be seen as the two main components of health. (Petrescu, Vermeir, & Petrescu-Mag, 2019).

Food health is also recognized as a crucial element in evaluating the calibre of food (Yoo, Lee, & Jeon, 2020). A healthy diet should be consumed by everyone. This is as a result of its ability to maintain a healthy heart. Heart disease is one of the leading causes of mortality for individuals in the US. A balanced diet can reduce your risk of getting heart disease, according to multiple studies. Oats and fruits are two examples of meals that are high in fibre and good for the heart. Studies claim that Starbucks coffee is nutritious and that they provide an environmentally friendly product. (Azriuddin, et al., 2020). In contrast, earlier research revealed that Starbucks-brand coffee had a low pH level, which suggests that it is acidic. The acidity in caffeine will cause tooth sensitivity (McDonagh, 2021). Healthy living has nothing to do with brand loyalty.

### **2.2 The Relationship Between Price Fairness and Brand Love of Starbucks in Kuala Lumpur.**

There are several studies that look at how people perceive prices in social science disciplines like marketing and economics. The meaning of price fairness is the user's assessment and feelings regarding whether the disparity between the seller's pricing and the comparable price of other parties is reasonable or acceptable (Xia, Monroe, & Cox, 2004). Depending on how the customer feels about the price, client satisfaction may go up or down. customers recognize price unfairness when they pay prices that are higher than rivals (Ting, 2013). Price fairness promotes increased sales because a fair price is very important to convince customers. According to studies, providing more satisfaction to customers will lead to higher customer loyalty (Kaura, Prasad, & Sharma, 2015).

### **2.3 The Relationship Between Nutrition Disclosure and Brand Love of Starbucks in Kuala Lumpur.**

Studies on the perception of pricing have been conducted in a variety of social science disciplines, including marketing and economics. The meaning of price fairness is the user's assessment and feelings regarding whether the disparity between the seller's pricing and the comparable price of other parties is reasonable or acceptable (Xia, Monroe, & Cox, 2004). Depending on how the customer feels about the price, client satisfaction may go up or down. customers recognize price unfairness when they pay prices that are higher than rivals (Ting, 2013). Fair pricing encourages improved sales since it's crucial to persuade buyers that a product is worth the price. According to studies, providing more satisfaction to customers will lead to higher customer loyalty (Kaura, Prasad, & Sharma, 2015). Everyone in the world is familiar with the Starbucks Coffee brand, including Malaysians. Although many individuals are willing to pay the high rates for the drinks, food, and merchandise offered at Starbucks, the demand for these items is always growing despite the perception that they are expensive. It is believed that fairness in terms of pricing is unimportant while making purchases of items.

However, given Starbucks brand loyalty in particular, this study and pricing fairness are closely related.

## 2.4 The Relationship Between Nutrition Disclosure and Brand Love of Starbucks in Kuala Lumpur.

The concept of "nutrition disclosure" describes the information provided or printed on each food and beverage package that details the numerous nutrients, calories, and food components that are present in the item. According to US Food and Drug Administration requirements, dietary information such as the amount of fat, calories, cholesterol, carbohydrates, sugar, protein, and vitamins present in each food package must be provided. It is also possible to think of nutrition disclosure as the labelling of inexpensive items that have the potential to encourage or support healthy eating habits. However, there are systematic variations that imply customers could not always use food labels while selecting foods. Given the poor dietary quality exhibited by many young adults, measuring the use of dietary facts among them is particularly important (Harris, Larsen, Chantala, & Udry, 2006). User traits, product type, and buying context are all related to how food labels are used. Users' capacity to interpret food labels may vary depending on where their nutritional education is at. Self-efficacy and trust are effective predictors of eating knowledge, attitudes towards food labels, and usage of food labels.

### Conceptual Framework

Figure 1 below has demonstrated how this study's conceptual framework worked. The dependent variable in this study was the factors influencing brand loyalty to Starbucks in Kuala Lumpur, while the independent variables were healthfulness, pricing fairness, and nutrition transparency. The relationship between the independent variables and the dependent variable was depicted in the image below.

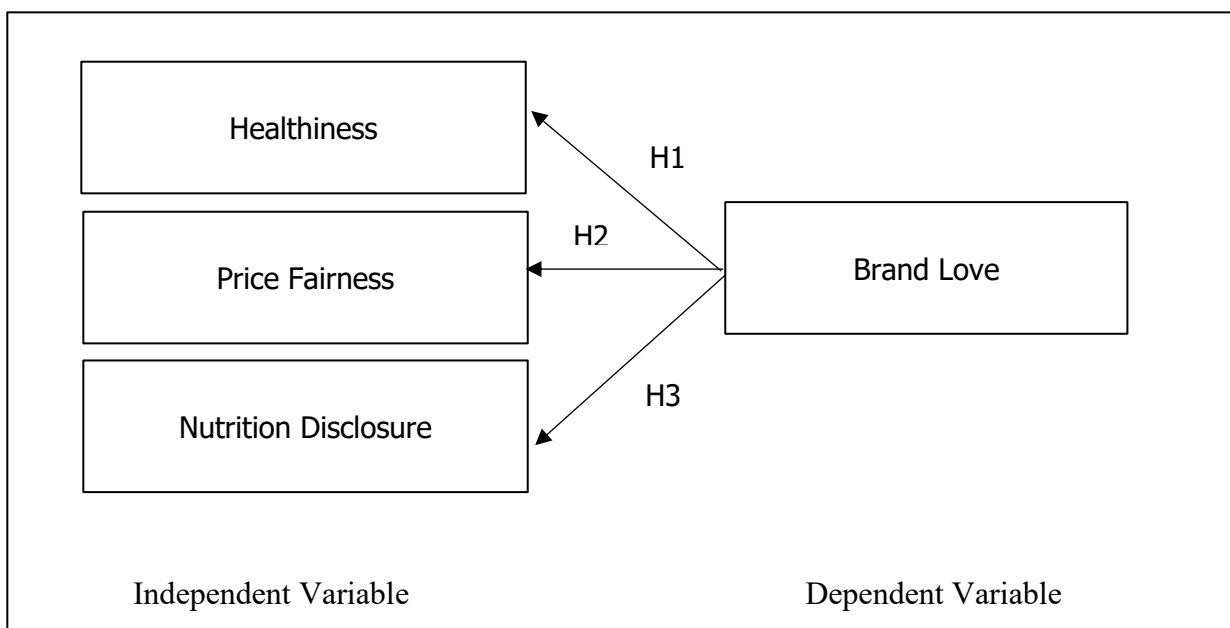


Figure 2.1: Conceptual Framework

Sources: Lee, Jung and Moon (2021)

### 3 METHODOLOGY

#### Research Design

The overall framework and methods the researcher selects for doing market research make up the research design. The chosen layout will allow the researcher to use the most appropriate research methods. This study used quantitative research as its primary research strategy. Data will be gathered from a representative sample of Starbucks patrons in Kuala Lumpur. In order to investigate and quantify the link between the independent and dependent variables, a descriptive methodology was adopted in this study. The researcher uses questionnaires that were obtained from respondents to explain the data.

#### Population

<b>Ethnic</b>	<b>Year 2020 ('000)</b>
Bumiputera	47.7%
Chinese	41.6%
Indians	10%
Others	0.7%

Table 3.1 Population by Ethnic Group in Malaysia

#### Sampling Size and Sampling Technique

The Department of Statistics Malaysia (2020) estimates that the sample size for the Malaysian population will be 33 million based on the table above. However, 384 respondents in total were chosen for this study's respondents based on the hypothesis from Krejcie and Morgan (1970).

For this investigation, the researcher's choice of sampling strategy was the convenience sampling approach. Non-probability sampling technique called convenience sampling includes taking samples from a particular group.

#### Instrument Development

##### Instrumentation

The questionnaire is divided into three parts, which are part A, B and C. Part A includes questions related to demographics. In part B, the researcher asked questions related to the chosen topic. It is closely related to the relationship between Starbucks and the factors of healthiness, price fairness and nutrition disclosure. The questions in part C discuss how often customers visit Starbucks.

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

Table 3.2 : Overview of Research Instrument

The questionnaire's structure for both the independent variable and the dependent variable was a 6-point Likert scale for the sake of simplicity. From "Disagree very strongly" to "Agree very strongly," the 6-point Likert scale will range.

### **Data Collection and Data Analysis**

For this study, the researcher collected data using surveys and secondary sources. Malay and English-language questionnaires were distributed to respondents. The Statistics Package for Social Science (SPSS) will be used to analyse all of the data once data collecting is finished. The research's analytical process is broken down into two steps: preliminary data analysis and Pearson Correlation.

#### 4 RESULT

Table 1

##### Demographic Analysis

<b>Item</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
<b>Gender</b>		
<i>Male</i>	177	46.1
<i>Female</i>	207	53.9
<b>Age Group</b>		
<i>Below than 20years old</i>	13	3.4
<i>20-29 years old</i>	319	83.1
<i>30-39 years old</i>	46	12.0
<i>40-49 years old</i>	3	0.8
<i>50 years old and above</i>	3	0.8
<b>Race</b>		
<i>Malay</i>	259	67.4
<i>Chinese</i>	63	16.4
<i>Indian</i>	37	9.6
<i>Other</i>	25	6.5
<b>Marital Status</b>		
<i>Single</i>	298	77.6
<i>Married</i>	46	12.0
<i>Divorced</i>	19	4.9
<i>Prefer not to tell</i>	21	5.5
<b>Monthly Income</b>		
<i>Below RM 1,000</i>	250	65.1
<i>RM 1,001 - RM 2,999</i>	87	22.7

<i>RM 3,000 - RM 3,999</i>	32	8.3
<i>RM 4,000 - RM 4,999</i>	9	2.3
<i>RM 5,000 - RM 5,999</i>	3	0.8
<i>RM 6,000 and above</i>	3	0.8
<b>Times visiting Starbucks in a month</b>		
<i>Once a month</i>	178	46.4
<i>2-3</i>	173	45.1
<i>4-5</i>	32	8.3
<i>6 times and above</i>	1	0.3
<b>Total</b>	<b>384</b>	<b>100</b>

Table 2

Descriptive Analysis

Table 4.6 : Mean Score for Each Variables

Section	Dimension	n	Mean	SD
<b>B</b>	<b>Healthiness</b>	384	4.0444	0.910
	<b>Price Fairness</b>	384	4.2052	0.846
	<b>Nutrition Disclosure</b>	384	4.1238	0.789
<b>C</b>	<b>Brand Love toward Starbucks</b>	384	4.2225	0.861

Table 3

Reliability Analysis

Variables	Cronbach's Alpha	N of Items
<b>Healthiness</b>	<b>0.928</b>	<b>5</b>
<b>Price Fairness</b>	<b>0.929</b>	<b>5</b>
<b>Nutrition Disclosure</b>	<b>0.922</b>	<b>5</b>
<b>Brand Love</b>	<b>0.932</b>	<b>5</b>