

## ABSTRAK

*DHINI DIRAYATI ANANDA, Pengaruh Financial Benefit, Social Benefit dan Structural Ties Terhadap Kepuasan Pelanggan Starbucks Coffee di Central Park Jakarta Barat. (dibimbing oleh Jatmiko).*

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Financial Benefit*, *Social Benefit* dan *Structural Ties* terhadap Kepuasan Pelanggan Starbucks Coffe di wilayah Jakarta Barat. Teknik analisis data menggunakan analisis regresi linear berganda. Sampel yang diambil sebanyak 150 Responden yakni konsumen yang datang dan membeli Starbucks Coffee Central Park. Penentuan sampel dengan teknik *Purposive Sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa (a) *Financial Benefit* berpengaruh positif terhadap Kepuasan Pelanggan Starbucks Coffee di Central Park (b) *Social Benefit* berpengaruh positif terhadap Kepuasan Pelanggan Starbucks Coffee di Central Park (c) *Structural Ties* berpengaruh positif terhadap Kepuasan Pelanggan Starbucks Coffee di Central Park (d) *Financial Benefit* dan *Social Benefit*, dan *Structural Ties* berpengaruh positif secara simultan terhadap Kepuasan Pelanggan Starbucks Coffee di Central Park.

**Kata Kunci :** *Relationship Marketing (Financial Benefit, Social Benefit, Structural Ties), Kepuasan Pelanggan.*

## ABSTRACT

*DHINI DIRAYATI ANANDA, Financial Benefit Influence, Social Benefit, and Structural Ties of Starbucks Coffee Customer Satisfaction in Central Park in West Jakarta (supervised by Jatmiko).*

*The purpose at this research is to determine how much the influence of the Financial Benefit, Social Benefit, and Structural Ties of Starbucks Customer Satisfaction in Central Park in West Jakarta. Data analysis techniques using linear regression analysis. A sample of 150 respondent that customer who come and buy Starbucks Coffee. Sampling with purposive techniques.*

*Based on result of the research, it can be concluded that (a) Financial Benefit has positive impact on Starbucks Coffee Customer Satisfaction in Central Park (b) Social Benefit has positive impact on Starbucks Coffee Customer Satisfaction in Central Park (c) Structural Ties has positive impact on Starbucks Coffee Customer Satisfaction in Central Park (d) Simultaneous the Financial Benefit, Social Benefit and Structural Ties has positive impact on Starbucks Coffee Customer Satisfaction in Central Park.*

**Key Words :** *Relationship Marketing (Financial Benefit, Social Benefit, Structural Ties), Customer Satisfaction.*