

## **ABSTRACT**

*In Indonesia itself, coffee has become a close part of life among low and high society, with the entry of one of the coffee shops into the coffee industry in Indonesia and Starbucks being one of them, this factor has a big impact on the lifestyle of people in Indonesia. In consuming Starbuck products, for people who have a high opinion or adequate economy, of course it is easy to buy products from Starbucks, but for people who have a low income, they might think before buying products from Starbucks. At this time drinking coffee has become a culture among the public and Starbucks has succeeded in giving "identity" to its consumers. Therefore, this study aims to examine the effect of brand image and promotion on consumer loyalty at Starbucks Indonesia. This study uses a quantitative method using a questionnaire as a data collection instrument. The data obtained from 162 respondents were analyzed using several techniques with the aim of testing the relationship between the independent variables brand image (X1) and promotion (X2) on the dependent variable consumer loyalty (Y). The results showed that brand image and promotion simultaneously had a significant influence on consumer loyalty. Therefore, it can be concluded that brand image and promotion have a positive and significant relationship with Starbucks consumer loyalty in Indonesia. Therefore, this research is expected to encourage Starbucks to continue to improve the quality and innovation of its products, so that Starbucks products will be increasingly recognized by consumers and the wider community. However, Starbucks still has to do more active promotions because the development of advanced technology causes many variations in promotion so that there are many unique and efficient variations for promotion.*

**Keywords:** *Brand Image, Promotion, Consumer Loyalty, and Starbucks.*