

STARBUCKS: A THIRD PLACE.

When you wake up then you get ready to go to work. Then you work. It doesn't feel like it's getting late, it's time to go home. But you want to tell stories or meet your friends in a comfortable, quiet place with a comfortable atmosphere. Then, you go to a coffee shop near your office. you talk until late at night. until finally you and your friends are the last customers at the coffee shop. After that, you go home, sleep and tomorrow you do the same activity. all the places you go are home, office and coffee shops.

Starbucks is one of the most popular coffee shops in the world. maybe one of your hangout options at Starbucks. But why do you and millions of other people, choose Starbucks for business meetings or hang out?

The authors found [the dataset](#) consisted of survey questions of more than 100 respondents for their buying behaviour at Starbucks. This survey was conducted in Malaysia. [the dataset](#) explains:

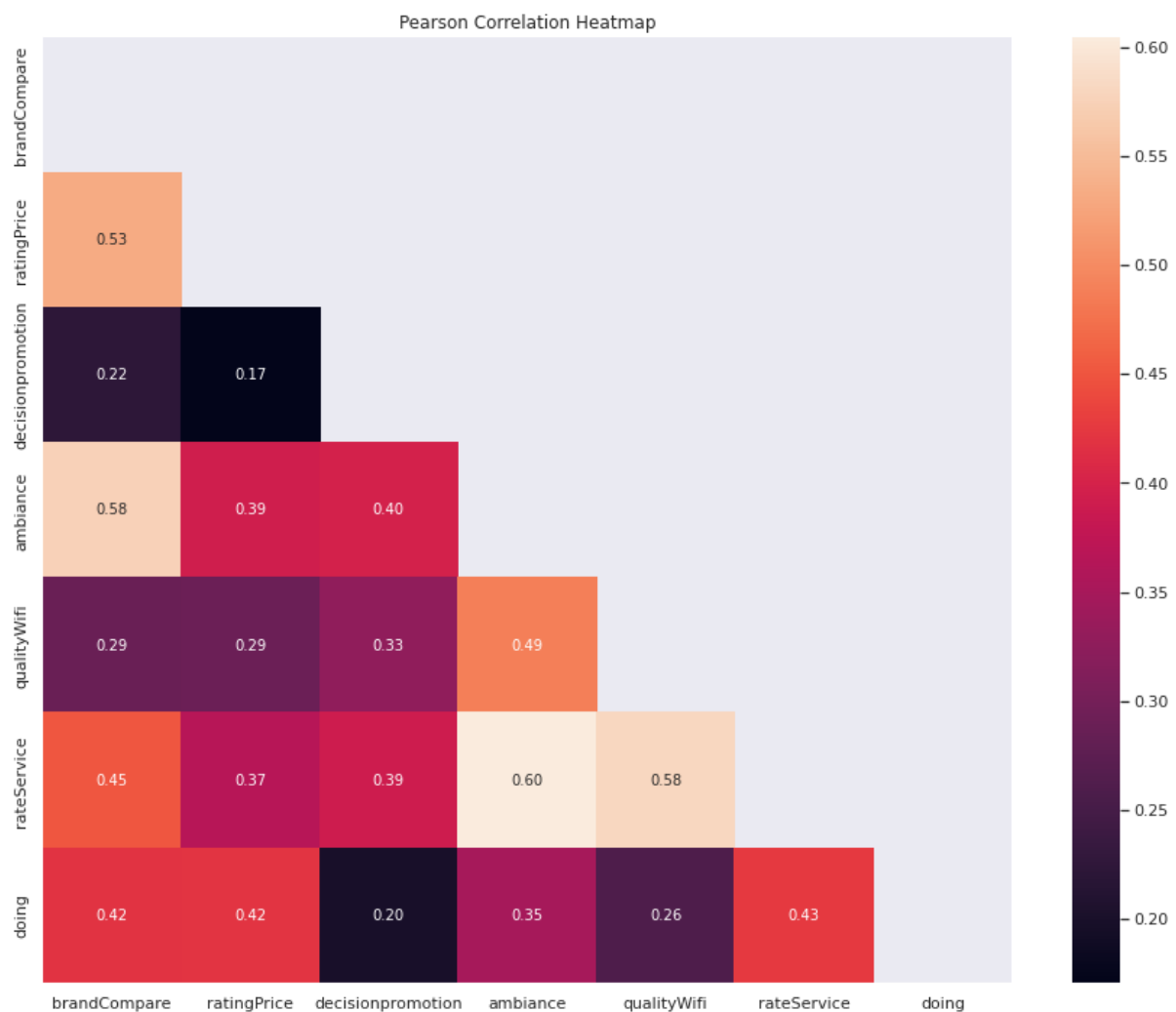
1. Gender;
2. Age;
3. Status;
4. Annual Income;
5. Visit Frequency;
6. Spending Time;
7. Membership;
8. Most Purchase;
9. Money Spend;
10. Brand Compare;
11. Rating Price;
12. Decision Purchase;
13. Ambience;
14. Quality WIFI;
15. Rate Service;
16. Doing;
17. Promotion; and
18. Continuity;

In conducting the analysis, the authors use variables that can explain the correlation between variables, including:

- Doing explain, how likely you choose Starbucks for doing business meetings or hang out with friends?;

- Brand Compare explain, how could you rate the quality of Starbucks compared to other brands (Coffee Bean, Old Town White Coffee, etc);
- Rating Price explain, how would you rate the price range at Starbucks?;
- Ambience explain, how would you rate the ambience at Starbucks (lighting, music, etc);
- Rate Service explain, how would you rate the service at Starbucks? (Promptness, friendliness, etc); and
- Quality WIFI explains, rate the WIFI quality at Starbucks?.

The author uses the Pearson correlation approach to see the correlation between the consumers do (doing) with selected variables.



The table above explains;

1. Consumer behaviour has a strong correlation to Brand Compare by 42%.
2. Consumer behaviour has a strong correlation to the Rating Price of 42%.
3. Consumer behaviour has a strong correlation to Ambience by 35%.
4. Consumer behaviour has a strong correlation to the Service Rate of 43%.

5. Brand Compare has a strong correlation to the Service Rate of 45%.
6. Brand Compare also has a very strong correlation to the Rating Price of 53%.
7. Brand Compare has a very strong correlation to Ambiance of 58%.
8. Rating Price has a strong correlation to the ambience of 35%.
9. Ambience has a strong correlation to the Service Rate of 60%.
10. Ambience has a very strong correlation to WIFI Quality by 49%.
11. WIFI Quality has a very strong correlation to the Service Rate of 58%.

From the results of the analysis above, the authors conclude that consumer behaviour in making Starbucks a place to work or hang out because compared to other coffee shop competitors, Starbucks has friendly and friendly service and an attractive ambience in the form of lighting, beautiful decorations, soothing music, especially quality. Fast WIFI. This is in line with Starbucks CEO Kevin Johnson's statement as quoted by [CNN Business](#) stating, "it is learning into its identity as a third place to go after home and work. Providing the world with a warm and welcoming third place may just be our most important role and responsibility. today and always." So it is not surprising that consumers often include Starbucks as their choice of place to work or hang out.