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## **A Study on the Impact of Quality Control Methods and Customer Satisfaction in Starbucks in Coimbatore City**

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### **ABSTRACT**

This study investigates the impact of quality control methods and customer satisfaction in Starbucks in Coimbatore. A quantitative research approach was employed, and a survey questionnaire was administered to a sample of 125 peoples. The quality control plays an important and crucial role in ensuring customer satisfaction in the food and beverage industry. This study explores the various quality control methods and quality control technique including the ingredients sourcing, beverage preparation and service efficiency. The research analyses the customer feedback, surveys with people and assess how the quality control methods influence the customer experience and brand perception. The findings aim to provide insights into improving the quality control methods and strategies to enhance the customer satisfaction.

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### **INTRODUCTION**

Starbucks is a global coffeehouse chain founded in 1971 in Seattle, Washington, by three partners: Jerry Baldwin, Zev Siegl, and Gordon Bowker. Initially, the company sold high-quality coffee beans and equipment for brewing coffee at home. However, it wasn't until Howard Schultz joined the company in 1982 that Starbucks transformed into the iconic coffeehouse chain we know today.

Starbucks opened its first coffeehouse in 1984, and the company began rapidly expanding throughout the United States and internationally in the years that followed. The company revolutionized the coffee industry, popularizing the concept of specialty coffee drinks such as lattes, cappuccinos, and frappuccinos, while also offering a wide variety of other beverages, pastries, and snacks.

It is known for its distinctive green logo, Starbucks prides itself on its commitment to high-quality coffee, ethical sourcing practices (such as its Coffee and Farmer Equity (C.A.F.E.) program), and creating a "third place" between home and work where customers can relax, socialize, or work. With thousands of locations worldwide, Starbucks has become synonymous with modern coffee culture, offering a wide range of products, including coffee, tea, cold beverages, and packaged goods, both in-store and for at-home consumption.

Starbucks also adopted artificial intelligence and machine learning to personalize the customer experience, analyse customer preferences, and optimize operations. The company's partnerships with companies like Microsoft and Alibaba have helped Starbucks advance its digital transformation efforts, especially in markets like China, where the company has a rapidly growing presence.

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### **OBJECTIVES OF THE STUDY**

- To identify key Quality control factors influencing Customer satisfaction.
- To evaluate Quality control role in reducing complaints and improving loyalty.
- Examining the relationship between Quality control and Customer satisfaction.
- Identifying the challenges faced by Starbucks in maintaining consistent quality throughout the branches.
- Explore the role of customer feedback in improving Starbucks quality control processes and its influence on satisfaction.

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### **LIMITATIONS OF THE STUDY**

1. Limited to Starbucks outlets in Coimbatore, so findings may not apply to other locations.

2. Subjective nature of customer satisfaction may affect the accuracy of responses.
3. Time constraints may limit the depth of data collection.

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## RESEARCH METHODOLOGY

Research methodology refers to the systematic and scientific approach used to conduct research studies. It encompasses the methods, procedures, and techniques employed to collect, analyse, and interpret data to answer research questions or test hypotheses.

- This study adopts a descriptive research design to analyse the relationship between quality control methods and customer satisfaction in Starbucks outlets in Coimbatore.
- It uses both qualitative and quantitative approaches to ensure a comprehensive understanding of the topic.

### SAMPLE

In a research project, a sample refers to a subset of individuals, cases, or data points selected from a larger population, known as the target population. The sample is used to represent the characteristics, behaviours, or attitudes of the target population.

### SAMPLING DESIGN

Sampling design refers to the framework, plan, or strategy used to select a subset of individuals or units from a larger population for a study. It determines how, when, and from whom data will be collected to ensure that the sample accurately represents the population being studied.

### SAMPLE SIZE

Sample size refers to the number of individuals or units selected from a population to participate in a study. It determines how much data is collected and influences the accuracy and reliability of research findings. A sample size of this study is a minimum of **125** Starbucks customers.

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## DATA COLLECTION

The researcher used the primary data and the secondary data to collect the details from the respondents,

### PRIMARY DATA

- Survey questionnaire: Distributed to Starbucks customers to assess their satisfaction levels concerning quality control practices.
- Observation: If feasible, observational data on store hygiene, service consistency and product quality will be recorded.

### SECONDARY DATA

- Starbucks official reports on quality management.
- Existing research papers on customer satisfaction in the food and beverage industry.
- Online customer reviews and feedback for Starbucks in Coimbatore.

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## TOOLS USED FOR ANALYSIS

### 1.SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is a statistical method used to analyse and interpret survey responses in terms of percentages. It helps to present data in a clear and concise manner, making it easier to identify trends and patterns.

The formula used for percentage calculation:

$$\text{Percentage} = \left\{ \frac{\text{Frequency of responses}}{\text{Total responses}} \right\} \times 100$$

### 2.CHI-SQUARE TEST

The chi-square ( $\chi^2$ ) test is a statistical method used to examine relationships between categorical variables, essentially determining if observed frequencies deviate significantly from expected frequencies. It operates by comparing the actual counts of data within different categories (observed frequencies) to the counts that would be expected if the variables were completely independent of each other.

$$\chi^2 = \sum E(O-E)^2$$

Where:

**O** = Observed frequency

E = Expected frequency

### 3. CORRELATION ANALYSIS

Correlation analysis is a statistical technique that explores the degree to which two or more variables fluctuate in relation to each other. It quantifies the strength and direction of a linear relationship, indicating whether variables tend to increase or decrease together, or if they move in opposite directions.

### 4. ANOVA TABLE

The ANOVA table is a compact summary of an Analysis of Variance test, designed to quickly assess differences between group means. It breaks down the total variability of data into components attributable to different sources, primarily "between groups" and "within groups." By presenting the F-statistic and its associated p-value, the table enables researchers to determine if observed differences in group means are statistically significant, essentially indicating whether those differences are likely due to genuine effects or random chance.

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## FINDINGS

- Majority (54.8%) of the respondents are female.
- Majority (85.7%) of the respondents belong to the age group of 18-24 years.
- Majority (67.5%) of the respondents hold a Bachelor's degree.
- Majority (58.7%) of the respondents are from urban areas.
- Most (42.9%) of the respondents have a monthly salary below ₹10,000.
- Majority (89.7%) of the respondents are single.
- Majority (59.5%) of the respondents visit Starbucks rarely.
- Majority (59.5%) of the respondents purchase coffee/espresso drinks at Starbucks.
- Majority (52.4%) of the respondents rated the overall product quality as good.
- Most (42.9%) of the respondents are satisfied with issue resolution at Starbucks.
- Majority (60.3%) of the respondents believe that Starbucks considers customer feedback.
- Majority (62.7%) of the respondents believe that Starbucks' quality control procedures are effective.
- Most (30.2%) of the respondents suggest improving customer service to enhance customer satisfaction.
- Majority (50.8%) of the respondents believe that Starbucks' product quality is better compared to its competitors.
- Most (37.3%) of the respondents believe that Starbucks beverages are always consistent.
- Most (42.9%) of the respondents are likely to recommend Starbucks.
- Majority (56.3%) of the respondents agree that employee training improves service quality at Starbucks.
- Most (47.6%) of the respondents are likely to return to Starbucks.
- Most (47.6%) of the respondents believe that high-quality standards somewhat impact customer satisfaction.
- Most (39.7%) of the respondents rated their overall customer satisfaction at Starbucks as 4.
- There is a significant relationship between age group and perception of customer feedback consideration.
- There is no significant relationship between age group and frequency of starbucks visits
- There is a significant correlation between employee training and service quality and effectiveness of quality control procedures
- There is a significant correlation between consistency of starbucks beverages and likelihood of returning to starbucks
- There is no significant association between age group and overall Customer Satisfaction Rating
- There is no significant association between educational qualification and perception of customer feedback consideration

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## SUGGESTIONS

1. Starbucks should focus on strategies to convert rare visitors into frequent customers.

2. Expanding the variety of coffee/espresso drinks may attract more customers.
3. Continuous efforts to enhance product quality will help maintain customer trust.
4. Strengthening issue resolution mechanisms can improve customer satisfaction.
5. Starbucks should actively communicate how customer feedback is implemented.
6. Maintaining rigorous quality control procedures will ensure consistent standards.
7. Investing in employee training can further improve service quality.
8. Enhancing customer service can significantly boost customer satisfaction.
9. Starbucks should work on achieving more consistency in beverage taste and presentation.
10. Encouraging satisfied customers to share their experiences can improve brand advocacy.
11. Competitive benchmarking should be done to ensure Starbucks remains ahead of competitors.
12. Implementing a personalized loyalty program can encourage repeat visits.
13. Promoting quality assurance measures transparently can build stronger customer confidence.
14. Starbucks should regularly assess changing customer preferences through surveys.
15. Age-based marketing strategies can be refined based on consumer perception trends.

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## CONCLUSION

The study on the impact of quality methods and customer satisfaction in Starbucks, Coimbatore, has provided valuable insights into consumer preferences, perceptions, and areas for improvement. The findings highlight that while Starbucks enjoys a strong reputation for product quality, there are specific areas where enhancements can further elevate customer satisfaction and loyalty. The research confirms that Starbucks remains a popular choice for coffee enthusiasts, with most customers purchasing coffee and espresso-based drinks. The overall product quality has been positively rated by customers, indicating that Starbucks maintains high standards.

Customer feedback plays a crucial role in shaping Starbucks' quality management, and the study finds that a majority of respondents believe their feedback is taken seriously. This demonstrates the company's commitment to continuous improvement. Additionally, the effectiveness of quality control procedures has been recognized, reinforcing Starbucks' reputation for maintaining high operational standards. Employee training also emerges as a key factor contributing to service quality, with a strong correlation observed between training programs and the perceived effectiveness of quality control measures. This underscores the importance of ongoing employee development in ensuring consistency in service delivery.

In conclusion, Starbucks in Coimbatore enjoys a favorable brand perception driven by product quality, feedback mechanisms, and effective quality control. However, areas such as customer service, consistency in beverages, and targeted marketing strategies should be prioritized for improvement. By leveraging insights from this study, Starbucks can refine its quality management approach and enhance customer satisfaction, leading to increased loyalty and long-term success in the competitive café industry.