ABSTRACT

SURVEY OF CUSTOMER SATISFACTION IN FORMULATING A STRATEGY FOR CUSTOMERS' LOYALTY AT WIRSKOPI 1.0

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This study aims to find out the factors that form the customers' loyalty through a survey of customer satisfaction and to recommend an appropriate loyalty strategy to maintain the customers' loyalty at Wirskopi 1.0 *in* Makassar.

This study applied a descriptive qualitative method. The data were collected through giving questionnaires to the customers, so it can dig deeply into the customers' perceptions, experiences, and hopes to recommend a strategy in maintaining the loyalty of Wirskopi's *customers.*

The result shows that consistency in product quality, the comfortable atmosphere of the cafe, friendly servers, and a competitive price are the factors that make the customers loyal to Wirskopi *1.0. However, this study also finds that the customers expect periodic menu innovation, enhancement of supporting facilities, and development of a loyalty program, as well as special promotions. These findings emphasize that customer satisfaction should be measured and followed up with sustainable innovations and improvements to maintain customer loyalty amid the increasingly intense competition in the cafe industry.*

Keywords: *Customer Satisfaction, Customer Loyalty, Loyalty Strategy*

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