## *ABSTRACT*

***DEVELOPING CUSTOMER LOYALTY THROUGH MEMBERSHIP PROGRAM AT* TEMPAT MERAKI *COFFEE SHOP***

*Author* : Siti Nurhalizah Teransyah
*Supervisor* : Nuraeni Sayuti

*This study aims to analyze the development of customer loyalty through the membership program at* Tempat Meraki *Coffee Shop. The membership program used is in the form of a physical card (member card) with a stamp system that can be exchanged for free drinks. The main focus of this study is to find out how membership programs are able to increase customer loyalty, both in terms of the frequency of visits, emotional attachment, and the effect of recommendations from customers to their environment.*

*This study applied a qualitative method with a descriptive approach. The data were obtained through in-depth interviews with owners, staff, and customers, as well as through direct observation of the implementation of the membership program. In addition, documentation in the form of photos, internal records, and data on the frequency of visits was also used as a supporting source. Data analysis was carried out by reduction, presentation, and conclusion drawing techniques through thematic analysis that connected the field findings with customer loyalty theory according to Oliver (1999) and relational marketing concepts according to Kotler.*

*The results of the study show that membership programs have a significant impact on increasing customer loyalty. Before the program, the average frequency of customer visits was only 1–2 times per week, but after the program, it increased to 2–4 times per week. The program also manages to create effective loyalty and action, where customers not only return repeatedly, but also recommend the shop to their friends. In addition, customers feel emotional closeness and appreciation from the coffee shop, which strengthens the relational bond and brand image of* Tempat Meraki *Coffee Shop.*



*Keywords:* *Customer Loyalty Membership, Relational Marketing, Coffee Shop, Loyalty Action.*


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