

ABSTRACT

Loyalty Program is one of the strategies of a company which is the development and implementation of the Customer Relationship Management (CRM) process. Indihome as a service provider company creates a Loyalty Program that aims to help companies increase value in accommodating customer satisfaction and loyalty, where this program is intended for High Value Customers or Indihome priority customers. This study aims to determine how much influence the Indihome product Loyalty Program has on customer loyalty.

This research is research using quantitative methods. The population in this study was laneiracoffee, so the sampling technique used in this research was nonprobability sampling with a sample of 100 respondents. The data collection method was carried out by conducting a questionnaire. Data processing in this research will be analyzed using Descriptive Analysis, Classical Assumption Testing, and Hypothesis Testing.

Based on consumer perceptions regarding the Membership Program at La Neira, it received a score of 84.20%, which is categorized as very good, so consumers' buying interest in Laneira coffee Premium is very good. The statement that received the highest percentage was "I would happily recommend Laneira products to friends" with a percentage value of 90%.

Based on the results of the analysis of 100 respondents, a simple linear regression equation was obtained, namely: $Y = 2.492 + 0.562x$ from descriptive analysis and according to consumer perception the variable (X) Membership Program is good and the variable (Y) Customer Loyalty is also very good. For the coefficient of determination results, the result was 0.691 or 69.1%, which indicates that the membership program has a simultaneous effect on Customer Loyalty of 69.1%, while the remaining 40.9% is influenced by other variables not examined in this research.

KeyWord: Loyalty Program and Customer Loyalty