

ABSTRACT

This research is motivated by the phenomenon that occurs today, where the global tourism sector continues to increase. The development of the tourism sector will certainly affect the socio-economic growth, which in the economic sector raises business opportunities with good prospects, as well as supporting the facilities and infrastructure of the tourism sector. One aspect that can support it is Cafe, where more specifically, the Cafe is classified into Coffee Shop. In this research, the object of research is Starbucks Trans Studio Mall Bandung.

Starbucks is one of the leading international Cafe. As Cafe is widely known by the global community, of course, various strategies applied by Starbucks in the face of competition, one with the implementation of customer relationship management.

Customer relationship management as the process of managing detailed information on individual customer touch points to maximize customer loyalty. There are three strategies that can support the implementation of the program, namely: financial benefits, social benefits, and structural ties. While customer loyalty is an in-depth commitment to repeat purchase even though the future situation is changing and potentially affect behavior change. To test the implementation of the program and its impact on loyalty, then tested.

This study uses a quantitative approach where the number of population sampled as many as 100 respondents with non-probability sampling method. The data in this research is obtained through the spreading of questionnaires and analyzed by using simple linear regression analysis using SPSS program version 23. The result of research shows that customer relationship management has significant influence to customer loyalty which is 79,5%, while the rest 20,5% is influenced by other factors are not mentioned in this study.

Keyword: Customer Relationship Management, Consumer Loyalty