

ABSTRACT

This study discusses the impact of the Covid-19 pandemi in Work Coffee in sustaining customer loyalty. The object under study is in the Work Coffee, Sumur Bandung District, Bandung City. The Work Coffee has a strategic place and the beauty of the building is extraordinary, it is a special attraction for consumers who come. With the number of consumers increasing every year, it has an impact on customer loyalty. The purpose of this study is to understand the efforts of Work Coffee to maintain customer loyaltyat the Covid-19 pandemi mass. This study used a qualitative method presented descriptively and the data collection techniques used were observations, interviews, and documentation studies as research samples. The results showed that maintaining customer loyalty has a positive impact on Work Coffee bandung, there is a protocol that is applied by the Work Coffee to break the chain of spreading the Covid-19 virus. While the negative impact can be seen from the decrease in guest capacity because it is limited by the government, and also the reduced operating hours of the Work Coffee Bandung.

Keywords: Impact of the Covid-19 Pandemi, Work Coffee Bandung, customer loyalty