

## ABSTRACT

*Competition in coffee shops is increasing. The current business competition is very tight, Aerotiva coffee shops require a variety of fast information and accurate analytical methods. In order to retain its customers, Aerotiva coffee shop is one of the coffee shops engaged in the culinary field that offers research beverage and food products with advanced technology and competitive costs. How to find out whether an Aerotiva coffee shop has loyal customers (customer loyalty) or not, by using the Net Promoters Score (NPS) measurement. The Net Promoters Score (NPS) is a score whose results reflect customer loyalty, the NPS number scale starts from 100 to 100. The purpose of this study is to measure customer loyalty to product users at Aerotiva coffee shops.*

*This study uses quantitative research methods and the instrument used is a questionnaire using the CATI method. The sampling technique used was purposive sampling with the consideration that the respondents were Product Users at the Aerotiva Coffee Shop in Cirebon. because the population used is known, the sample in this study was 30 respondents. Data analysis using the Net Promoter Score (NPS) approach, NPS itself is a customer loyalty measurement method developed by Fred Reichheld. Very loyal category is indicated by NPS value  $> 50$ , Loyal with NPS value  $= 0 - 50$ , disloyal with NPS value  $< 0$*

*The results of this study indicate that Aerotiva will increase Customer Loyalty and its products are better known to the surrounding community, that Aerotiva Coffee Shop is in urban areas. Aerotiva wants to create new products so that customers don't get bored easily with existing products.*

**Keywords:** *customer loyalty, product*