

ABSTRACT

The increasing consumption of coffee in Indonesia makes businesspeople try to create innovation by establishing a coffee shop with decorations and facilities that can provide customer satisfaction. In addition, each company creates a loyalty program in the form of a member card that provides benefits and privileges in making transactions. This study aims to determine the effect of using member cards and customer satisfaction on customer loyalty. The research method used through descriptive and quantitative approaches with data collection techniques through online questionnaires through social media obtained as many as 244 respondents. The sampling technique uses non-probability sampling with the incidental method. This study uses SMARTPLS version 3.2.9 software in processing data. The results of this study indicate that member cards have a significant positive influence on customer satisfaction and member cards also have a significant positive influence on customer loyalty and customer satisfaction has a significant positive effect on customer loyalty.

Keywords: *Member card; customer satisfaction; customer loyalty; coffee shop*