

ABSTRACT

The high level of competition in the Food and Beverage (F&B) sector can negatively impact customer loyalty, as customers have many alternative options when choosing a place to purchase similar products. One of the Micro, Small, and Medium Enterprises (MSMEs) in the Bandung region engaged in the F&B industry is Mirukiway, located in Sukapura, Bandung Regency. This study aims to propose the designing of a customer relationship management program for Mirukiway to enhance the management of customer relationships, resulting in increased customer loyalty. Consequently, Mirukiway can encourage customers to choose it as their primary choice for satisfying their trendy beverage needs.

The research method used is qualitative descriptive, with data obtained from informants explained and detailed through data collection techniques such as observation, interviews, and documentation. In the research process, the author designs the customer relationship management program.

Based on the research findings, it is evident that the design and implementation of customer relationship management at Mirukiway, through the loyalty program, successfully increased customer retention, satisfaction, and purchasing power. However, there are some negative impacts resulting from the loyalty program that need to focus on, including reduced service effectiveness and challenges in managing customer data.

Keywords : customer relationship management, customer loyalty