

## ABSTRACT

*Customer loyalty is one of the crucial things that needs to be managed by the company. Customers will turn to competing products if the company is not able to manage customer loyalty well in the midst of high competition. Customer loyalty can be used to measure the level of customer loyalty to the company. Therefore, it is necessary to do a grouping to find out the level of customer loyalty in order to determine a good marketing strategy. The emergence of similar new companies or competitors directly or indirectly as new competitors demands to survive and continue to grow by taking strategic approaches and planning, therefore Aiola Eatery implements several loyalty programs in retaining consumers and still chooses Aiola Eatery over other competitors. This type of research uses quantitative with descriptive methods. For sampling techniques using Nonprobability Sampling and Purposive Sampling. The population in this study is consumers of Aiola Eatery Surabaya. For data collection, this study used a questionnaire method. Data analysis techniques using descriptive analysis using IBM Statistic 27.*

*The results showed that the statements given to respondents proved valid by using significantly less than (0.05) and the calculated value was greater than the table R (0.195). Data reliability has a value of 0.932 over 0.60. The loyalty program that has been implemented by Aiola Eatery has proven to be acceptable to consumers by looking at the overall percentage results on the continuum line, which is 88,63% in the good category.*

***Keywords: Loyalty Program, Repeat Purchase, Retention, and Referrals***