

## **ABSTRACT**

*The phenomenon of many foreign food and beverage products entering Indonesia every year makes people more aware of the food they will consume. Along with the existing developments, the Muslim population in Indonesia is growing. The potential of the halal product industry is certainly getting bigger and wider along with the large Muslim population in Indonesia. with store performance. The strategy needed is to create a loyalty program. The loyalty program that will be designed is application-based. The existence of a loyalty program carried out by the company, it is hoped that the company can maintain and increase customer loyalty. Therefore, PT Halal Digital Internasional realizes the importance of increasing and maintaining customer loyalty. This then becomes an interesting thing to be studied further for research on "Designing an Application-Based Customer Loyalty Program for Customers of PT Halal Digital International in 2024". With the hope of knowing the extent of the influence of the customer loyalty program that will be designed. So that it can be a measurement and evaluation of the increase in sales of PT Halal Digital International in the future. This research focuses on customer relationship management at PT Halal Digital Internasional. The purpose of this research is to find out the design of an application-based Customer Loyalty program at PT Halal Digital International. The research method used in this research is a qualitative research method where researchers will conduct research directly by following daily marketing activities. The data used in this study were obtained through direct observation, interviews with informants, documentation and also triangulation. Based on the results of the research, it can be seen that the results of designing customer relationship management at PT Halal Digital International through a loyalty program have succeeded in increasing customer retention, satisfaction, and purchasing power. However, there are some negative impacts caused by the loyalty program that need to be considered, including a decrease in service effectiveness and challenges in managing customer data.*

*Keywords : Customer Relationship Management, Customer Loyalty*