

ABSTRACT

Juu Kyuu Coffee has experienced rapid growth in sales due to the innovations offered, which have successfully attracted customers to make purchases. However, customers do not yet demonstrate strong loyalty, as seen from their relatively low resistance to switching to other products. The company has implemented a membership program to manage customer relationships, but its influence on customer loyalty remains uncertain due to inconsistent findings in previous studies.

This research aims to examine the influence of the membership program on customer loyalty at Juu Kyuu Coffee Bekasi. Data collection was conducted by distributing questionnaires to all Juu Kyuu Coffee members using an accidental sampling technique.

The results show that *value equity* within the membership program variable and *referral* within the customer loyalty variable received the lowest ratings from respondents. Moreover, the membership program has a significant effect on customer loyalty at Juu Kyuu Coffee. However, the program is not sufficient to fully explain customer loyalty.

The contribution of this study is to provide additional insights regarding customer assessments of the membership program at Juu Kyuu Coffee, the level of customer loyalty, and the influence of the membership program on loyalty—using Juu Kyuu Coffee Bekasi as a case study.

Therefore, future research is recommended to investigate other variables beyond the membership program that may explain customer loyalty, particularly at other companies such as Juu Kyuu Coffee, to evaluate the consistency of the membership program's effect on loyalty. Juu Kyuu Coffee is also encouraged to enhance *value equity* by providing exclusive rooms or facilities for members.

Keywords: customer loyalty, membership program, referral, value equity