

## ABSTRAK

Loyalitas pelanggan merupakan kunci keberlangsungan perusahaan, terutama dalam industri yang kompetitif seperti *coffee shop*. Penelitian ini berfokus pada Belikopi, sebuah *coffee shop* lokal yang telah berkembang pesat sejak berdiri pada 2019. Dengan meningkatnya persaingan di pasar, penting bagi Belikopi untuk menerapkan strategi *Customer Relationship Management* (CRM) guna mempertahankan loyalitas pelanggan. Melalui pendekatan CRM Scorecard, penelitian ini menganalisis empat perspektif: *Customer Value*, *Customer Satisfaction*, *Customer Interaction*, dan *Customer Knowledge*. Hasil penelitian menunjukkan bahwa semua faktor tersebut memiliki pengaruh signifikan terhadap loyalitas pelanggan, dengan nilai signifikansi masing-masing: *Customer Value* (sig. 0,003), *Customer Satisfaction* (sig. 0,010), *Customer Interaction* (sig. 0,001), dan *Customer Knowledge* (sig. 0,001). Dan juga dari hasil pengukuran loyalitas pelanggan Belikopi dengan menggunakan NPS didapatkan hasil 63% yang dimana hasil tersebut dapat dikatakan loyal atau direkomendasikan. Penelitian ini menerima hipotesis yang diajukan, dan menunjukkan bahwa Belikopi telah melaksanakan manajemen hubungan pelanggan dengan baik, sesuai dengan tujuan utama CRM untuk meningkatkan loyalitas pelanggan.

**Kata kunci :** *Customer Relationship Management*, Loyalitas Pelanggan, Belikopi, CRM Scorecard

## **ABSTRACT**

Customer loyalty is the key to the company's sustainability, especially in a competitive industry such as coffee shops. This research focuses on Belikopi, a local coffee shop that has grown rapidly since its establishment in 2019. With increasing competition in the market, it is important for Belikopi to implement a Customer Relationship Management (CRM) strategy to maintain customer loyalty. Through the CRM Scorecard approach, this study analyzes four perspectives: Customer Value, Customer Satisfaction, Customer Interaction, and Customer Knowledge. The results showed that all of these factors had a significant influence on customer loyalty, with their respective significance values: Customer Value (sig. 0.003), Customer Satisfaction (sig. 0.010), Customer Interaction (sig. 0.001), and Customer Knowledge (sig. 0.001). And also from the results of measuring Belikopi customer loyalty using NPS, a result of 63% was obtained, where the result can be said to be loyal or recommended. This study accepts the hypothesis proposed, and shows that Belikopi has implemented customer relationship management well, in accordance with the main goal of CRM to increase customer loyalty.

**Keywords:** Customer Relationship Management, Customer Loyalty, Belikopi, CRM Scorecard