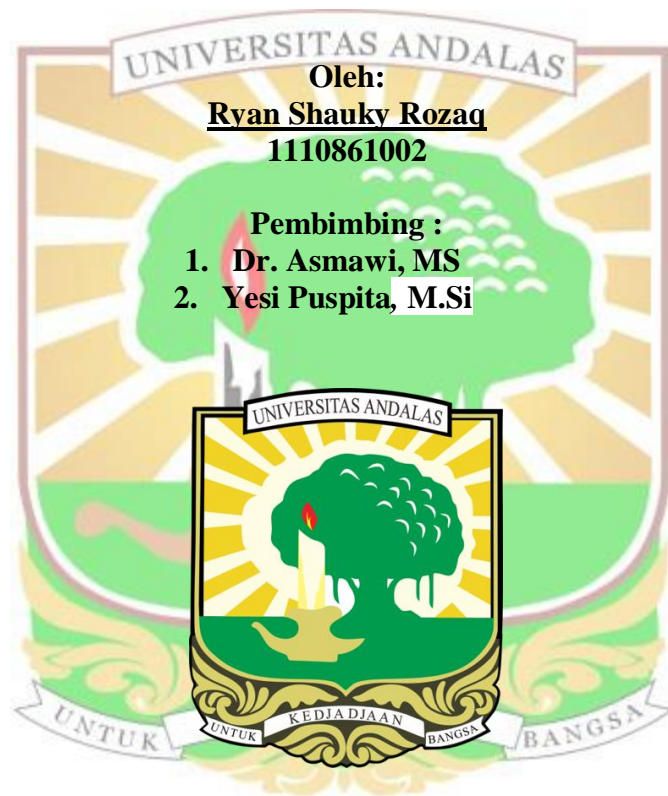


**ANALISIS *CUSTOMER RELATION* KEDAI KOPI RIMBUN *ESPRESSO*  
*BREW AND BAR* DALAM MENINGKATKAN LOYALITAS PELANGGAN**

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## ABSTRAK

### **Analisis *Customer Relation* Kedai Kopi Rimbun *Espresso Brew and Bar* Dalam Meningkatkan Loyalitas Pelanggan**

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Semakin menjamurnya gerai kopi di Indonesia memperlihatkan bisnis ini cukup menjanjikan. Persaingan ketat antara perusahaan membuat para pelaku bisnis terus melakukan inovasi baru dan berani tampil beda dari pesaingnya. Hal ini dilakukan untuk mendapatkan pelanggan, mempertahankan pelanggan dan menciptakan loyalitas pelanggan. Tujuan dari penelitian ini adalah Mengetahui bagaimana upaya *customer relation* kedai kopi Rimbun *Espresso Brew and Bar* dalam meningkatkan loyalitas pelanggan.

Penelitian ini menggunakan metode kualitatif dengan rancangan studi kasus dan penelitian lapangan. Data penelitian diperoleh dengan melakukan wawancara dan dokumentasi.

Hasil penelitian memperlihatkan bahwa, proses penerapan *Customer Relationship Management (CRM)* yang dilakukan oleh Rimbun *Espresso Brew and Bar* sesuai dengan teori proses CRM yang dikemukakan oleh Lukas (2001:116) seperti: Identifikasi, differensiasi, interaksi, personalisasi. selain itu ada 3 program yang dijalankan oleh Rimbun *Espresso Brew and Bar* untuk mempertahankan pelanggan yaitu terdiri dari pemasaran berkelanjutan (*continuity marketing*), pemasaran individual (*one to one marketing*) dan hubungan kemitraan (*partnering program*). Penerapan program program CRM yang dilakukan Rimbun *Espresso Brew and Bar* berdampak terhadap peningkatan loyalitas pelanggan yang dibuktikan oleh peningkatan penjualan kopi.

***Kata kunci: CRM, Loyalitas Pelanggan, continuity marketing, one to one marketing, one to one marketing, Rimbun Espresso Brew and Bar***

## ABSTRACT

### **Analysis of Rimbun Espresso Brew and Bar's Customer Relation In- accordance to Increasing Customer Loyalty**

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*With the popularity of coffee increasing in Indonesia, shows great promise for the coffee business. Strong competition between businesses drives business owners to become more innovative and bold in order to be different compared to their competition. This is important in order to gain customers, keep their customers, and create loyal customers. The aim of this research is to discover the efforts conducted by the Customer Relations division in Rimbun Espresso Brew and Bar in order to increase the loyalty of their customers.*

*This research utilizes the Qualitative Method equipped with the case study design and direct research, while, data is gathered through interviews and documentation.*

*The results of this research shows that, the Customer Relationship Management (CRM) processes conducted by the Rimbun Espresso Brew and Bar Team is done as theorized in the CRM Theory written by Lukas (2001:116), which is: Identification, Differentiation, Interaction, and Personalization. Apart from this, there are also 3 programs that are initiated by the Rimbun Espresso Brew and Bar team in order to keep their customers, which are the: Continuity Marketing, one to one marketing, and partnering programs. The application of the CRM programs impacts the increase of loyal customers that is proven through the increase of coffee sales.*

***Keywords: CRM, Customer Loyalty, Continuity Marketing, one to one marketing, Rimbun Espresso Brew and Bar.***