

ABSTRACT

Loyalty has an important role for the sake of growth in a company, especially in the competitive coffee industry nowadays. The company implements variety of marketing communications strategy to promote their products and services in order to maintain their customers in using products and services with the result that to creat a customer loyalty behavior. Starbucks Coffee Indonesia creat a loyalty reward program that is packed into the form of a Starbucks Card to retain customers. This research is conducted to examine the influence of the marketing communication strategy of Starbucks Card toward customer loyalty in college student in Bandung. This research's sampling technique uses non-probability sampling due to the lack of secondary data specifying exactly the number of consumers who use the Starbucks Card so the sample sizes are 105 respondents. Based on the results of data processing, it can be seen that the sub-variables that have the most positive effect on customer loyalty are sales promotion, personal selling, direct marketing and marketing via the internet which are among good categories. Marketing communications strategy that has been done by Starbucks Coffee to increase consumer loyalty in using Starbucks Card has gone well and has a good response by the users so the suggestion that can be given is to retain it in order to maintain loyal customers and to attract new customers.

Keywords: Consumer Loyalty, Marketing Communications Strategy, Starbucks Card.