

ABSTRACT

Interpersonal communication plays an important role in everyday human life. This form of communication is often referred to as a basic soft skill that must be possessed, because it can support one's life in various ways such as relationships with other humans, the world of education and the world of work (Supardan, 2008). This research was conducted at the Siliwangi Coffee Shop located in the city of Bandung. The number of coffee shops in big cities makes competition in this business even tighter. Good interpersonal communication between baristas as coffee shop workers and customers must be carried out as effectively as possible, because five aspects of the effectiveness of interpersonal communication with a humanistic approach can change one's attitudes and behavior (De Vito, 1997), in this research is to increase customer loyalty. So this research was conducted to determine the effectiveness of interpersonal communication by baristas and customers in increasing customer loyalty. This study uses qualitative methods by conducting in-depth interviews, observation and documentation. Data analysis was performed by data reduction, data presentation and conclusion drawing. Based on the results of the study it can be seen that the two baristas have most aspects of the effectiveness of interpersonal communication. Indra Hadiwibowo as a barista as well as a Head Bar, has four of the five aspects of openness, support, positivity and equality, except empathy. Muhammad Helmi Rahmansyah as a barista, has three of the five aspects of openness, positivity and equality, except empathy and support.

Keywords: Interpersonal Communication, Effectiveness of Interpersonal Communication, Coffee Shops, Customer Loyalty