

ABSTRACT

This research examines how Bahagia Kopi maintains customer loyalty during the COVID-19 Pandemic and customer responses to the efforts given. In this case, the service is the main reason guests decide to return. The COVID-19 pandemic has a major impact on the world, especially in the field of services, such as Bahagia Kopi which offers food and drink services. Of course, the services provided must comply with health protocols. Methods of data collection using documentation, observation and interviews. The data obtained were then analyzed and presented descriptively. The research results show (results). The results of this study are expected to provide knowledge in the development of knowledge related to efforts to maintain customer loyalty during the COVID-19 Pandemic.

Keywords: Bahagia Kopi, Pandemic COVID -19, effort, Customer Loyalty