ABSTRACT

Loyalty Program is one of the strategies of a company which is the development and implementation of the Customer Relationship Management (CRM) process. Indihome as a service provider company creates a Loyalty Program that aims to help companies increase value in accommodating customer satisfaction and loyalty, where this program is intended for High Value Customers or Indihome priority customers. This study aims to determine how much influence the Indihome product Loyalty Program has on customer loyalty.

This research is a descriptive study using a quantitative approach method. The population in this study are customers or HVC (High Value Customer) Indihome Bandung and it is known exactly how many of these priority customers are, so the sampling technique used in this research is to use probability sampling with a sample of 400 respondents using a Likert measurement scale. 5 points. The method of data collection is done by conducting a questionnaire. The data processing in this study was carried out with a simple linear regression analysis technique using a partial hypothesis test or T test.

Based on the results of this research analysis shows that customers have a very good response to the Loyalty Program offered with an average percentage of 87.63%. And the response of respondents regarding Customer Loyalty has a very good response with an average percentage of 87.55%. And the number of figures regarding the influence of the Loyalty Program on Customer Loyalty is 68.8%.

Keywords: Loyalty Program and Customer Loyalty