

## **ABSTRACT**

*Business competition in the coffee shop industry is getting tougher, and companies are now expected to give their best to maintain and increase customer satisfaction and loyalty. a strategy that can be implemented by companies is Customer Relationship Management (CRM), which involves customer loyalty programs and customer service improvement. Coffee Toffee has implemented several loyalty programs such as Web Coffee Toffee and a point system with various advantages, but there are still deficiencies that need to be considered regarding the web and points system owned by Coffee Toffee.*

*This study aims to find and analyze the effect of Customer Relationship Management (CRM) on customer satisfaction and customer loyalty of Coffee Toffee customers at the Surapati Bandung branch.*

*The method used in this research is a quantitative approach and is a type of causal research. The sampling method used in this study is non-probability. The number of samples used in this study were 180 samples of Coffee Toffee customers at the Surapati branch who live in the city of Bandung. The primary data used in this study were collected through the results of a questionnaire using the Google Form format and then processed using the SmartPLS software version 3.2.9 Secondary material for this study came from literature reviews, books, journals, articles, websites, and previous research and Coffee Toffee Management. Surapati Bandung branch. In this test testing the outer model, inner model, and using bootstrapping to test the hypothesis.*

*Based on the results of data analysis, it is concluded that Customer Relationship Management has a significant positive effect on Customer Satisfaction, Customer Satisfaction has a significant positive effect on customer loyalty, and Customer Relationship Management has a significant positive effect on customer loyalty*

**Key Words:** *Customer Relationship Management, Customer Satisfaction, Customer Loyalty*