

ABSTRACT

The food and beverage industry has undergone a significant transformation with the adoption of digital technology to meet customer needs. The customer membership system has become an important strategy to increase customer loyalty through a shared services approach. However, evaluating the effectiveness of this system still requires further research. This study aims to analyze the level of usability of the customer membership system using the System Usability Scale (SUS) in the CAATIS Food & Beverage Group business. The SUS method was chosen because of its simplicity in measuring the usability of various systems. This study provides insights for stakeholders to improve customer membership strategies and set standards for system evaluation in complex business environments. The results of this study indicate that the customer membership system has a very good level of usability with a score of 84,2 which is in the "Excellent" category, providing significant benefits for businesses in increasing customer loyalty.

Kata Kunci: *Customer Membership, System Usability Scale, Food & Beverage Group*