

**PENGARUH *CUSTOMER RELATIONS* BARISTA  
TERHADAP LOYALITAS PELANGGAN STARBUCKS  
PONDOK INDAH MALL**

**NUR AJI LUTHFI PRAKOSO**

**Abstrak**

Di tengah persaingan bisnis *coffee shop*, pengusaha *coffee shop* harus bisa bertahan dalam bersaing dan mampu untuk mendekati diri kepada konsumen sehingga terbentuk loyalitas pelanggan. Layanan merupakan hal terpenting dalam menjaga loyalitas pelanggan. Starbucks memiliki Barista sebagai *frontliner*-nya dalam melakukan *customer relations* untuk menjaga hubungan dengan pelanggannya melalui kualitas dan pelayanannya. Penelitian ini bertujuan untuk mengukur seberapa besar *customer relations* berpengaruh terhadap loyalitas pelanggan Starbucks Pondok Indah Mall. Survei dilakukan kepada pelanggan dari Starbucks Pondok Indah Mall yang memiliki Starbucks Card dengan menyebarkan kuesioner kepada sampel yang didapatkan berdasarkan teknik *accidental sampling*. *Customer Relations* diukur berdasarkan indikator-indikator yang ada pada *Customer Relations* seperti interaksi, penyampaian informasi, kualitas, pelayanan, dan nilai. Loyalitas Pelanggan juga diukur berdasarkan indikator-indikator dari Loyalitas Pelanggan seperti pembelian teratur, merekomendasikan produk, serta menunjukkan kekebalan terhadap daya tarik pesaing. Hasil menunjukkan bahwa *customer relations* yang dilakukan oleh Barista Starbucks berpengaruh sebesar 55,3% terhadap loyalitas pelanggan Starbucks Pondok Indah Mall. Disarankan agar Starbucks dapat memberikan lebih banyak promo yang dapat memudahkan atau memberikan keuntungan bagi pelanggan.

**Kata Kunci:** *Customer Relations*, Barista, Loyalitas Pelanggan, Starbucks.

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TERHADAP LOYALITAS PELANGGAN STARBUCKS  
PONDOK INDAH MALL  
THE IMPACT OF BARISTA'S *CUSTOMER RELATIONS*  
TOWARDS STARBUCKS PONDOK INDAH MALL  
*CUSTOMER LOYALTY***

**NUR AJI LUTHFI PRAKOSO**

*Abstract*

*In the middle of business competition between coffee shop owners, one must be able to survive in this competition and to be able to get closer to the customer to reach customer loyalty. Services are one of the most important aspects on building customer loyalty. Starbucks through their Barista as the front liner has done a lot of customer relations in order to maintain good relations with the customer. This research is done on the purpose to measure how much customer relations make an impact on customer loyalty in Starbucks Pondok Indah Mall. This research uses survei as a method to gain data by sending out questionnaire to the customers of Starbucks who owns a Starbucks Card and the samples of this research were obtained through accidental sampling technique. Customer Relations and Customer Loyalty were measured by its indicator such as interactions, services, quality, price, for Customer Relations, and making regular repeat purchases, purchases across product and services line, refers to other, and demonstrate immunity to the full of competition for Customer Loyalty. Through this research, writer has obtained the results that customer relations has an impact of 55.3% on customer loyalty. Writer suggests to make more promotional program in order to give more benefit to the customer since most of them are students.*

**Keyword** : *Customer Relations, Barista, Customer Loyalty, Starbucks.*