

ABSTRACT

Competition is common in business competition, because business can be interpreted as a competition for profit, therefore every businessman is expected to have a strategy to be able to win the competition that occurs in the market. Strategies to increase the laundry business such as providing promotions through social media to attract the attention of potential customers. Of course, more and more strategies are implemented and can definitely provide opportunities for laundry owners to win the competition in the laundry business.

Customer loyalty is a form of customer commitment to continue to subscribe or repurchase selected products/services consistently in the future, even though situational influences and marketing efforts have the potential to cause changes in customer behavior. Customer loyalty has an important role in a company, namely maintaining them means improving financial performance and maintaining the company's survival.

This study uses a quantitative approach method. The technique used is nonprobability sampling. The technique taken from nonprobability sampling is a purposive sampling technique, which is a sampling technique with a certain mindset. The researcher used a purposive sampling technique because not all of the criteria selected by the author were found in the selected sample. The sampling criteria in this study were Laundry Express customers. Data analysis using the Net Promoter Score (NPS) approach, NPS itself is a customer loyalty measurement method developed by Fred Reichheld. With a very loyal category addressed with a value of $NPS < 0$.

Keywords: *Customer Loyalty, NPS, Laundry Express*