

ABSTRACT

This study aims to evaluate the influence of membership programs and customer experience on customer satisfaction at Tomoro Coffee Bandung in 2025. The research is driven by the rising trend of coffee consumption among urban youth, which intensifies competition in the coffee shop industry. To remain competitive, businesses must implement value-added strategies through superior customer experiences and effective loyalty programs. A quantitative approach was employed using a survey method involving 101 respondents. Data analysis was conducted using IBM SPSS Statistics version 26, encompassing validity and reliability testing, classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination (R^2). The findings reveal that both membership and customer experience have a significant simultaneous influence on customer satisfaction, evidenced by an F-test significance value of 0.000 and an R^2 value of 0.610. Partially, the membership variable significantly affects customer satisfaction (significance = 0.002; t-value = 3.234), while customer experience shows a more dominant influence (significance = 0.000; t-value = 6.250). These results confirm that delivering consistent and enjoyable customer experiences, along with valuable and accessible membership programs, is crucial in enhancing customer satisfaction and loyalty. Therefore, integrating membership strategies with improved service quality represents a relevant approach to building long-term relationships with customers in a competitive coffee shop market.

Keywords: Membership, Customer Experience, Customer Satisfaction, Tomoro Coffee, Customer Relationship Management.