



ABSTRACT

Kartu Kopi Universal "Coffee Card" is a subscription-based or loyalty card that allows customers to purchase coffee at various partnered and integrated local coffee shops. With this card, users no longer need to sign up for multiple membership programs at different coffee shops. The primary objective of Kartu Kopi Universal "Coffee Card" is to provide convenience for both coffee shop owners and customers coffee shops do not need to create their own loyalty programs, while customers can enjoy membership benefits without carrying multiple cards for different coffee shops.

This research employs a qualitative approach by conducting interviews with similar business operators and potential partners to design the business model. Additionally, a survei using a questionnaire based on an empathy map is conducted to understand the needs of potential customers. The study is further supported by a quantitative method to analyze the financial feasibility of the Universal Coffee Card through calculations of Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP).

The research findings present a business model canvas and an empathy map designed for Kartu Kopi Universal "Coffee Card" Based on the financial feasibility analysis under a normal scenario, the results indicate an NPV of IDR 799,494,649, an IRR of 48%, and a Payback Period of 3 years and 7 months. These findings conclude that Kartu Kopi Universal "Coffee Card" is financially viable and feasible for implementation.

Keywords: *Membership Card, Loyalty Program, Coffee, Business Model, Empathy Map.*