

**THE RELATIONSHIP BETWEEN CUSTOMER RELATIONSHIP
MANAGEMENT (CRM) AND CUSTOMER LOYALTY: THE
MODERATING ROLE OF CUSTOMER TRUST (CASE STUDY ON LION
AIR AIRLINE IN INDONESIA)**

MINI THESIS

Propose as one of the requirements to complete Bachelor's Degree in International
ICT Business Program Study

Written by:

Name : Mar'atul Jannah Ansar
StudentID : 1401202530



**INTERNATIONAL ICT BUSINESS MANAGEMENT
FACULTY OF ECONOMIC AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2024**