

ABSTRACT

The creative industry has had a positive impact on the economy in Indonesia. Creative industry is an industry that produces goods or services with high skills, creativity, talent and innovation to create good selling value. Culinary is one of three sub-sectors that have high value and potential in contributing to the economy in Indonesia.

With the increase in the culinary sub-sector, the growth of the food and beverage provider industry such as cafes and restaurants and coffee shops has also increased. The increase is certainly based on people's lifestyles that have changed, such as spending free time, doing assignments, or gathering in a new atmosphere. With this trend, Raindear Coffee & Kitchen makes food and restaurant atmosphere adapted to the lifestyle of today's society. Raindear Coffee & Kitchen strives to increase innovation so that people remain loyal and loyal and feel comfortable at Raindear Coffee & Kitchen. This has the potential to affect satisfaction and its impact on customer loyalty.

This study aims to determine how the influence of customer relationship management (CRM) on customer satisfaction and customer loyalty and provide knowledge to companies in analyzing customer relationship management strategies on customer satisfaction and customer loyalty by knowing the variables that influence. The samples tested in this study were 207 a sample of Raindear Coffee & Resto customers who are domiciled in the city of Bogor and its surroundings.

This study uses quantitative research methods with a causal approach to determine the relationship between variables, the nature of the causal relationship, and the positive or negative relationship of the influencing variables. This study uses primary data sources and secondary data, primary data obtained from questionnaire results using Google Form format then processed using SmartPLS software version 3.2.9, while secondary data in this study were obtained from literature studies, books, journals, articles, websites, previous research, and Raindear Coffee & Kitchen Management. In this test, we test the outer model, inner model, and use bootstrapping to test the hypothesis.

The results of this study indicate that the P-values on Customer Loyalty (0.000) < 0.05, which means that the influence of Customer Relationship Management on Customer Satisfaction has a positive and significant effect, and the influence of Customer Satisfaction on Customer Loyalty has a positive and significant effect, and Customer Relationship Management on Customer Loyalty through Customer Satisfaction has a positive and significant

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