

**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

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**INTERNATIONAL ICT BUSINESS MANAGEMENT  
FACULTY OF ECONOMIC AND BUSINESS  
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