

ABSTRACT

The creative industry has contributed significantly to the Indonesian economy. Creative industry is a type of industry that focuses on the creativity of skills, talents, and innovation to produce products or works of economic value, so as to increase welfare and increase employment. Culinary is one of the three sub-sectors that have the greatest potential in contributing. With the per capita level in Indonesia continuing to rise, it creates lifestyle opportunities that will also rise. Seeing this trend, Warunk Upnormal adjusted its food and restaurant to the latest lifestyle of the people. Warunk Upnormal strives to continue to innovate in order to pamper its consumers to remain loyal and feel comfortable in Warunk Upnormal. This has the potential to influence customer satisfaction and its impact on customer loyalty.

This study aims to determine the effect of customer relationship management on customer satisfaction and its impact on customer loyalty. Data collection was carried out by distributing questionnaires to the people of Western and Central Indonesia. This study will take 400 respondents as research samples.

Based on research results, it is known that customer relationship management has a significant positive effect on customer satisfaction and customer loyalty.

Key words: *Customer Relationship; Customer Satisfaction; Customer Loyalty*