

## ABSTRACT

*The culture of drinking coffee has existed since the days of Dutch colonialism and the coffee plant has spread to various provinces in Indonesia. The developments in the food and beverage industry, such as restaurants, cafes, and coffee shops, have made national coffee consumption in Indonesia increase from year to year. The current culture of drinking coffee is not just to get rid of drowsiness but has turned into a millennial lifestyle to spend free time, do assignments and others.*

*This study aims to determine how the influence of customer relationship management (CRM) on customer loyalty, and customer trust as a moderating role in the Trzy Coffee coffee shop and provide knowledge to companies in analyzing customer relationship management strategies on customer loyalty by knowing the variables that affect customer loyalty. take effect. The samples tested in this study were 465 samples of Trzy Coffee 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 questionnaires with Google Form format which was processed using SmartPLS version 3.2.9, while secondary data in this study were obtained from literature studies, books, journals, articles, websites, previous research, and Management of Trzy Coffee. In this study, testing the outer model, inner model, and using bootstrapping to test the hypothesis.*

*The results of this study indicate that all components of CRM (customer knowledge, customer orientation, customer advocacy, and customer engagement) have a positive and significant impact on customer loyalty, except that the moderating role of customer trust does not have a positive and significant effect on customer loyalty. Customer trust only moderates the relationship between customer knowledge and customer loyalty, and customer engagement with customer loyalty, while other CRM components are not moderated by customer trust.*

**Keywords:** *Coffee, Coffee shop, Customer Relationship Management, SmartPLS, Customer loyalty.*