

## ABSTRACT

*Competition in the telecommunications industry and internet service providers is increasing and becoming more diverse. Therefore, PT. Telkom must have a strategy to survive and win the internet service provider industry competition. One of them is by optimizing customer relationship management to increase trust and loyalty.*

*This study aimed to determine and analyze how customer relationship management impacts customer loyalty, moderated by customer trust at PT. Telkom Indonesia. The sample and population of this study were 33 B2B customers who operated in the retail and media sectors at PT. Telkom*

*The results of this study found that the components contained in CRM have a positive impact on customer loyalty. Customer trust does not moderate all CRM components (customer knowledge, customer orientation, customer engagement).*

***Keywords: Customer Relationship Management, Customer Trust, Customer Loyalty, B2B, Telkom***