

ABSTRACT

Lion Air Airlines is one of the largest private airlines in Indonesia, but the airline consistently ranks low in passenger preferences indicating poor customer loyalty. This is largely due to its poor flight punctuality record, which has eroded customer trust. As a result, there are strong indications of deficiencies in Lion Air's customer relationship management as Lion Air Airlines received low ratings for staff service, seat comfort, food, and entertainment.

This study uses SEM-PLS which aims to determine the relationship between CRM components (Customer Knowledge, Customer Orientation, Customer Advocacy, and Customer Engagement) on Customer Loyalty, with the moderating role of the Customer Trust variable at Lion Air in Indonesia.

This study uses a quantitative method with a data collection technique by collecting questionnaires online using Google Forms. In addition, this study has a sample size of 250 respondents using a non-probability sampling method with purposive sampling technique. This study uses a Likert scale. This study uses 26 questionnaire statements for 6 variables.

Based on the evaluation of the influence between variables, it was obtained that all CRM components except customer orientation have a positive and significant effect on customer loyalty, Customer trust has a positive and significant effect on customer loyalty, and Customer trust does not have a moderating role in the relationship between CRM components and customer loyalty.

Based on the results of this study to increase customer loyalty, Lion Air Airline should focus on increasing customer trust by implementing transparency, consistency, and reliability in communication and service delivery.

Keywords: *Marketing Management, Consumer Behaviour, Customer Relationships Management, Customer Loyalty, Customer Trust*