

FOREWORD

Praise be to Allah SWT. Thanks to His grace, guidance, and blessings upon us all, the author was able to complete the preparation of a mini-thesis research entitled "The Relationship between Customer Relationship Management (CRM) and Customer Loyalty: The Moderating Role of Customer Trust (Case Study on Lion Air Airline in Indonesia)". This thesis aims to fulfill one of the graduation requirements of the International ICT Business Study Program, Faculty of Economics and Business at Telkom University. The author received significant motivation, insight, guidance, and support from various individuals during this research. Therefore, the author would like to thank:

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The author acknowledges that this mini-thesis is far from perfect in terms of writing style, technique, language structure, and scientific perspective. For this reason, the author welcomes suggestions and constructive criticism for future improvement. The author also hopes that this thesis will be beneficial to both the author and Telkom University students as a whole.

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