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**THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT
THROUGH CUSTOMER RETENTION OF CREATIVE INDUSTRY IN A
CULINARY SUB-SECTOR AT BANDUNG CITY**

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ABSTRACT

Bandung is one of cities in Indonesia that has the highest contribution on the growth of creative industries nationwide at Indonesia. The research objective is to study and examines how the influence of Customer Relationship Management through Customer Retention on Creative Industry Culinary Sub-sector, especially in business restaurant. This research uses Product Moments Correlation Coefficient analysis and Simple Linear Regression Equation Analysis and uses SPSS 23.0 program. The results of this study found that the CRM has a strong correlation through Customer Retention, and has an influence on Customer Retention of 49.6%. CRM has a significant influence on customer retention in Creative Industry Culinary Subsector, therefore it is important for restaurant business at Bandung to implement CRM effectively.

Keywords: Customer Relationship Management, Customer Retention, Creative Industry.