

ABSTRACT

The development of business in Indonesia is growing rapidly which makes business competition increasingly tight. As one form of a restaurant business should have a competitive advantage in order to survive or even win the competition in business. One way to create competitive advantage is by building relationship marketing that can influence partially and simultaneously from the variables of trust, commitment, communication, conflict handling, competence, social bond toward customer loyalty at Cek Yang restaurant. This study aims to determine the effect of partial and simultaneous variables of trust, commitment, communication, conflict handling, competence, social bond toward customer loyalty at Cek Yang restaurant. This study was conducted by distributing questionnaires to 100 respondents by using purposive sampling technique. Hypothesis testing using regression analysis using the program SPSS version 20.0. The results of this study indicate that the seven hypotheses have a positive and significant influence, then all hypotheses are accepted, so it can be concluded that the variables of trust, commitment, communication, conflict handling, competence, social bond have a positive effect and significant toward customer loyalty.

Keywords: Trust, Commitment, Communication, Conflict Handling, Competence, Social Bond and Customer Loyalty.