

## **ABSTRACT**

*Many competitors offer the same thing. It becomes a challenge for entrepreneurs to keep their customers for keep loyal. Customer loyalty can be increased by customer delight. The purpose of this study is to analyze effect customer delight on customer loyalty at Toko Perhiasan Samaria in Palembang. In this study using 100 respondents taken with purposive sampling technique. The data in this study were obtained by using questionnaires. The results in this study indicate that customer delight variables consisting of justice, esteem and finishing touch have a positive and significant influence on customer loyalty at Toko Perhiasan Samaria in Palembang.*

***Keyword: justice, esteem, finishing touch, customer loyalty***