

ABSTRACT

Business development in Indonesia is growing rapidly that can make competition business tight increasingly. As one of effort that the restaurant need is has competitive advantage in order to keep survive or even win the business's competition. One way for creates a competitive advantage by build a relationship marketing tha can be affect in the partial and simultaneous from credibility variable, commitment, communication and handling of customer's complaint to customer's loyalty in G2 Palembang Restaurant. The purpose of this research to know the influence in the partial and simultaneous variable form credibility, commitment, communication, and handling of customer's complaint to loyalty of customer. G2 Palembang Restaurant. This research conducted by distribute questionnaires of 100 respondents of customer using purposive sampling technique. To find out how big the change of independent variable to dependent variable using a test instrument which consist of validity test, reliabilty test, and classic assumption which consist of normality test, multicollinearity test, and heteroscedasticity test. From the result of validity test and reliabilty test can be found that credibility variable, commitment, communication, and handling of customer's complaint has significant affect in the partial and simultaneous to customer's loyalty.

Keywords: Confidence, Commitment, Communication, Complaint Handling, Loyalty