ABSTRACT

This research analyzes factors influencing perceived relationship quality and impact on customer loyalty. The research object was Hotel Horison Semarang. A model was developed and four hypotheses were proposed. A census method was applied to getting data. This research was using computer program of AMOS 4.0.

The result shows there is a positive impact of customer value to perceived relationship quality. The service quality has also positively affected perceived relationship quality. The impact of perceived relationship quality on customer satisfaction has a positively affect. The influence of customer satisfaction to customer loyalty has a positively impact.

Key Words: *Customer Value, Service Quality, Perceived Relationship Quality, Customer Satisfaction, and Customer Loyalty*

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