

## ***ABSTRACT***

This research has the objective of finding out the determining factors of customer's loyalty. The hypotheses proposed in this research are customer's satisfaction has positive influences on customer's loyalty, customer's commitment has positive influences on customer's loyalty, relationship quality has positive influences on customer's commitment, customer's satisfaction has positive influences on customer's trust, customer's trust has positive on customer's commitment, customer's commitment has positive influences on relationship quality, and customer's trust has positive influences on relationship quality.

The research was conducted at Black Canyon Coffee Surabaya. The number of observed samples was as many as 120 customers, collected by using the *convenience sampling* method. Data collection was conducted by using questionnaires that their validity and reliability have been tasted. The used score collection scale was the *interval-scaled data* 1-10. The inference data analysis method used to test the hypotheses was the *structural equation modeling*.

The research results show that all hypotheses are acceptable or their acknowledgments are proven, which are: customer's satisfaction has positive influences on customer's loyalty (CR = 2.628), customer's commitment has positive influences on customer's loyalty (CR = 3.230), relationship quality has positive influences on customer's loyalty (CR = 4.901), customer's satisfaction has positive influences on customer's commitment (CR = 2.178), customer's satisfaction has positive influences on customer's trust (CR = 6.839), customer's trust has positive influences on customer commitment (CR = 11.747), customer's commitment has positive influences on relationship quality (CR = 2.290), and customer's trust has positive influences on relationship quality (CR = 2.218).

Keywords : *interval-scaled data, structural equation modeling*