

## **ABSTRACT**

This research is motivated by the dissent of the customer's business of Garuda Online Sales (GOS) about the quality of GOS website itself. Actually GOS aims to facilitate the customer's business easily to buy the Garuda Indonesia Airlines tickets, GOS website is easy to use especially for everyone whose not familiar with online distribution channel. Quality of communication and perceived value are needed to make the customer being satisfied and loyal. In the different view some of customer's business of GOS feel disappointed with the website quality. This study aims to determine the effect of perceived value, communication quality and customer satisfaction on business relationship loyalty at GOS. This type of research is descriptive quantitative and the population is GOS member JABODETABEK area. The sampling technique used in this study is a probability sampling type of cluster sampling, with a number of respondents 100 people. The data analysis techniques are used descriptive analysis and path analysis. Results of this study indicate that perceived value, quality of communication, customer satisfaction and business relationship loyalty are in the good category. The results of path analysis show that perceived value, communication quality and customer satisfaction significantly influence business relationship loyalty.