

## **ABSTRACT**

*Paramount Silver is a jewelry store that specializes in silver. The problem studied in this study is about customer loyalty caused by a lack of customer trust in silver shops. This study aims to measure the effect of the relational benefit variable on the customer loyalty variable, so the method used in this study is a quantitative method. Data collection techniques in this study is to use a questionnaire with a sample of respondents used in this study were three hundred respondents. Respondents involved in this study were consumers from Paramount Silver Stores who had transacted at the store. The analysis technique used is simple linear regression. Based on the results of data analysis, it was concluded that the t-test relational benefit has an influence on loyalty.*

**Keywords :** *Relational Benefit, Loyalty, Silver Jewelry*