ABSTRACT

The increasing competition among English language course institutions has emphasized the importance of building member loyalty. Based on ***Relationship Management Theory (RMT)*** *as its theoretical foundation, this study aims to examine the effect of personal selling effectiveness on member loyalty through relationship quality as an intervening variable at English Café Yogyakarta. This study employed a quantitative approach using a survey of 240 members selected through purposive sampling. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results indicate that personal selling effectiveness has a positive and significant effect on relationship quality, while relationship quality has a positive and significant effect on member loyalty. However, personal selling effectiveness does not have a significant direct effect on member loyalty. Furthermore, relationship quality fully mediates the effect of personal selling effectiveness on member loyalty. These findings suggest that member loyalty is influenced more by the quality of the relationship developed between the institution and its members than by personal selling activities alone.*

Keywords: *personal selling effectiveness, relationship quality, member loyalty, Relationship Management Theory, PLS-SEM.*