

**WHAT MAKES YOU STAY: A TEST OF THE INVESTMENT
MODEL ON RELATIONSHIP PERSISTENCE**

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ABSTRACT

This study focused on the perception of relationship persistence of women through satisfaction, quality of alternatives, investment size, and commitment in light of infidelity. Survey and interview sessions were conducted among 85 women, aged 24-50 years old, from Iloilo City and Jordan, Guimaras. The results show that satisfaction, quality of alternatives, and commitment level positively affects the decision of women in persisting through with their relationships while investment size did not have any influence in women's perception of relationship persistence. Qualitative data was also used to support the results of the data analysis.