

ABSTRACT

This study aims to analyze the effect of Perceived Value, Perceived Price, and Service Recovery on Customer Loyalty with Customer Satisfaction as Intervening Variables in the MySkill intensive bootcamp participants. MySkill provides a variety of excellent programs, one of the programs that are popular is the Intensive Bootcamp program. Since it was founded in mid-2021 MySkill has shown rapid development, this rapid development is followed by the addition of an increasing number of customers. However, there is a phenomenon that attracts attention, in mid-2022 there was a decrease in customer loyalty and there was a rapid increase again at the end of 2022.

This research was conducted using a purposive sampling technique in data collection. The sample in this study were 149 respondents who were MySkill participants who had purchased products at least twice. In this study a theoretical model was developed by proposing four hypotheses which were tested using the Structural Equation Modeling (SEM) analysis tool which was operated using AMOS 24 software.

The results indicate that of the four hypotheses were acceptable. The accepted hypotheses are, hypothesis 1 (there is a positive influence between perceived value on customer satisfaction), hypothesis 2 (there is a positive influence between perceived price on customer satisfaction), hypothesis 3 (there is a positive influence between service recovery on customer satisfaction), and hypothesis 4 (there is a positive influence between customer satisfaction on customer loyalty).

Keywords: *Perceived Value, Perceived Price, Service Recovery, Customer Satisfaction, Customer Loyalty*