

Effect of Perceived Value on Customer Loyalty with the Role of Mediation of Change Cost (Case Study: Roga Gostar Co)

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Customer loyalty analysis is now an area that is also important for marketing practitioners in addition to researchers. In fact, managing customer loyalty is one of the main goals of service companies. The goal is because of the consequences of loyalty. The purpose of this research is to investigate the effect of perceived value on customer loyalty with the role of cost-sharing mediation (Case Study: Roga Gostar Co.). The research approach is quantitative. This research is based on the purpose of the applied type and in terms of the nature of the descriptive - correlation type. In order to collect information in this research, a field method including interviews and a questionnaire and a library including books, theses, articles, and ... have been used. Initial information was also collected through a questionnaire. The statistical population consisted of all customers of Roga Gostar Company. Because of their low number (99 people), census method was used to distribute questionnaires. In this research, descriptive and inferential statistics methods have been used. In the inferential statistics section, Smart PLS software is used. The results of the research indicated the relationship between the research variables and all the assumptions of the research were approved.

Keywords : perceived value, customer loyalty, perceived cost per person, customer satisfaction, relationship building, secret insurance

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