

**EFFECT OF PERCEIVED VALUE ON BEHAVIORAL INTENTION: CUSTOMER SATISFACTION AS MEDIATION VARIABLE**

(Survey on Credit Customers at PD BKK Karanganyar)

Rohwiyati<sup>1)</sup>

Praptiestrini<sup>2)</sup>

<sup>1,2)</sup>Faculty of Economics, Surakarta University

e-mail: <sup>1)</sup>rohwiya@unsa1978@gmail.com; <sup>2)</sup>prapti.unsa@gmail.com

**ABSTRACT**

This research aims to analyse the role of customer satisfaction as mediating variable of the effect perceived value on behavioral intention. This study using sample of 94 customers who have taking banking credit owned PD BKK in Karanganyar. To test hypothesis using path analysis. The result shows that (1) perceived value has significance effect on behavioral intention, so the hypothesis 1 accepted; (2) perceived value has significance effect on customer satisfaction, so the hypothesis 2 accepted; (3) customer satisfaction has significance effect on behavioral intention, so the hypothesis 3 accepted; (4) effect of perceived value on behavioral intention mediated customer satisfaction, so the hypothesis 4 accepted.

Keywords: perceived value, customer satisfaction, behavioral intention