

**SKRIPSI**

**THE EFFECT OF SERVICE RECOVERY, COMPLAINT HANDLING,  
AND PERCEIVED VALUE ON CUSTOMER LOYALTY AT THE TRANS  
RESORT BALI**

Written as a partial fulfillment of the academic requirements  
to obtain the degree of *Sarjana Management*

**By:**

**NAME : TIFFANY GORDON**  
**ID NUMBER : 03013200057**



**MANAGEMENT STUDY PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS PELITA HARAPAN  
MEDAN  
2023**