**Service Innovation, Perceived Values, and Post-Purchase Behavior**

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**Abstract**

In this conceptual paper, we argue that service innovation can generate positive impacts on post-purchase behavior only when customer’s perceived values of the product/service increases. That is, perceived value is a mediating, necessary condition for service innovation’s consequences in consumer behavior. Theoretical and practical implications are offered.

**Keywords**: Service Innovation; Value Perception; Repurchase

**JEL**: M30; M31; M32; L84