

ABSTRACT

This study aims to determine the effect of hedonic and social values on customer satisfaction and to determine the value of online travel agent Pegipegi customers. This study uses four variables, namely hedonic value, social value, customer satisfaction and customer loyalty. The population used in this study were all customers of Pegipegi's online travel agent in Indonesia, involving 134 respondents who were selected by purposive sampling with non-probability sampling technique. This study uses structural equation modeling (SEM) with the AMOS program. The results of this study indicate that hedonic values and values have a positive and significant influence on customer satisfaction. Meanwhile, customer satisfaction has a positive and insignificant effect on customer loyalty. Future research can expand the scope of research such as involving several companies or similar organizations.

Keywords : *Hedonic Values, Social Values, Customer Satisfaction, Customer Loyalty.*