

## **ABSTRACT**

*The purpose of this research is to test the influences of hedonic value, perceived usefulness, and perceived credibility on service quality and customer value to increase rebuying intention. Using these variables, the usage of these variables are able to solve the arising problem within PT. Oriflame Semarang.*

*Using the Structural Equation Modeling (SEM). The samples size of this research is 100 customers PT. Oriflame Semarang. The results show that the hedonic value, perceived usefulness, and perceived credibility on service quality and customer value to increase rebuying intention.*

*The effect of hedonic value on service quality are significant; The effect of perceived usefulness on service quality are significant; The effect of perceived credibility on service quality are significant; The effect service quality on customer value are significant; The effect of hedonic value on rebuying intention are significant; The effect of perceived credibility on rebuying intention are significant; The effect of customer value on rebuying intention are significant; and The effect service quality on rebuying intention are significant.*

*Keywords: hedonic value, perceived usefulness, perceived credibility, service quality, customer value, and rebuying intention.*