

JUDUL: PENGARUH *HEDONIC VALUE*, *UTILITARIAN VALUE*, DAN
CUSTOMER SATISFACTION TERHADAP *CUSTOMER LOYALTY* GO-JEK DI
SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Hedonic Value*, *Utilitarian Value*, dan *Customer Satisfaction* Terhadap *Customer Loyalty* Go-Jek di Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan kuesioner. Metode pengolahan data menggunakan *Structural Equation Modeling* (SEM). Karakteristik responden dalam penelitian ini adalah minimal pernah membeli dan menggunakan layanan Go-jek satu kali dalam satu bulan, berusia diatas 18 tahun, dan berdomisili di Surabaya. Penelitian ini menemukan bahwa *hedonic value* berpengaruh signifikan positif terhadap *customer satisfaction*, *hedonic value* berpengaruh signifikan positif terhadap *customer satisfaction*, *hedonic value* tidak memiliki pengaruh terhadap *customer loyalty*, *utilitarian value* tidak memiliki pengaruh terhadap *customer loyalty*, dan *customer satisfaction* berpengaruh signifikan positif terhadap *customer loyalty* GO-Jek di Surabaya.

Kata Kunci: *hedonic value*, *utilitarian value*, *customer satisfaction*, *customer loyalty*

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ABSTRACT

This study aims to find out and analyze the influence of Hedonic Value, Utilitarian Value, Customer Satisfaction, and Customer Loyalty with Go-Jek in Surabaya. This study uses a quantitative approach using a questionnaire. Data processing methods use the Structural Equation Model (SEM). The characteristics of the respondents in this study were at least ever bought and used the Go-jek service once in a month, aged over 18 years, and residing in Surabaya. This study found that hedonic value has a significant positive effect on customer satisfaction, hedonic value has a significant positive effect on customer satisfaction, hedonic value has no effect on customer loyalty, utilitarian value has no effect on customer loyalty, and customer satisfaction has a significant positive effect on customer loyalty with Go-Jek in Surabaya.

Keywords: hedonic value, utilitarian value, customer satisfaction, customer loyalty

