

Examining Customer Value in Making Repeat Purchases Online Travel Agent Pegipegi

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Abstract

This study aims to determine the effect of hedonic values, social values on customer satisfaction and their impact on customer loyalty online travel agents Pegipegi. 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 social values have a positive and significant influence on customer satisfaction. Meanwhile, customer satisfaction has a positive and insignificant effect on customer loyalty.

Keywords

hedonic values; social values;
customer satisfaction; customer
loyalty



I. Introduction

An important key in business is to maintain and maintain good customer relations. Customer loyalty can be done not only through services and products but is the result of building feelings of closeness and trust. Especially in this digital era, having a good relationship with customers is a must for business people. Buying and selling activities have now developed as electronic commerce that can be accessed via the internet. One of the most popular buying and selling businesses in Indonesia is travel agents and retail, which are conducted electronically.

The use of online purchasing sites is a big phenomenon in Indonesia. However, research in the field is limited, despite its rapid growth. There are several previous studies that investigated the perceived value factors in influencing consumers' intention to repurchase online shopping (Gan & Wang, 2017; Roig et al., 2013; Lee & Kim, 2018). However, this study focuses specifically on perceived value, namely hedonic value and social value influencing consumer attitudes in making repeat purchases of online travel agents. Furthermore, there are previous studies that have shown the results that the mediating variable determines the direct influence in influencing customer loyalty in making repeat purchases. The research is Hu & Chuang (2018) results show the weak direct hedonic effect on loyalty, presumably because the hedonic value requires intermediary variables, such as customer satisfaction in influencing consumer loyalty. Lee & Kim (2018) stated that the hedonic value has a positive and significant impact on customer loyalty but has an indirect impact on customer loyalty through customer satisfaction because the hedonic value in online transactions is more likely to be satisfied in the high-involvement group than in the low-

involvement group. Following the research conducted by Dcepatsi et al. (2018) stated that the lack of social value in determining consumer behavior when shopping can affect customer loyalty because if social value increases satisfaction, it is not enough to encourage customer loyalty. Foroudi et al. (2020) states that social value with three measures (interaction, collaboration, and social presence) will increase user satisfaction and loyalty. Individual assessment of customer loyalty is an important thing because if the response expected by the customer can provide satisfaction, the customer has the potential to make repeat purchases from time to time.

Pegipegi is an online travel agent that provides travel ticket booking service features such as planes, trains, buses & travel, and hotel room reservations. Pegipegi is getting a better response from the community. This is proven through the Top Brand Award. Pegipegi is included in the type of online airline ticket booking site and travel. Based on the results of the Top Brand Award survey conducted by Marketing Magazine and the Frontier Consulting Group institution, Pegipegi in 2018 to 2020 are as follows.

Table 1. Top Brand Index of Online Flight and Travel Booking Sites 2018 – 2020

| No | E-Commerce Brands | 2018 | 2019 | 2020 |
|----|-------------------|-------------|-------------|-------------|
| 1 | Traveloka | 45.7% | 30.0% | 30.5% |
| 2 | Tiket.com | 2.8% | 6.0% | 7.5% |
| 3 | Trivago.co.id | 6.5% | 4.9% | 5.6% |
| 4 | Agoda | 2.3% | 2.7% | 4.4% |
| 5 | Pegipegi | 3.1% | 1.8% | 2.2% |

Source: www.topbrand-award.com, 2020

From table 1, Pegipegi every year always gets a relatively low order. In 2018 Pegipegi was ranked 3rd and from 2019 to 2020 it was ranked last. This shows that the comparison between competitors in every year Pegipegi has decreased. Furthermore, the decrease in the percentage of the Top Brand Index in Pegipegi was followed by an increase in dissatisfaction for three consecutive years. This dissatisfaction is proven by customer complaints when conducting Pegipegi transactions.

Table 2. Pegipegi Customer Dissatisfaction 2019-2020

| No | Types of Dissatisfaction | Percentage (%) |
|----|--|----------------|
| 1 | Refund | 50% |
| 2 | Ticket not identified | 12.5% |
| 3 | Poor service quality | 25% |
| 4 | The price does not match what is offered | 12.5% |

Source: www.indonesiareview.co.id, 2020

Table 2 shows that from 2019 to 2020 Pegipegi received reviews related to customer dissatisfaction and made customers have the assumption not to reuse. Customer satisfaction is a basic concept of marketing which explains that providing satisfaction to customer needs affects customer loyalty (Ciavolino et al., 2020).

Based on tables 1 and 2, it is shown that Pegipegi has less strong customer loyalty. Therefore, customer value requires great attention from business owners. Customer value will be an added value if the business owner can understand what customers expect and want. According to Tsai (2010) that increasing hedonic and social values will have an influence on

customers in choosing an option by repurchasing and using the service of choice constantly. In a model of customer value it was found that the affective state in the form of customer satisfaction is the main determinant of customer intention to return to the same institution when he needs their services (Caruana & Fenech, 2005). This study aims to determine the effect of hedonic values, social values on customer satisfaction and loyalty at Pegipegi online travel agents.

II. Research Method

This study uses a quantitative approach. There are four variables in this study, namely the hedonic value (X1) as the independent variable, social value (X2) as the independent variable, customer satisfaction (Y1) as the intervening variable, and customer loyalty (Y2) as the dependent variable. The method of sampling is done by using purposive sampling with non-probability sampling technique. The data analysis used to test the theory of the results of this study is quantitative analysis using the Structural Equation Model (SEM) method with the help of the AMOS 22 program.

The population in this study were all Pegipegi online travel agent customers in Indonesia with 134 respondents. Gender characteristics in this study were relatively balanced with a lower percentage of males, namely 44.8% and females 55.2%. Furthermore, if based on the average age of Pegipegi customers, 56.7% are in the range of 20-30 years and followed by 38.8% are in the range of 31-40 years, then 4.5% are in the range of more than 40 years. Then based on the characteristics of the respondents' expenditures per day, most of them have expenses ranging from <Rp 50,000 by 28.4%, followed by > Rp. 50,000 – Rp. 100,000 by 26.2%, then 21.6% with expenses per day > Rp. 100,000 – Rp. 150,000, 16.4% of expenses ranged from >Rp150,000 – Rp200,000, and the remaining 7. 4% have expenses of more than IDR 200,000. Then when viewed based on customers who made transactions at Pegipegi, 56% of respondents made 2 times, 14.2% 3 times, 14.2% 4 times, 7.5% 5 times and 8.2% made purchases more than 5 times.

III. Discussion

3.1 Results

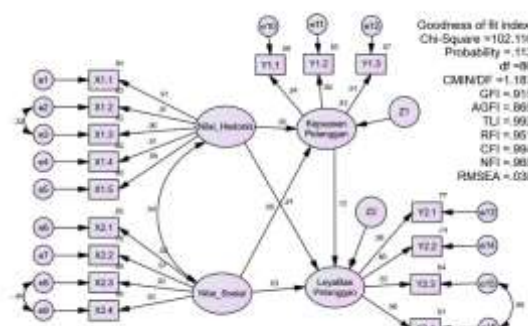


Figure 2. Full Structural Equation Model

Table 3. Results of the Goodness of Fit Full Test Index

| Goodness of Fit Index | Cut off Value | Results | Conclusion |
|--------------------------|---------------|---------|------------|
| Chi-square | 108.6479 | 102.116 | Fit |
| Significance Probability | 0.05 | 0.113 | Fit |
| CMIN/df | 2.00 | 1,187 | Fit |

| | | | |
|-------|------|-------|----------|
| RMSEA | 0.08 | 0.38 | Fit |
| GFI | 0.90 | 0.915 | Fit |
| AGFI | 0.90 | 0.865 | Marginal |
| TLI | 0.95 | 0.992 | Fit |
| CFI | 0.95 | 0.994 | Fit |

Source: Processed primary data, 2022

Based on the data used in the study, the results of the model test on the Structural Equation Model the goodness of fit criteria have been met, only marginal, namely AGFI and no poor fit, so the model is feasible to use. In Table 3 it is shown that the calculated chi-square value of 102.116 has met the requirements. In addition, the probability value of 0.113 is eligible because the value is greater than 0.05. Likewise, the values of CMIN/DF, CFI, RMSEA, GFI and TLI that meet the goodness of fit criteria. Hair et al. (2018) stated that using three to four fit indices provided sufficient evidence of the fit of the model. The chi-square and df values, CFI, and RMSEA will often provide sufficient unique information to evaluate the model. Sharma et al. (2005) explained that GFI is not recommended to be used in goodness of fit testing because it is not too sensitive to detect incorrectly determined models so that its use to evaluate model fit must be re-evaluated. Furthermore, according to Sharma et al., suggesting RMSEA because it is better and more reasonable than GFI, most of the index values generated from the above model have met the requirements of the cut off value, so it can be concluded that the value of the index is feasible to meet the criteria of goodness of fit.

a. Hypothesis Test Results

Table 4. Estimation Parameter Regression Weights

| Direct Influence | | Estimate | CR | P | Conclusion |
|-----------------------|-----------------------|----------|-------|-------|--------------------------|
| Dependent Variable | Independent Variable | | | | |
| Customer satisfaction | Value_Hedonic | .378 | 2,594 | 0.010 | Significantly positive |
| Customer satisfaction | Value_Social | .589 | 3.976 | *** | Significantly positive |
| Customer loyalty | Customer satisfaction | -.121 | 1.419 | 0.156 | Positive Not Significant |
| Customer loyalty | Value_Hedonic | .226 | 2.011 | .044 | Significantly positive |
| Customer loyalty | Value_Social | .599 | 4.767 | *** | Significantly positive |

Source: Processed primary data, 2022

First, in terms of H1, the relationship between hedonic value and customer satisfaction is supported by a coefficient of 0.378 (CR = 2.594, $p < 0.005$), indicating that the hedonic value has a significant and positive effect on customer satisfaction. Second, for H2, the relationship between social value and customer satisfaction is also supported by a coefficient of 0.589 (CR = 3.976, $p < 0.05$). These results indicate that social values have a significant and positive effect on customer satisfaction. Furthermore, H3 results indicate that customer satisfaction has a positive and insignificant effect on customer loyalty, where H3 is 0.121 (CR = 1.419, $p > 0.05$). H4, shows the relationship between hedonic value and customer loyalty, supported by a coefficient of 0.226 (CR = 2.011, $p < 0.05$) shows that the hedonic value has a significant and positive effect on customer loyalty. Finally, H5 shows the relationship between social value and customer loyalty, supported by a coefficient of 0.599 (CR = 4.767, $p < 0.05$) indicating that social value has a significant and positive effect on customer loyalty.

b. Direct, Indirect, and Total Influence

Table 5. Direct Effect

| | Value_Social | Value_Hedonic | Customer satisfaction | Customer loyalty |
|-----------------------|--------------|---------------|-----------------------|------------------|
| Customer satisfaction | .589 | .378 | .000 | .000 |
| Customer loyalty | .599 | .226 | -.121 | .000 |

Source: Processed primary data, 2022

Table 6. Indirect Effect

| | Value_Social | Value_Hedonic | Customer satisfaction | Customer loyalty |
|-----------------------|--------------|---------------|-----------------------|------------------|
| Customer satisfaction | .000 | .000 | .000 | .000 |
| Customer loyalty | .071 | .046 | .000 | .000 |

Source: Processed primary data, 2022

Table 7. Total Effect

| | Value_Social | Value_Hedonic | Customer satisfaction | Customer loyalty |
|-----------------------|--------------|---------------|-----------------------|------------------|
| Customer satisfaction | .589 | .378 | .000 | .000 |
| Customer loyalty | .671 | .272 | -.121 | .000 |

Source: Processed primary data, 2022

Based on Table 5 the direct influence on customer satisfaction can be concluded that social value has the greatest influence on customer satisfaction of 0.589 compared to the direct effect of hedonic value of 0.378. Furthermore, the direct influence on customer loyalty can be concluded that social value also has the greatest influence on customer loyalty of 0.599 compared to the direct effect of hedonic value of 0.226 and customer satisfaction of 0.121. In Table 6, regarding the indirect effect of hedonic value and social value on customer loyalty through customer satisfaction, it shows that the hedonic value has an indirect effect, because all values are smaller than the direct effect,

In Table 7, regarding the total effect of social value and hedonic value on customer satisfaction, it shows that social value has the greatest total influence of 0.589. The total effect of hedonic value, social value and customer satisfaction on customer loyalty shows that social value has the greatest total effect of 0.671.

3.2 Discussion

a. The Effect of Hedonic Values on Customer Satisfaction

Based on the results of the hypothesis testing that has been done, it can be seen that the hedonic value has a positive and significant effect on customer satisfaction. This research is strengthened by the research conducted by (D Explainasi et al., 2018; Lee and Kim, 2018; Gan and Wang, 2017; Amiruddin et al., 2020) which shows that hedonic values have a positive and significant impact on customer satisfaction. In other words, when customers feel a greater hedonic value to the online travel agent Pegipegi, it can increase customer satisfaction in buying through the online travel agent Pegipegi.

Currently, customers have more expectations of purchasing online travel agents in obtaining the benefits of hedonic values. Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019). Customers expect online travel agents to have an influence on customers. The influence on the customer is the experience as the value they receive so that the customer can have a better experience in making a purchase transaction.

Managerial actions that can be taken by Pegipegi online travel agents to increase customer satisfaction when viewed from the hedonic value variable, namely providing better hedonic value benefits to Pegipegi online travel agent customers in making purchase transactions. The benefits that can be obtained for customers have a greater impact in hedonic consumption situations such as enjoyment, feelings of pleasure and interest in making purchase transactions. Meanwhile, the benefit for management is that the online travel agent Pegipegi can continue to improve performance in terms of hedonic values obtained by feedback from customers such as emotional satisfaction that can affect customer loyalty because good management is management that can maintain customer satisfaction by continuously upgrading management.

Gan & Wang (2017) explain in their research on hedonic value that the higher the level of user perception about hedonicity, the more satisfaction that can be developed, and the more intention is generated to buy through social trading sites. That matterIt can be a managerial consequence that Pegipegi's online travel agent gets if it can take managerial action. On the other hand, if you can't perform managerial actions well, the lower the level of perception of hedonic use and the less satisfaction that can be developed. So that the management of the managerial consequences is that Pegipegi's online travel agent can provide good service in purchasing transactions. Good service can include use that is easy to understand and use by all groups as well as service that is responsive in dealing with what is needed by customers.

b. The Effect of Social Values on Customer Satisfaction

Based on the results of hypothesis testing that has been done, it can be seen that social values have a positive and significant effect on customer satisfaction. This research is strengthened by the research conducted by (Ddefinisi et al., 2018; Rasoolimanesh et al., 2020; Gan and Wang, 2017; Alshibly, 2015; Slack et al., 2020) which shows thatsocial value has a positive and significant impact on customer satisfaction. In other words, customers will feel satisfied in making a purchase transactionif it has a hedonic value in the online travel agent Pegipegi.

Customers in making purchase transactions definitely want to fulfill their inner needs so that social value can be achieved. Each customer has a different level of social value according to the customer's social self-concept through the process of social interaction. Someone with a high level of social value will have a positive attitudewhich will increase customer satisfaction in making online travel agent purchase transactions.

Possible managerial actions*online travel agent*Pegipegi to increase customer satisfaction when viewed from the social value variable, namely the online travel agent Pegipegi gives the effect of social interaction and personal relationships when shopping. Therefore, social value is a concern because shopping can be a way to socialize in expanding personal relationships. Furthermore, the benefits that can be obtained for customers are customers get an acceptable feeling when making a purchase transaction. These feelings such as social approval in the security of the purchase transaction and the impression obtained during the purchase transaction so that customers can develop satisfaction. Furthermore,

The more social value users get from using social trading sites, the more satisfaction and purchase intention they will develop (Gan & Wang, 2017). It can be a managerial consequence that Pegipegi's online travel agent gets if it can take managerial action. On the other hand, if the user cannot perform managerial actions well, the less social value is obtained by the user, the less satisfaction they will develop in making a purchase transaction. So, the management of the managerial consequence is that online travel agents can offer an interesting social shopping experience regarding interactivity, collaboration and social presence. In addition, it is important to improve the characteristics of perceived social value in order to enable customers to develop satisfaction with online travel agents Pegipegi and form purchase intentions.

c. The Effect of Customer Satisfaction on Customer Loyalty

Based on the results of hypothesis testing that has been done, it can be seen that customer satisfaction has no proven effect on customer loyalty. This study contradicts the research conducted by (Ddefinisi et al., 2018; Roig et al., 2013; Andriani and Karisma, 2020; Keshavarz and Jamshidi, 2018; Ali et al., 2018) which showed that customer satisfaction has a positive and significant impact on customer loyalty. In other words, customers will be loyal to *online travel agent* Pegipegi if you have satisfaction in making a purchase transaction. Furthermore, this research is strengthened by the research conducted by Haeruddin and Haeruddin (2020) which shows that customer satisfaction has no effect on customer loyalty. In other words, customer satisfaction is not always followed by customer loyalty because among several independent subvariables (customer satisfaction) the most indicating the level of customer loyalty is the interest in making repeat purchases.

Managerial actions that can be taken by Pegipegi online travel agents to increase customer loyalty when viewed from the customer satisfaction variable, namely by means of online travel agents Pegipegi must pay more attention to the benefits of the services provided because satisfaction by utilizing services grows and creates customer confidence in service quality. The benefits that can be obtained for customers are a positive experience with purchases so that customers will still be satisfied even though they make repurchases and customers feel that when making a purchase transaction it is a wise decision to use the service. Meanwhile, the benefit for management is Pegipegi's online travel agent is that management can form a strong relationship between satisfaction and loyalty in purchase transactions because: can assist customers in achieving their final purchase goals. Therefore, customer satisfaction is a concern because it can encourage customers to form customer satisfaction and purchase intentions in reusing.

Satisfied consumers will show positive behavior through continuous purchases of their main brand choices. The high level of customer satisfaction obtained can show the results of customer loyalty, profitability and purchasing decisions on an ongoing basis from time to time. That matter It can be a managerial consequence that Pegipegi's online travel agent gets if it can take managerial action. On the other hand, if they cannot perform managerial actions properly, consumers will show negative behavior through purchases that are not made continuously because low customer satisfaction indicates less loyal customers. So that the management of the managerial consequences is that Pegipegi's online travel agent can do the following: objective evaluation, namely comparing product characteristics and prices through an evaluation of the benefits and costs because customers who have been satisfied before, they still tend to switch to competing businesses that offer higher customer perceived value.

d. The Effect of Hedonic Values on Customer Loyalty

In an era like today, if the goal *online travel agent* just to achieve functional interests alone is not enough. Online travel agents must be able to balance functional and non-

functional interests such as self-fulfillment obtained from the use of online ticketing sites. *Online travel agent* applying hedonic values shows that online travel agents pay attention to emotive aspects for customers in obtaining hedonic value. The application of hedonic values to *Online travel agent*, customer loyalty generated to buy back through online ticket purchase sites will be increasingly formed.

Possible managerial actions *online travel agent* Pegipegi to increase customer loyalty when viewed from the hedonic value variable, namely the online travel agent Pegipegi conducts hedonic evaluations that are more affective than cognitive so as to produce perceived value that affects loyalty. Internal and external factors also greatly affect consumer loyalty through hedonic motivation created from one's emotions. The benefits that can be obtained for customers have a greater impact in meeting needs because hedonic value for customers as the value they receive and when people focus on fun, entertainment, play, and emotionality, they get hedonic values that affect loyalty. Whereas, the benefit for management is that the online travel agent Pegipegi can maximize customer loyalty and long-term purchase value. Therefore, the hedonic value is a concern for customer loyalty because customer loyalty is a management goal that helps create a stable customer base.

The greater the perceived hedonic value of eating will form the purchase intention of customers to make purchases continuously. That matter It can be a managerial consequence that Pegipegi's online travel agent gets if it can take managerial action. Conversely, if you can't take managerial actions well, the smaller the perceived hedonic value and the customer's purchase intention will decrease as indicated by customers switching to other services. So that the management of the managerial consequences is that Pegipegi's online travel agent can retain customers in the long term by paying attention to what success factors are customer needs so that customers whose desires are fulfilled will have a loyal influence during purchase transactions to always use Pegipegi's online travel agents.

e. The Effect of Social Values on Customer Loyalty

Based on the results of hypothesis testing that has been done, it can be seen that social values have a positive and significant effect on customer loyalty. This research is getting stronger with the research conducted by (Moosa and Hassan, 2015; Roig et al., 2013; Foroudi et al., 2020; Baek et al., 2020; Yeh et al., 2016) which showed that social value has a positive and significant impact on customer loyalty.

Social values can act as a normative element. A series of evaluations of services received at all stages and aspects and customers also take into account the views of their social reference groups. Social practices not only influence customers' internal attitudes, but also increase social perceptions which serve as normative elements that influence final intentions (Roig et al., 2013).

Possible managerial actions *online travel agent* Pegipegi to increase customer loyalty when viewed from social value variables, namely by means of online travel agents Pegipegi must continue to provide customers' social self-concepts because social values reflect customers' social self-concepts through a social interaction process where customers can feel social value which is an important predictor to strengthen intentions. customer repurchases. This needs to be done so that the online travel agent Pegipegi gains a good reputation in making final decisions so that customers can make purchases consistently from time to time. The benefits that can be obtained for customers are related to the commitment to re-purchase the desired product on an ongoing basis. Meanwhile, the benefit for management is that the online travel agent Pegipegi is able to form a more positive relationship quality with customers can therefore contribute to fostering loyalty. Therefore, the social value of customer loyalty is a concern because customer loyalty becomes important elements that determine the success or failure of a service company.

The greater the perceived social value of the customer, the greater purchase intention that they will develop. That matter It can be a managerial consequence that Pegipegi's online travel agent gets if it can take managerial action. On the other hand, if you can't take managerial actions well, then the perceived social value will be smaller and the customer's purchase intention will be narrower to develop. So that the management of the managerial consequences is that the online travel agent Pegipegi can develop and maintain customer loyalty resulting from the commitment that causes customers to repeat consumption of purchase transactions *online travel agent* The same pegipegi.

f. The Effect of Intervening Variables on Customer Satisfaction

Based on the results of the indirect influence test that has been carried out, it can be seen that the customer satisfaction variable is not able to be an intervening variable between hedonic values and social values on customer loyalty. this is because the resulting value is lower than the value of the influence of both hedonic values and direct social values.

The direct effect of the hedonic value on customer loyalty is 0.229 while the indirect effect is 0.12017. The direct effect of social value on customer loyalty is 0.416 while the indirect effect is 0.121.

From these results it is known that the mediation path that has the greatest influence on customer loyalty is the hedonic variable on customer loyalty through customer satisfaction as an intervening variable. Hedonic values can increase customer loyalty more strongly than hedonic values when paired with customer satisfaction. The implementation of hedonic values and social values can directly increase customer loyalty within the company, as well as through mediation of customer satisfaction even though the effect has decreased.

IV. Conclusion

The results of this study indicate that the application of hedonic values can have an impact on customer satisfaction. In addition, customer satisfaction can also affect the company's success as indicated by customer loyalty. This means that companies that have good hedonic values can affect the level of customer loyalty. The effect of applying this hedonic value is better customer satisfaction because customers get a greater impact in hedonic consumption situations such as enjoyment, feelings of pleasure and interest in making purchase transactions. With the findings from the research, and the observations that have been made, it can be concluded that the hedonic value has a significant positive effect on customer satisfaction so that hypothesis 1 (one) can be accepted.

The results of this study indicate that in addition to hedonic values, social values also affect customer satisfaction. With the social values applied by online travel agents Pegipegi today, these social values contribute to influencing customer satisfaction. The social values applied are quite good and suitable for customers who make purchases at the Pegipegi online travel agent. The social value of online travel agent Pegipegi which supports customer satisfaction can be taken from one of the company's performances that offer an interesting social shopping experience regarding interactivity, collaboration and social presence because the more social value users get from using social trading sites, the more satisfaction they get. can be developed. With the findings of the research, and the observations that have been made, it can be concluded that social values have a significant positive effect on customer satisfaction so that hypothesis 2 (two) can be accepted.

The results of this study indicate that customer satisfaction owned by customers can actually affect their loyalty in making purchase transactions. Pegipegi online travel agent customers have insufficient satisfaction which is indicated by an insignificant positive effect on customer loyalty. This means that customer satisfaction is not enough to make high

customer loyalty in purchase transactions. For this reason, companies need to pay attention to things that can increase customer satisfaction, so that customer loyalty in purchasing transactions will be higher. With the findings of the research, and the observations that have been made, it can be concluded that customer satisfaction has an insignificant positive effect on customer loyalty so that, hypothesis 3 (three) is rejected.

The results of this study indicate that the application of hedonic values can affect the level of customer loyalty. Companies that apply hedonic values are able to increase customer loyalty in the right ways. Customers feel more cared for and feel the benefits of hedonic value in making purchase transactions. With the application of hedonic values to online travel agents, the resulting customer loyalty to repurchase through online ticket purchasing sites will be increasingly formed. When the customer feels that the emotive aspect of making a purchase transaction is noticed, that is where the repurchase occurs from time to time. With the findings from the research, and the observations that have been made, it can be concluded that the hedonic value has a significant positive effect on customer loyalty so that hypothesis 4 (four) can be accepted.

The results showed that the right social value can affect customer loyalty. The social value applied by the online travel agent Pegipegi cannot be separated from the customer's social self-concept and related to customer loyalty. Pegipegi's online travel agent can develop and maintain customer loyalty resulting from the commitment that causes customers to repeat consumption of the same Pegipegi online travel agent purchase transaction. With the findings of the research, and the observations that have been made, it can be concluded that social values have a significant positive effect on customer loyalty so that hypothesis 5 (five) can be accepted.

Based on the test results of the influence of the mediating variable on customer satisfaction, it can be seen that customer satisfaction is not able to be a mediating variable between the relationship between hedonic value variables and social values on customer loyalty. This shows that to create higher customer loyalty in purchase transactions is only influenced by hedonic values and social values, because customer satisfaction is not able to be a mediating variable.

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