

**“THE INFLUENCE OF UTILITARIAN VALUE, HEDONIC VALUE, AND ONLINE
TRUST ON PURCHASE INTENTION OF AIRLINE TICKET ONLINE VIA
TRAVELOKA (CASE STUDY: TRAVELOKA USERS IN PADANG)”**

THESIS

Submitted as one of the requirements for completing the bachelor’s degree in the
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Business, Universitas Andalas.




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THE INFLUENCE OF UTILITARIAN VALUE, HEDONIC VALUE, AND ONLINE TRUST ON PURCHASE INTENTION OF AIRLINE TICKET ONLINE VIA TRAVELOKA (CASE STUDY: TRAVELOKA USERS IN PADANG) <i>Thesis by: Deanda Trifania</i> <i>Supervisor: Sari Lenggogeni, S.E., M.M., Pg.Dipl., Ph.D</i>			
ABSTRAK			
This study investigates and identifies the effect of utilitarian value, hedonic value, and online purchase of airline ticket online via Traveloka. This research was conducted by distributing questionnaires to Traveloka users online through WhatsApp. The sampling technique in this study was non-probability sampling and the sampling method used is purposive sampling. The sample of this study consisted of 146 respondents. Research data processing was carried out using Smart PLS 4.0. The result of this study indicates that hedonic value has a positive and non-significant effect on purchase intention. On the other hand, utilitarian value and online trust positively and significantly impact purchase intention.			
Keywords: Utilitarian Value, Hedonic Value, Online Trust, Purchase Intention			

This thesis already examined and passed on August 14th, 2024. This abstract already approved by supervisor and examiners:

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