

ABSTRAK

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PENGARUH *UTILITARIAN VALUE*, *HEDONIC VALUE*, *SOCIAL VALUE* DAN
PERCEIVED RISK TERHADAP *CUSTOMER SATISFACTION* (SURVEI
PELANGGAN APLIKASI TOKOPEDIA DI NEGARA INDONESIA)
(xvii+ 189 halaman : 63 tabel :13 gambar : 3 lampiran)

Tujuan Penelitian untuk menguji dan menganalisis pengaruh *utilitarian value* terhadap *customer satisfaction*, pengaruh *hedonic value* terhadap *customer satisfaction*, pengaruh *social value* terhadap *customer satisfaction* dan *perceived risk* terhadap *customer satisfaction*. Model Analisis penelitian saat ini menggunakan PLS-SEM sebagai model analisis data dengan aplikasi SmartPLS versi 3.3.3. Metodologi penelitian saat ini adalah penelitian kuantitatif dengan desain penelitian kausal dan desain sampel *non-probability* sampling yaitu *purposive sampling*. Peneliti menyebarkan kuesioner *online* melalui *google forms* kepada 350 responden dengan kriteria responden yang berdomisili di Negara Indonesia (Wilayah Jabodetabek, Pulau Jawa, Pulau Sumatra, Pulau Sulawesi dan Pulau Kalimantan), mempunyai akun Tokopedia dan telah menjadi konsumen aplikasi Tokopedia selama kurang lebih 1 tahun. Temuan penelitian adalah terdapat pengaruh yang signifikan antara *utilitarian value* terhadap *customer satisfaction*, *hedonic value* memiliki pengaruh yang signifikan terhadap *customer satisfaction*, *social value* memiliki pengaruh yang signifikan terhadap *customer satisfaction*, *perceived risk* memiliki pengaruh yang signifikan terhadap *customer satisfaction*

Kata Kunci: *Utilitarian Value*, *Hedonic Value*, *Social Value*, *Perceived Risk* dan *Customer Satisfaction*

ABSTRACT

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THE EFFECT OF UTILITARIAN VALUE, HEDONIC VALUE, SOCIAL VALUE AND PERCEIVED RISK ON CUSTOMER SATISFACTION (SURVEY OF TOKOPEDIA APPLICATION CUSTOMERS IN INDONESIA)

(xvii + 189 pages : 63 tables : 13 pictures : 3 attachments)

The purpose of the study was to examine and analyze the effect of utilitarian value on customer satisfaction, hedonic value on customer satisfaction, social value on customer satisfaction and perceived risk on customer satisfaction . The current research analysis model uses PLS-SEM as a data analysis model with the SmartPLS version 3.3.3 application. The current research methodology is quantitative research with a causal research design and a non-probability sampling sample design, namely purposive sampling. Researchers distributed online questionnaires via google forms to 350 respondents with the criteria of respondents who live in Indonesia country (Jabodetabek Area, Java Island, Sumatra Island, Sulawesi Island and Kalimantan Island), have a Tokopedia account and have been a Tokopedia customer for approximately 1 year. The research findings are that there is a significant effect between utilitarian value on customer satisfaction, hedonic value has a significant effect on customer satisfaction, social value has a significant effect on customer satisfaction and perceived risk has a significant effect on customer satisfaction,

Keywords: *Utilitarian Value, Hedonic Value, Social Value, Perceived Risk dan Customer Satisfaction*