

SKRIPSI

**THE INFLUENCE OF PERFORMANCE EXPECTANCY,
EFFORT EXPECTANCY, SOCIAL INFLUENCE, HEDONIC
MOTIVATION AND PRICE TOWARDS CUSTOMER
SATISFACTION AND CUSTOMER LOYALTY
AT TOKOPEDIA IN MEDAN**

Written as a partial fulfillment of the academic requirements
to obtain the degree of *Sarjana Manajemen*

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**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
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