

ABSTRACT

The rapid development of technology has made the internet not only function as a means of communication but has penetrated into more complex interactions, including in terms of online hotel reservation services through Tiket.com, which was founded by Wenas Agusetiawan, Dimas Surya Yaputra, Natali Ardianto, Mikhael Gaery Undarsa on in August 2011, the company has now been officially acquired by Blibli.com.

*Research entitled *The Influence of Hedonic and Utilitarian Features on E-Loyalty of Online Hotel Reservations through Tiket.com with the Mediation of Experience flow, Brand Equity and Trust Variables (Telkom University Student Case)*, has a problem formulation to what extent Telkom University students have a major impact on web development. Tiket.com online hotel reservations to increase E-Loyalty are analyzed using variables as Hedonic Features, Utilitarian Features, Brand Equity, Experience Flow and Trust. The purpose of this research is to find out how much E-Loyalty of Tiket.com E-commerce website users.*

This research method uses a quantitative approach. Data collection of 212 respondents, especially Telkom University students in Bandung. This study uses a non-probability sampling method with a convenience sampling type. This study uses Structural Equation Modeling (SEM) and uses an ordinal scale with twenty-four questions.

Based on data analysis, it is concluded that Hedonic Features are not significant to Experience Flow, Utilitarian Features are significant to Experience Flow, Hedonic Features are not significant to Brand Equity, Utilitarian Features are not significant to Trust, Experience Flow is significant to Brand Equity, Experience Flow is significant to Trust, Experience Flow is significant to E-Loyalty, Brand Equity is significant to E-Loyalty, Trust is not significant to E-Loyalty, Hedonic Features are not significant to Trust, and Utilitarian Features are not significant to Brand Equity. As for the suggestions from the results of this study, the company is expected to pay more attention to and increase the variables of experience Flow, brand equity and

utilitarian features mediated by the Flow of experience and brand equity in increasing e loyalty of Ticket.com.

Keywords: Hedonic Features, Utilitarian Features, Brand Equity, Trust, Experience Flow, E-Loyalty and Ticket.com.