



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Pengaruh Nilai Hedonis dan Utilitarian terhadap
Perilaku Pembelian Impulsif di Situs *Online Travel
Agent (OTA)***

Ari Ananda Tarigan 13412010029

1982

**PROGRAM STUDI S1 PARIWISATA
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



UNIVERSITAS
PRASETIYA MULYA

FINAL PROJECT
Research

**The Influence of Hedonic and Utilitarian Values on
Impulse Buying Behavior in Online Travel Agent
Sites (OTA)**

Ari Ananda Tarigan 13412010029

1982

**UNDERGRADUATE OF TOURISM PROGRAM
HOSPITALITY BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**