

## **ABSTRACT**

*The development of internet technology can make it easier for us to purchase various kinds of needs through available sites or markets. Along with the development of the era also made changes to the travel agency industry or often called tour and travel in Indonesia. At present there are many who support the bureau business that already sells its products through the website provided. Trivago is a site that compares hotel prices with a very broad search system with Trivago can help find the ideal hotel and easily compare prices from different websites. Trivago also conducts advertising activities on social media, one of which is social media which is widely used by all people, both teenagers and adults. Thus, this study aims to examine the main factors associated with factors that affect loyalty such as trust, user experience, and branding. who can predict loyalty to Trivago. In this research Independent variable (X) are Hedonic Features, Utilitarian Features, Trust, Flow, and Brand Equity. and the Dependent variable (Y) is E-Loyalty.. This study uses quantitative research using the Structural Equation Model (SEM) by using Partial Least Square (PLS) as its application media. Data collection is done by using a questionnaire spread distributed to 400 respondents and the measuring scale used in this study is a Likert Scale on a scale of 1-5. The results obtained in this study are all accepted hypotheses. Furthermore, based on the results of the study, the research questions have been answered well and produce conclusions. The recommendations generated by this research are that the Trivago site needs to develop Brand Equity and Hedonic Features in the second place with the highest importance, which means Trivago should make customers feel comfortable and entertained while browsing the Trivago site, such as adding attractive features, pleasing designs.*

**Keywords:** *Gen Y, E- Loyalty Structural Equation Modeling, Partial Least Square*