

## ABSTRACT

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### **ANALYSIS ON CUSTOMER'S BRAND LOYALTY RELATED TO THE POPULARITY OF THE FIGHTING GAMES GENRE IN INDONESIA**

(x + 71 pages; 9 figures; 31 tables; 4 appendices)

A year has passed since the COVID-19 has plagued the world. It is unfortunate that our world has not yet freed from the pandemic. However, playing videogames remained one of the most frequent activities done at home. Indonesian gaming scene, especially fighting games community has significantly developed before the pandemic, and remains strong even on the pandemic season. However, the fighting games industry is sharp in competition due to increased number of games that has been released this year. This includes the fact that most fighting games is still falling behind games of the other genre, such as MOBA games (like Mobile Legends and Arena of Valor) and shooter games (such as PlayerUnknown's Battlegrounds Mobile), which is in favor of sales and the most prestigious eSports scene. This study aims to analyze the variables contributed to brand loyalty of fighting games in Indonesia, in comparison to worldwide community. The approach of this study is quantitative research with data collection method using the electronic questionnaires via Google Forms. The respondents of this study are gamers from Indonesia and around the world who are familiar with fighting games genre. This study used SmartPLS 3.3.3 for the measurement. The outer model consists of validity and reliability measurements, while the inner model consists of measurements of multicollinearity, R-square, T-statistics, and P-value tests. Furthermore, structural equation modeling was performed in order to test the construct relations in the theoretical framework of this study. The result of this study shows that there are two unsupported hypotheses: Perceived quality towards brand loyalty, and differentiation towards brand loyalty. Two other hypotheses are supported: Brand engagement towards brand loyalty and social influence towards brand loyalty.

**Keywords:** Perceived Quality, Differentiation, Brand Engagement, Social Influence, Brand Loyalty

**References:** 29 (2013 – 2020)