

ABSTRAK

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ANALISIS PENGARUH *ENTERTAINMENT, INTERACTIVITY, TRENDINESS, CUSTOMIZATION, ELECTRONIC WORD OF MOUTH*, TERHADAP *CUSTOMER LOYALTY* MELALUI *BRAND IMAGE* PADA PENGGUNA *MOBILE LEGENDS* DI SURABAYA

(...)

Perkembangan dari industri hiburan di Indonesia mulai meningkat. Hal ini ditandai dengan bermunculannya inovasi banyaknya permainan yang disediakan contohnya seperti permainan video seluler ber-genre multiplayer online battle arena (MOBA). Salah satu permainan video yang mempunyai sistem pertandingan 5vs5 yaitu Mobile Legends yang merupakan salah satu permainan video seluler di Indonesia. Dengan banyaknya permainan video seluler yang mulai memunculkan konsep yang sama ini oleh karena itu, diperlukan cara untuk tetap dapat bertahan dalam industri hiburan mobile ini.

Penelitian ini bertujuan untuk mengetahui pengaruh *Entertainment, Interactivity, Trendiness, Customization, Electronic Word Of Mouth* terhadap *Customer Loyalty* melalui *Brand Image*. Manfaat yang diharapkan dalam penelitian ini yaitu menambah wawasan dan pengetahuan terhadap ilmu manajemen serta mengenai pengaruh dari variabel-variabel yang ada dalam penelitian ini.

Penelitian ini bersifat kausal dengan metode kuantitatif dan dengan menggunakan software AMOS 22.0 untuk membantu mengolah data primer dari 165 pengguna *Mobile Legends* di Surabaya yang berhasil dikumpulkan dengan menggunakan teknik *Snowball Sampling*. Karakteristik responden yang ada dalam penelitian ini yaitu pria dan wanita, berusia 18-65 tahun, berdomisili di Surabaya, telah bermain *Mobile Legends* lebih dari 1 kali dalam 6 bulan terakhir tahun terakhir, telah memiliki aplikasi *Mobile Legends*,

Pada penelitian ini, diperoleh hasil bahwa variabel yang berpengaruh positif dan signifikan terhadap *Customer Loyalty* yaitu *Brand Image, Interactivity, Trendiness, Customization, Electronic Word Of Mouth*.

Kata Kunci : *Entertainment, Interactivity, Trendiness, Customization, Electronic Word Of Mouth, Brand Image, Customer Loyalty*

ABSTRAK

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ANALYSIS OF THE INFLUENCE OF ENTERTAINMENT, INTERACTIVITY, TRENDINESS, CUSTOMIZATION, ELECTRONIC WORD OF MOUTH, ON CUSTOMER LOYALTY THROUGH BRAND IMAGE ON MOBILE LEGENDS USERS IN SURABAYA

(...)

The development of the entertainment industry in Indonesia began to increase. This is marked by the emergence of innovations, many games provided, for example, such as mobile video games with the multiplayer online battle arena (MOBA) genre. One of the video games that has a 5vs5 match system is Mobile Legends which is one of the mobile video games in Indonesia. With many mobile video games starting to come up with this same concept, a way is needed to stay afloat in this mobile entertainment industry.

This study aims to determine the influence of *Entertainment, Interactivity, Trendiness, Customization, Electronic Word Of Mouth* on *Customer Loyalty* through *Brand Image*. The expected benefits in this study are to increase insight and knowledge of management science and the influence of the variables in this study.

This research is causal with quantitative methods and using AMOS 22.0 software to help process primary data from 165 *Mobile Legends* users in Surabaya which was successfully collected using the *Snowball Sampling* technique. The characteristics of respondents in this study are men and women, aged 18-65 years, domiciled in Surabaya, have played Mobile Legends more than 1 time in the last 6 months of the last year, already have the Mobile Legends application,

In this study, it was found that the variables that have a positive and significant effect on Customer Loyalty are *Brand Image Interactivity, Trendiness, Customization, Electronic Word Of Mouth*.

Keywords : *Entertainment, Interactivity, Trendiness, Customization, Electronic Word Of Mouth, Brand Image, Customer Loyalty*