ABSTRAK

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"ANALISIS PENGARUH *CONTROL BASED CONTRIBUTIONS, COLLABORATIVE CONTRIBUTIONS, INDIVIDUAL CONTRIBUTIONS, CALCULATED CONTRIBUTIONS, CUSTOMER LEARNING/KNOWLEDGE VALUES, CUSTOMER INFLUENCES VALUES* DAN *CUSTOMER REFERRAL VALUES* TERHADAP *CUSTOMER LOYALTY* PADA PEMAIN MOBILE LEGENDS DI KOTA JAKARTA"

(xv + 160 halaman; 33 tabel; 3 gambar; 2 lampiran)

Dengan meningkatnya popularitas *game mobile online*, khususnya Mobile Legends, untuk memahami dinamika ini sangat penting bagi para pengembang *game* yang ingin menumbuhkan loyalitas dan meningkatkan keterlibatan pemain. Penelitian ini menyelidiki dampak dari berbagai kontribusi – *Control Based Contributions, Collaborative Contributions, Individual Contributions, Calculated Contributions, Customer Learning/Knowledge Values, Customer Influences Values and Customer Referral Values* terhadap *Customer Loyalty* di antara para pemain Mobile Legends di Kota Jakarta. Penelitian ini membahas kesenjangan yang signifikan dalam literatur mengenai efek gamifikasi dan keterlibatan pelanggan dalam *game online*, memberikan wawasan yang dapat menginformasikan strategi pemasaran dan program loyalitas dalam industri *game*. Pengumpulan data yang dilakukan sebanyak 200 data pemain Mobile Legends di Kota Jakarta yang berdasarakan teknik *probabilitas sampling*. Penelitian ini menggunakan metode kuantitatif dengan penghitungan komputasi program SPSS ver. 30.0. Dalam penelitian ini, ditemukan *Calculated Contributions* dan *Control Based Contributions* menunjukkan hubungan yang paling kuat dengan *Customer Learning/Knowledge Values*. Ditemukan juga korelasi linier antara sejumlah pasangan variabel, termasuk *Collaborative Contributions* terhadap *Customer Influences Values* dan *Control Based Contributions* terhadap *Customer Learning/Knowledge Values*. Hubungan ini sangat penting untuk menumbuhkan loyalitas pelanggan.

Kata Kunci   : *Control Based Contributions, Collaborative Contributions, Individual K, Calculated Contributions, Customer Learning/Knowledge Values, Customer Influences Values, Customer Referral Values and Customer Loyalty*
Referensi   : 2017-2024

ABSTRACT

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"ANALYSIS OF THE INFLUENCE OF CONTROL-BASED CONTRIBUTIONS, COLLABORATION CONTRIBUTIONS, INDIVIDUAL CONTRIBUTIONS, CALCULABLE CONTRIBUTIONS, CUSTOMER LEARNING/KNOWLEDGE VALUE, CUSTOMER INFLUENCE VALUE AND CUSTOMER REFERRAL VALUE ON CUSTOMER LOYALTY IN LEGEND MOBILE PLAYERS IN THE CITY OF JAKARTA"

(xv + 160 pages; 33 tables; 3 figures; 2 appendices)

The increasing popularity of online mobile games, particularly Mobile Legends, understanding these dynamics is critical for game developers looking to foster loyalty and increase player engagement. This study investigates the impact of various contributions - Control Based Contributions, Collaborative Contributions, Individual Contributions, Calculated Contributions, Customer Learning/Knowledge Values, Customer Influences Values and Customer Referral Values on Customer Loyalty among Mobile Legends players in Jakarta City. This research addresses a significant gap in the literature regarding the effects of gamification and customer engagement in online games, providing insights that can inform marketing strategies and loyalty programs in the gaming industry. Data collection was carried out as much as 200 data on Mobile Legends players in Jakarta City based on probability sampling techniques. This research uses quantitative methods with computational calculations of the SPSS ver. 30.0. In this study, it was found that Calculated Contributions and Control Based Contributions showed the strongest relationship with Customer Learning/Knowledge Values. Linear correlations were also found between a number of variable pairs, including Collaborative Contributions to Customer Influences Values and Control Based Contributions to Customer Learning/Knowledge Values. These relationships are critical to fostering customer loyalty.

Keyword : Control Based Contributions, Collaborative Contributions, Individual Contributions, Calculated Contributions, Customer Learning/Knowledge Values, Customer Influences Values, Customer Referral Values and Customer Loyalty
References : 2017-2024