

ABSTRAK

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Pengaruh *Achievement, Immersion, Socialization, Perceived Usefulness, Dan Perceived Ease Of Use Terhadap Platform Loyalty* Pengguna Game Pada Aplikasi Tiktok

(xii + 164 halaman; 6 gambar; 20 tabel)

Seiring kemajuan teknologi aplikasi TikTok menjadi semakin digemari banyak orang. Tujuan pada penelitian ini adalah untuk menguji dan menganalisa pengaruh *Achievement, Perceived Ease of Use, Perceived Usefulness, Immersion, Socialization* terhadap *Platform Loyalty* pada Pengguna Game pada Aplikasi Tiktok. Penelitian ini menggunakan jenis penelitian kuantitatif. Populasi pada penelitian ini adalah orang – orang yang memainkan gamifikasi seperti TikTok atau platform *live streaming* sebanyak 138 orang. Metode pengumpulan data yang dipilih adalah kuesioner menggunakan *google form*. Metode analisis data menggunakan *model Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Hasil penelitian ini adalah *achievement, immersion, socialization* berpengaruh positif terhadap *perceived ease of use*; *achievement, immersion, perceived ease of use* berpengaruh positif terhadap *perceived usefulness*; *achievement* dan *immersion* tidak berpengaruh positif terhadap *platform loyalty* , *socialization* tidak berpengaruh positif terhadap *perceived usefulness, socialization, perceived ease of use* dan *perceived usefulness* berpengaruh positif terhadap *platform loyalty*, *perceived ease of use* dapat memediasi pengaruh *achievement, immersion* dan *socialization* terhadap *platform loyalty*, *perceived usefulness* dapat memediasi pengaruh *achievement, immersion* terhadap *platform loyalty* dan *perceived usefulness* tidak dapat memediasi pengaruh *socialization* terhadap *platform loyalty* pengguna game pada aplikasi Tiktok. Implikasi manajerial pada penelitian ini adalah penguatan di semua indikator dari *Platform Loyalty* sangat penting untuk meningkatkan loyalitas jangka panjang pengguna *platform game*.

Kata Kunci: *Achievement, Immersion, Perceived Ease of Use, Perceived Usefulness, Platform Loyalty, Socialization*

ABSTRACT

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The Influence of Achievement, Immersion, Socialization, Perceived Usefulness, and Perceived Ease of Use on Platform Loyalty of Game Users on the TikTok Application

(xii + 164 pages; 6 images; 20 tables)

With technological advancement, the TikTok application has become increasingly popular among users. The objective of this study is to examine and analyze the influence of Achievement, Perceived Ease of Use, Perceived Usefulness, Immersion, and Socialization on Platform Loyalty among users who engage with gamified features on the TikTok app. This research employs a quantitative approach. The population in this study consists of individuals who play gamified content such as those found on TikTok or live-streaming platforms, with a total of 138 respondents. Data was collected through questionnaires distributed via Google Forms and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings of this study are as follows: Achievement, Immersion, and Socialization have a positive effect on Perceived Ease of Use. Achievement, Immersion, and Perceived Ease of Use have a positive effect on Perceived Usefulness. Achievement and Immersion do not have a direct positive effect on Platform Loyalty. Socialization does not have a significant effect on Perceived Usefulness. Socialization, Perceived Ease of Use, and Perceived Usefulness have a positive effect on Platform Loyalty. Perceived Ease of Use mediates the effects of Achievement, Immersion, and Socialization on Platform Loyalty. Perceived Usefulness mediates the effects of Achievement and Immersion on Platform Loyalty but does not mediate the effect of Socialization. The managerial implication of this research is that strengthening all indicators of Platform Loyalty is crucial for enhancing long-term user loyalty to gamified platforms.

Keywords: Achievement, Immersion, Perceived Ease of Use, Perceived Usefulness, Platform Loyalty, Socialization