

Analisis loyalitas pengguna aplikasi mobile instant messaging menurut perspektif network externalities dan flow experience: Studi kasus line mobile instant messaging = Analysis of mobile instant messaging application's user loyalty with the perspectives of network externalities and flow experience: Case study line mobile instant messaging./
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Abstrak

ABSTRAK

Aktivitas menggunakan mobile instant messenger merupakan aktivitas yang paling sering dilakukan oleh konsumen Indonesia dengan perangkat ponsel pintarnya. Salah satu mobile instant messenger yang paling banyak digunakan oleh konsumen Indonesia adalah LINE messenger. Penelitian ini meneliti dampak network externalities yang konsumen miliki dan flow experience yang dirasakan oleh konsumen terhadap loyalitas yang dimiliki konsumen pada LINE messenger. Dengan metode SEM, didapatkan bahwa referent network size perceived complementarit, perceived enjoyment, attention focus mempengaruhi loyalitas konsumen MIM secara positif.

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ABSTRACT

The activity of using mobile instant messaging is the most popular activity Indonesian consumers do with their smartphones. One of the most used mobile instant messaging applications in Indonesia is LINE messenger. This study tries to find the impact of consumers' network externality and flow experience to their loyalty towards their LINE messenger. Structural Equation Modeling is used to analyze the relationship between each variable. By that analysis, It is found that referent network size, perceived complementarity, perceived enjoyment, and attention focus can affect the consumers' loyalty positively