

Pengaruh need gratifications dan experience terhadap consumer loyalty pada pengguna mobile games = The effects of need gratifications and experience on consumer loyalty towards mobile games users

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Abstrak

ABSTRACT

Skripsi ini membahas tentang pengaruh entertainment gratifications, sociality gratifications, tantangan, kontrol, dan interaktivitas terhadap consumer loyalty pada pengguna mobile games di wilayah Jabodetabek. Pengolahan data dalam penelitian ini menggunakan metode analisis regresi berganda dengan program SPSS versi 22. Hasil penelitian ini menunjukkan bahwa entertainment gratifications, tantangan, dan kontrol memiliki hubungan positif dengan consumer loyalty, sementara sociality gratifications dan interaktivitas tidak terbukti memiliki hubungan positif dengan consumer loyalty.

ABSTRACT

This research aims to study the effects of entertainment gratifications, sociality gratifications, challenge, control, and interactivity toward consumer loyalty in mobile games users. This research used multiple regression analysis with SPSS version 22 to analyze the data. The results of this research indicated that entertainment gratifications, challenge, and control have significant effects on consumer loyalty toward mobile games, whilst the relationships between sociality gratifications and interactivity on consumer loyalty toward mobile games are not significantly proven.