

Pengaruh Motivasi, dan Satisfaction terhadap Revisit Intention: Studi pada Penonton Play-off Mobile Legends Professional League Indonesia Season 12 = The Influence of Motivation, and Satisfaction on Revisit Intention: Study on Play-off Mobile Legends Professional League Indonesia Season 12 Spectators

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh motivasi, satisfaction terhadap revisit intention pada penonton play-off Mobile Legends Professional League Indonesia season 12 (MPL ID S12) untuk mengetahui motivasi dalam menonton play-off MPL ID S12. Metode penelitian kuantitatif dengan responden penonton MPL ID S12 menggunakan SEM-PLS (Structural Equation Modelling Partial Least Square). Hasil penelitian menunjukkan bahwa terdapat pengaruh yang positif dan signifikan dari motivasi, dan satisfaction terhadap revisit intention. Selain itu, terdapat pengaruh positif dan signifikan dari motivasi terhadap revisit intention dengan satisfaction sebagai variabel mediasi. Penelitian ini merekomendasikan agar penyelenggara dapat mengedepankan faktor hiburan pada pelaksanaan MPL ID dan meningkatkan kualitas venue pertandingan.

.....This study aims to analyze the influence of motivation, satisfaction on revisit intention in the Mobile Legends Professional League Indonesia season 12 (MPL ID S12) play-off audience to find out the motivation for watching the MPL ID S12 play-offs. Quantitative research method using SEM-PLS (Structural Equation Modeling Partial Least Square) are applied with MPL ID S12 audience as the respondents. The results showed that there was a positive and significant influence of motivation, and satisfaction on revisit intention. In addition, there is a positive and significant influence of motivation on revisit intention with satisfaction as a mediating variable. This study recommends that organizers can prioritize entertainment factors in the implementation of MPL ID and improve the quality of match venues.