

ABSTRACT

As the modernization in entire industries bring out multiple variations of technology and information grows, it causes the rapid background of the development for one of the crucial technology and information product in daily life, smartphone. Smartphone innovation brings many positive impacts, particularly in mobile game business. The intent of this research is to analyze the impact of perceived value and e-service quality on customer loyalty through customer satisfaction as the intervening variable on Mobile Legends: Bang Bang users.

The population of this research was Mobile Legends: Bang Bang users in Indonesia. Total 100 respondents of Mobile Legends: Bang Bang users in Indonesia are used as sample of this research, aged 17-24 years and had played minimum once since 2021-2022. Purposive sampling method is used for collecting sample by distributing questionnaires on Mobile Legends: Bang Bang users in Indonesia. The theoretical model was developed by proposing 5 hypotheses which were tested using analytical tools Structural Equation Modelling (SEM) operated by AMOS 22 program.

The results of this research had shown that perceived value affects directly on customer loyalty in a positive and significant effect. Unlike perceived value, e-service quality has no significant direct effect on customer loyalty. Perceived value has no significant effect on customer satisfaction, however e-service quality affects customer satisfaction in a positive and significant effect. Further more, customer satisfaction gives a positive and significant effect on customer loyalty.

Keywords : Perceived Value, E-service Quality, Customer Loyalty, Customer Satisfaction, Service Dominant Logic Theory