

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh Nilai Hedonis dan Nilai Utilitas terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai variabel mediasi dan Intensitas Bermain sebagai variabel moderasi pada pemain Mobile Legends: Bang Bang di Purwokerto. Permasalahan yang diangkat dalam penelitian ini adalah semakin ketatnya persaingan industri game mobile, khususnya genre Multiplayer Online Battle Arena (MOBA), yang menuntut pengembang game untuk tidak hanya menawarkan hiburan, tetapi juga manfaat fungsional guna mempertahankan loyalitas pemain.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode *Partial Least Square–Structural Equation Modeling (PLS-SEM)*. Data diperoleh melalui penyebaran kuesioner kepada 100 responden yang merupakan pemain Mobile Legends di Purwokerto dan memenuhi kriteria inklusi penelitian. Variabel yang diteliti meliputi Nilai Hedonis, Nilai Utilitas, Kepuasan Pelanggan, Intensitas Bermain, dan Loyalitas Pelanggan.

Hasil penelitian menunjukkan bahwa Nilai Hedonis dan Nilai Utilitas berpengaruh positif terhadap Loyalitas Pelanggan. Kepuasan Pelanggan terbukti memediasi pengaruh Nilai Hedonis dan Nilai Utilitas terhadap Loyalitas Pelanggan, sedangkan Intensitas Bermain memperkuat hubungan antara nilai yang dirasakan pemain dengan loyalitas. Temuan ini menegaskan bahwa pengalaman hiburan dan manfaat fungsional permainan berperan penting dalam membangun kepuasan serta loyalitas pemain Mobile Legends.

Kata kunci : Nilai Hedonis, Nilai Utilitas, Kepuasan Pelanggan, Intensitas Bermain, Loyalitas Pelanggan

SUMMARY

This study aims to analyze the effect of Hedonic Value and Utilitarian Value on Customer Loyalty, with Customer Satisfaction as a mediating variable and Playing Intensity as a moderating variable among Mobile Legends: Bang Bang players in Purwokerto. The issue addressed in this research is the increasingly intense competition in the mobile gaming industry, particularly in the Multiplayer Online Battle Arena (MOBA) genre, which requires game developers to provide not only entertainment but also functional benefits in order to maintain player loyalty.

This study employs a quantitative approach using the Partial Least Square–Structural Equation Modeling (PLS-SEM) method. Data were collected through questionnaires distributed to 100 respondents who are Mobile Legends players in Purwokerto and meet the research inclusion criteria. The variables examined in this study include Hedonic Value, Utilitarian Value, Customer Satisfaction, Playing Intensity, and Customer Loyalty.

The results indicate that both Hedonic Value and Utilitarian Value have a positive effect on Customer Loyalty. Customer Satisfaction is proven to mediate the relationship between Hedonic Value and Utilitarian Value on Customer Loyalty. In addition, Playing Intensity strengthens the relationship between the perceived value of the game and customer loyalty. These findings emphasize that entertainment experience and functional benefits play an important role in enhancing customer satisfaction and fostering long-term loyalty among Mobile Legends players.

Keywords : Hedonic Value, Utilitarian Value, Customer Satisfaction, Playing Intensity, Customer Loyalty