ABSTRAK

Sulitnya penyedia layanan *game* mempertahankan pemain dalam waktu yang panjang menjadi masalah tersendiri. Pemain *game* dinilai terlalu cepat berpindah – pindah dalam bermain *game*. Oleh karena itu, tujuan dari penelitian ini adalah untuk menguji bagaimana karakteristik *Relationship Length* (durasi), *Depth* (peningkatan penggunaan), dan *Breadth* (pembelian) mempengaruhi loyalitas pemain, dan peran *Relationship Switching Cost* (biaya peralihan) dan *Gaming Habit* (kebiasaan dalam bermain) dalam dampak tersebut. *Social Capital* dan *Self-perception theory* digunakan untuk menjelaskan penelitian ini.

Diawali dengan melakukan penyebaran kuesioner yang telah dievaluasi dengan baik, kuesioner disebarkan secara luas di komunitas – komunitas pemain secara *online* dan didapatkan 453 responden. Kemudian, data responden yang terkumpul dianalisis menggunakan *Covariance Based-Structural Equation Model* (CB-SEM) dengan tools LISREL.

Hasil analisis menunjukkan variabel *Relation Switching Cost* dan *Gaming Habit* berpengaruh signifikan terhadap Loyalitas pemain. Akan tetapi pada variabel *Relationship Length*, *Breadth* dan *Relational Switching Cost* tidak mempengaruhi *Gaming Habit,* Berdasarkan hasil analisis, *game developer* dan *game publisher* dapat meningkatkan fitur – fitur pada *game* yang mempengaruhi loyalitas pemain.

Kata Kunci: *Online Game Mobile, Social Capital, Self-Perception, loyalitas Pemain*

ABSTRACT

The difficulty of game service providers in maintaining players for a long time is a problem in itself. Game players are considered moving too fast in playing the game. Therefore, the aim of this study is to examine how the characteristics of Relationship Length (duration), Depth (increased usage), and Breadth (purchase) affect player loyalty, and the roles of Relationship Switching Cost (switching costs) and Gaming Habit (playing habits.) in the impact. Social capital and self-perception theory are used to explain this research.

Starting with distributing well-evaluated questionnaires, questionnaires were widely distributed in online player communities and obtained 453 respondents. Then, the collected respondent data were analyzed using the Covariance Based-Structural Equation Model (CB-SEM) with LISREL tools.

The results of the analysis show that the Relation Switching Cost and Gaming Habit variables have a significant effect on player loyalty. However, the variables Relationship Length, Breadth and Relational Switching Cost do not affect Gaming Habit. Based on the results of the analysis, game developers and game publishers can improve game features that affect player loyalty.

***Keywords*:** *Online Game Mobile, Social Capital, Self-Perception, Gamer Loyalty.*