

**THE INFLUENCE OF TRUST, SATISFACTION AND
MOTIVATION TOWARD CONSUMER LOYALTY
(Case Study on Mobile Legend: Bang-Bang Player)**

THESIS

**Proposed to Fulfill One of the Requirements to Achieve
Undergraduate Degree**



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Do herewith declare that the material contained in my thesis entitled: **“THE INFLUENCE OF TRUST, SATISFACTION AND MOTIVATION TOWARD CONSUMER LOYALTY (Case Study on Mobile Legend: Bang-Bang Player)”** is original work performed by me and it’s under the guidance and advice of my faculty supervisor Dr. Adi Nurmahdi MBA. The work contained in this thesis has not been previously submitted for a degree or any other higher education institution. To the best of my knowledge, the thesis contains no material previously published or written by another person except where due references are made based on applicable provision. By this statement I made with real and I am willing to accept any action taken if later proved my promise is not really true.

Thus, I convey this statement letter was made with sincerity.

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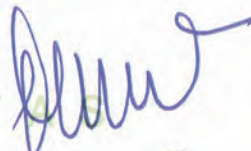
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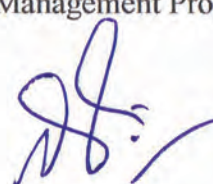
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ABSTRACT

The purpose of this research is to find out the “The Influence of Trust, Satisfaction, and Motivation toward Consumer Loyalty (Case Study on Mobile Legend: Bang-Bang Player)”. The population in this study is mobile gamer who plays Mobile Legend: Bang-Bang. The sample used in this study was collected in South Meruya, West Jakarta with the total of 130 respondents. The sampling technique used is purposive sampling by using a quantitative descriptive approach. Analysis of the data used is statistical analysis in the form of SEM-PLS. The results of this study indicate that Trust, Satisfaction, and Motivation have positive effect on Consumer Loyalty.

Keywords: Trust, Satisfaction, Motivation, Consumer Loyalty, Mobile Legend: Bang-Bang

ABSTRAK

Penelitian ini bertujuan untuk mengetahui “Pengaruh Kepercayaan, Kepuasan, dan Motivasi terhadap Loyalitas Konsumen (Studi Kasus Terhadap Pemain Game Mobile Legend: Bang-Bang)”. Populasi dalam penelitian ini adalah mobile gamer yang memainkan Mobile Legend: Bang-Bang. Sampel yang digunakan dalam penelitian ini dikumpulkan di Meruya Selatan, Jakarta Barat dengan total 130 responden. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan menggunakan pendekatan deskriptif kuantitatif. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM-PLS. Hasil penelitian ini menunjukkan bahwa Kepercayaan, Kepuasan, dan Motivasi berpengaruh positif terhadap Loyalitas Konsumen.

Kata kunci: Kepercayaan, Kepuasan, Motivasi, Loyalitas Konsumen, Legenda Seluler: Bang-Bang

PREFACE

Alhamdulillahirobbil ‘alamin, Praise be to Allah Almighty for the grace and grace that enabled me to complete this thesis report entitled: " **THE INFLUENCE OF TRUST, SATISFACTION, AND MOTIVATION TOWARD CONSUMER LOYALTY (CASE STUDY ON MOBILE LEGEND: BANG-BANG PLAYER)**". This thesis is supposed to fulfill one of the requirements to achieve a Bachelor's Degree in the Faculty of Economics and Business, Management Program of the International Class Program Mercu Buana University.

I, as a writer, realize as human beings in this report that we cannot separate from mistakes and shortcomings due to lack of knowledge and experience. The process of writing this report is inseparable from the guidance and meaningful support of many individuals, especially Dr. Adi Nurmahdi MBA as supervisor who has given me advice, motivation, guidance, encouragement of knowledge that is very valuable to the author. On this occasion, I would like to thank all those who have helped in the process of writing this research successfully, especially to:

1. Prof. Ngadino Surip, MS, as the Rector of UMB.
2. Dr. Harnovinsah, Ak., M.Si., CA., CIPSAS., CMA as Dean of Faculty of Economics and Business of Universitas Mercu Buana.
3. Dr. Daru Asih, S.E.,M.Si. as Chairman of Management Studies Program S1 of Universitas Mercu Buana.
4. Dr.Dewi Nusraningrum, S.Sos., M.Si as Secretary of International Class Program of Universitas Mercu Buana.
5. The entire Lecturers and Staff in International Undergraduate Program that have shared all the knowledge and cooperation.
6. My beloved Parents and brother. Thank you so much for your prays, affection, advice, guidance, moral, and material support that relentlessly given

to me, and also to encourage and provide plenty of inspiration in the process of writing this research and help in all my life, your love is beyond any words.

Finally, this thesis is far from being perfect, but it is expected that this research will be useful not only for the researcher, but also to the readers. For this reason, constructive thoughtful suggestion and critics are welcome to make this report better with all sincerity I would like to apologize if there are mistakes and flaws in this report, might Allah SWT received all their works and kindnesses. Amin ya rabbal al'amin.

Jakarta, February 10th, 2020

Michael Mitterand T



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