

CONSUMER LOYALTY OF MOBILE LEGEND: TRUST, SATISFACTION AND MOTIVATION

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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. The population in this study is mobile gamer who plays Mobile Legend: Bang-Bang. The sample used in this study was collected 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.

INTRODUCTION

Millennials have become the largest generation in the world. Millennials are also the fastest - growing generation of customers in the marketplace, bringing the greatest lifetime value. In addition, Millennials exhibit different attitudes toward employment, sales, and marketing, which are challenging many conventional strategies and approaches. According to a study conducted by the American Psychological Association in 2012, 39 percent of Millennials (ages 18-33) say their stress had increased in the past year. Another research conducted by USA Today poll in the same year, survey said that 59 percent of Millennials listen to music and ate to cope with stress. Interestingly, 41 percent say they play video games or surf the internet.

In Indonesia, one of the most famous and also the leading multi-player online battle arena or MOBA game for short, is Mobile Legend. Mobile Legends: Bang-Bang is a multi-player online battle arena mobile game developed and published by Shanghai Moonton Technology. Country Manager Moonton Indonesia, Cayayan, leaked that worldwide, there are 43 million players playing Mobile Legend and half of those amount of player comes from Indonesia. Research conducted by Kiseleva, et.al. (2016) explained previously marketing strategies have been focused on attracting new customers, but recently the focus shifted to the retention of existing, the formation of their loyalty to the enterprise. The reason for these changes is the recognition that long-term relationships with clients are economically profitable; as they guarantee regular purchases, require lower marketing expenses per customer and due to the recommendations of loyal customers their numbers increase. Trust is a precursor to satisfaction. In the formation of long-term relationships, trust is an important variable since customers are highly likely to form social bonds with their service providers if they trust them (Cater, 2008). As this social bond grows stronger, it becomes impossible for the customer to disengage from the relationship (Ponder et.al., 2016). The research finding of Rachmawati (2015) proved that the teen's insecurity in dealing with the problems he or she faces makes them seek refuge leading them to playing online games as one of their common escapements.

LITERATURE REVIEW

Consumer Loyalty

Loyalty is a commitment that is held deeply to buy or support a product or service that is preferred in the future despite the influence of the situation and marketing efforts of potential customers to switch (Kotler & Keller, 2009). Another researcher believes that loyalty is a buying behavior that is defined as non-random purchases expressed from time to time by several decision-making units. This means that loyal consumers will always use a product repeatedly without being affected by any circumstances even if it tries to direct it to switch to another product (Griffin 2005).

Loyal customers truly believe in your company, and they're not shy about sharing the gospel with anyone who will listen. This is undeniably a benefit for your business (Carpenter D., 2016). Trust Cited in Prakoso

(2017), Mayer et al., (1995) defines trust as the willingness of a person to be sensitive to the actions of others based on the hope that the person will take certain actions according to the expectations of those who trust them, without depending on their ability to supervise and control them. Gefen (2000) defines trust as a willingness to make ourselves sensitive to actions taken by people who are trusted based on a sense of trust and responsibility. Ba and Pavlou (2002) define trust as an assessment of a person's relationship with another person who will carry out certain transactions according to the expectations of his trusted person in an environment full of uncertainty. Nusraningrum et al., (2019) stated that trust also plays a very direct role in being able to arouse consumers' intention to shop online, as evidenced by the results of this study that indeed trust influences consumers' attitudes and intentions in shopping online. Cited from Bilgihan (2016), trust increases customer intentions to purchase a service or product from a company. Company trustworthiness perceptions can increase customer intentions to return to a company both offline and online. It is hypothesized that customers who trust a company are more likely to use the website, whether for a repeat visit to the site or to make an actual purchase and the more a consumer trusts a service provider, the more likely they are to continue the relationship.

H₁: Trust has positive effect on Consumer Loyalty.

Satisfaction

Satisfaction is a person's feelings of pleasure disappointment that result from comparing a product's perceived performance (or outcome) to expectations (Kotler & Keller, 2009). Cited from Gianluigi (2015) Satisfaction is an evaluation overall consumer after purchase, that is, consumers give a response satisfaction at the time after purchase with how to compare product performance after purchase in the hope before purchase. (Fornell, 1991) Very customer satisfaction depends on the expectations of consumers themselves. Therefore, the customer satisfaction strategy must be prioritized with knowledge detail and accurate to consumer expectations. Cited from Ofori et al., (2016) Satisfaction is a central concept and an important goal of all business activities. Several researchers have explored the inextricable relationship between satisfaction and loyalty and not surprisingly, they found a strong relationship between these two variables.

H₂: Satisfaction has positive effect on Consumer Loyalty.

Motivation

Cited from Rahmawati (2019) in motivation there are interrelated relationships with cultural, social, and personal factors. These factors build or influence the buyer's motivation to take an action. A person's motivation is very closely related to his behavior which is influenced by cultural, social, personal factors (Kotler & Keller, 2005). The results of research conducted by Arba'ati (2016) showed that motivation significantly affected loyalty. Motivation is a factor that influences the enthusiasm and enthusiasm of employees to actively participate in the work process. (Nurmahdi et al., 2019) Kotler and Keller (2009) defined motivation as a need that increases to a level of intensity that is high enough to encourage them to act in pursuit of goals. Also according to Daryanto (2013), motivation is a sufficient need to encourage someone to act. Also according to Suryani (2013), motivation is the process of arising encouragement, so that consumers are moved to buy a product. Yee (2006) conducted a survey of 6700 MMORPG players about their motivation to play and tried to examine the validity of the study of types of players according to Bartle. The main question is whether there are fundamental differences that can be found in MMORPG players based on differences in gender, age or personality type.

H₃: Motivation has positive effect on Consumer Loyalty.

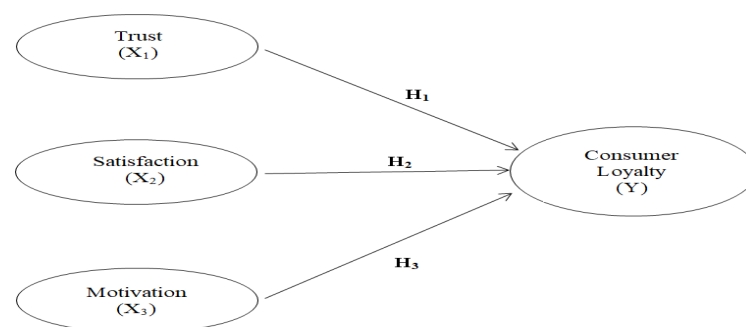


Figure 1. Research Framework

METHODS

This research is quantitative methods based on the type of investigation and a causal research. For this research, the number of populations is unknown, thus, the researcher decides the people met in South Meruya, who plays MOBA game in their phone, specifically playing Mobile Legend: Bang-Bang to be the population of this research. Hair (2010) suggests that the number of research samples that are not known to be exact population numbers it must be multiplied 5 times with the question indicators. The number of question indicator from this study is 26 and the results of the sample calculation were obtained $5 \times 26 = 130$. So, the sample that should be taken is 130 respondents. In determining the sample, researchers use non-probability sampling because it does not provide the same opportunity / opportunity for each member of the population to be a sample.

RESULTS AND DISCUSSION

Table 1. Description of Respondent's Answers, Trust Variable

	N	STS	TS	N	S	SS	Mean	Std. deviation
T1	130	3	8	23	69	27	3.84	0.905
T2	130	2	6	25	58	39	3.97	0.906
T3	130	3	22	41	44	20	3.43	1.019
T4	130	3	23	49	42	13	3.30	0.954
T5	130	4	20	47	41	18	3.38	1.006
T6	130	2	25	45	40	18	3.36	0.996
T7	130	2	6	18	64	40	4.03	0.880
T8	130	1	10	30	58	31	3.83	0.908
T9	130	1	7	16	74	32	3.99	0.812

The indicator of the confidence variable with the highest mean value among other indicators is found in indicator T7 with a value of 4.03 while the indicator with the lowest value on the promotion variable is the T8 indicator with a value of 3.30.

Table 2. Description of Respondent's Answers, Satisfaction Variable

	N	STS	TS	N	S	SS	Mean	Std. deviation
S1	130	0	2	3	77	484.32	0.598	0.598
S2	130	0	6	6	81	374.15	0.706	0.706
S3	130	2	2	8	80	384.15	0.731	0.731
S4	130	0	1	1	82	464.33	0.534	0.534
S5	130	0	2	7	73	484.28	0.638	0.638

The indicator of satisfaction variable with the highest mean value among other indicators is found in the indicator S4 with a value of 4.33 while the indicator with the lowest value on the product quality variable is the indicators S2 and S3 with a value of 4.15.

Table 3. Description of Respondent's Answers, Motivation Variable

	N	STS	TS	N	S	SS	Mean	Std. deviation
M1	130	1	6	20	67	36	4.01	0.831
M2	130	1	4	31	65	29	3.90	0.806
M3	130	1	8	19	77	25	3.90	0.806
M4	130	1	11	9	76	33	3.99	0.858
M5	130	0	3	2	82	43	4.27	0.607
M6	130	1	3	6	73	47	4.25	0.716
M7	130	2	9	19	65	35	3.94	0.913

The indicator of the motivational variable with the highest mean value among other indicators is found in indicator M5 with a value of 4.27 while the indicator with the lowest value on the motivation variable is M2 and M3 indicators with a value of 3.90.

Table 4. Description of Respondent's Answers, Consumer Loyalty Variable

	N	STS	TS	N	S	SS	Mean	Std. deviation
L1	130	0	1	12	63	54	4.31	0.669
L2	130	0	0	4	68	58	4.42	0.554
L3	130	0	1	18	66	45	4.19	0.694
L4	130	0	0	12	72	46	4.26	0.617
L5	130	0	0	17	81	32	4.12	0.605

The indicator of the repurchase interest variable with the highest mean value among other indicators is that there is an indicator L4 with a value of 4.26 while the indicator with the lowest value on the price variable is L3 with a value of 4.19.

Table 5. Convergent Validity Test Result (Modification)

Variable	Indicator	Outer Loadings	Declaration
Trust (X1)	T2	0.735	Valid
	T3	0.722	Valid
	T4	0.731	Valid
	T5	0.669	Valid
	T6	0.688	Valid
	T8	0.663	Valid
Satisfaction (X2)	S4	0.842	Valid
	S5	0.865	Valid
Motivation (X3)	M1	0.649	Valid
	M2	0.750	Valid
	M3	0.625	Valid
	M4	0.622	Valid
	M5	0.776	Valid
	M6	0.805	Valid
Consumer Loyalty (Y)	L1	0.794	Valid
	L2	0.783	Valid
	L3	0.589	Valid
	L4	0.753	Valid
	L5	0.771	Valid

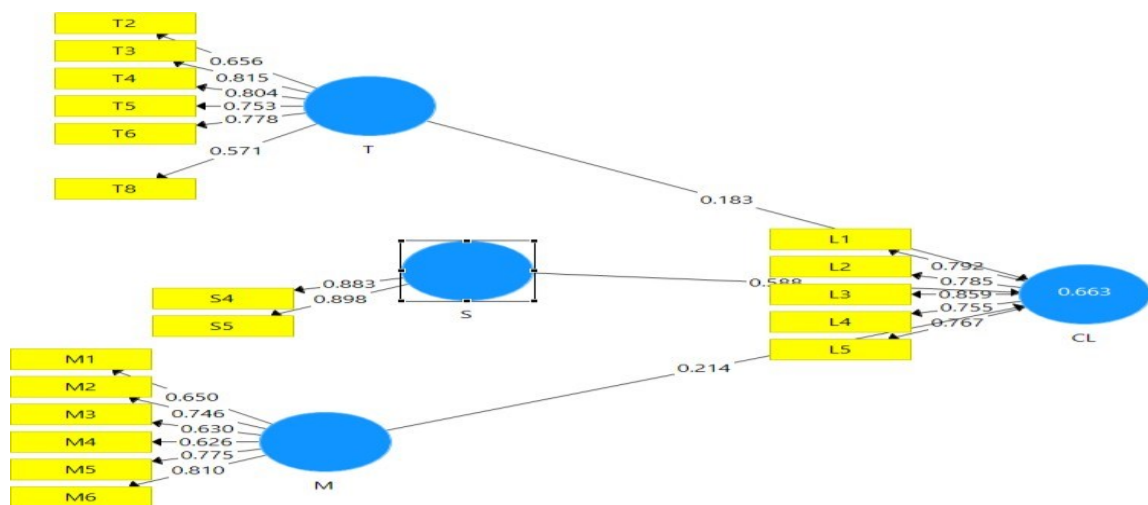


Figure 3. Algorithm PLS (Modification) Result

The results of the modification in Table 5 and Figure 3 shows that all indicators have met the convergent validity because it has a loading factors value above 0.50. Thus, all indicators that have been modified are declared to be all valid.

Table 6. Fornell Larcker Modification Test

Consumer Loyalty	Motivation	Satisfaction	Trust	
Consumer Loyalty	0.793			
Motivation	0.613	0.710		
Satisfaction	0.754	0.508	0.891	
Trust	0.484	0.546	0.313	0.735

After modifying the construct contained in the modeling, it can be seen from Table 6 that some loading factor values for each indicator of each variable already have a loading factor value that is not the greatest compared to the loading value when connected with other variables. This means that each variable has good discriminant validity where some variables still have gauges that are highly correlated with other constructs.

Table 7. Average Variance Extracted (AVE) Test Result

Variable	Average Variance Extracted (AVE)
Consumer Loyalty	0.628
Motivation	0.504
Satisfaction	0.793
Trust	0.540

The square root of Average Variance Extracted (AVE) for each construct is greater than the correlation between one construct and the other constructs in the model. From the AVE value, the construct in the estimated model meets the discriminant validity criteria.

Table 8. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Consumer Loyalty	0.891	0.852
Motivation	0.858	0.803
Satisfaction	0.885	0.739
Trust	0.874	0.826

The results of the reliability and Cronbach alpha composite tests show satisfactory values, namely all variables have been reliable because all latent variable values have composite reliability and Cronbach alpha values ≥ 0.70 . So it can be concluded that, the questionnaire used as a research tool has been reliable or consistent.

Table 9. R² Value

Endogenous Variable	R ²
Consumer Loyalty (Y)	0.663

The model on consumer decision variables is 0.663 which means that loyalty can be explained by variables in the model, namely trust, satisfaction, and motivation 66.3% while the rest is explained by other variables not examined in this model.

Table 10. Hypothesis Testing Result

	Ordinal Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t Statistic (O/STDEV)	ρ Values
M > CL	0.214	0.216	0.067	3.212	0.000
S > CL	0.588	0.589	0.062	9.448	0.028
T > CL	0.137	0.147	0.047	3.149	0.003

The results of hypothesis testing in this study show that trust has a positive and significant effect on loyalty. Hypothesis test results in this study can be interpreted if related parties are able to form the belief that Mobile Legend is the best game through service and know what needs are desired by the user as a whole, loyalty will also increase. The results of hypothesis testing in this study are supported by research conducted by Ofori (2016)

which says that trust influences loyalty.

The results of hypothesis testing in this study indicate satisfaction has a positive and significant effect on loyalty. Hypothesis test results in this study can be interpreted if related parties are able to provide overall satisfaction such as service and response in accordance with what is offered and expected, loyalty will also increase. The results of hypothesis testing in this study are supported by research conducted by Resika (2019) which says that satisfaction influences loyalty.

The increased motivation that exists in Mobile Legend users can increase loyalty. This result can be interpreted if related parties can increase the strength of the character in the game and increase the ability of the characters in the game, the motivation to play the game will also increase the impact will affect loyalty. The results of hypothesis testing in this study were supported by Efendi (2014) who said that motivation had a positive and significant effect on loyalty.

CONCLUSION AND DISCUSSION

The trust has a positive and significant effect on loyalty, it means that if the Mobile Legend user has trust then the loyalty of the Mobile Legend user will also increase. The satisfaction has a positive and significant effect on loyalty, it means that if the Mobile Legend user has satisfaction then the loyalty of the Mobile Legend user will also increase. The motivation has a positive and significant effect on loyalty, it means that if the Mobile Legend user has motivation then the loyalty of the Mobile Legend user will also increase.

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