

## INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *perceived ease of use*, *perceived enjoyment*, *perceived cohesion*, *social norm* dan *customer preference* terhadap *customer loyalty* komunitas *game online First Person Shooter (FPS)* di Surabaya. Penelitian ini dilakukan pada semua *game First Person Shooter (FPS)* di Surabaya.

Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling (SEM)* dengan *software Lisrel 8.70*. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *convenience sampling*. Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dengan menyebarkan kuesioner. Jumlah sampel yang digunakan dalam penelitian ini adalah 160 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *customer preference* terhadap *customer loyalty*, *perceived ease of use* terhadap *perceived enjoyment*, *perceived enjoyment* terhadap *customer preference*, *perceived cohesion* terhadap *customer preference*, *perceived cohesion* terhadap *customer loyalty* dan *social norm* terhadap *customer loyalty* komunitas *game online First Person Shooter (FPS)* di Surabaya. Sedangkan, pengaruh *perceived ease of use* terhadap *customer preference* dan *perceived enjoyment* terhadap *customer loyalty* komunitas *game online First Person Shooter (FPS)* di Surabaya tidak terbukti.

Kata kunci: *Perceived Ease Of Use*, *Perceived Enjoyment*, *Customer Preference*, *Customer Loyalty*.

## **ABSTRACT**

*This study aims to know and analyze the influence of perceived ease of use, perceived enjoyment, perceived cohesion, social norm and customer preference on customer loyalty online game community First Person Shooter (FPS) in Surabaya.*

*This research using Structural Equation Modeling (SEM) with Lisrel 8.70 software. Sampling techniques used in this research are non probability sampling with this type of convenience sampling. Data collected directly from respondents who meet the specified characteristics of the population by distributing questionnaires. The samples used in this study was 160 respondents.*

*The results of this study showed the influence of customer preference on customer loyalty, perceived ease of use on perceived enjoyment, perceived enjoyment on customer preference, perceived cohesion on customer preference, perceived cohesion on customer loyalty and social norm on customer loyalty. While the influence of perceived ease of use on customer preference and perceived enjoyment on customer loyalty rejected.*

*Key words: Perceived Ease Of Use, Perceived Enjoyment, Customer Preference, Customer Loyalty.*