

INTISARI

Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh dimensi *Perceived Behavioral Control*, *Descriptive Norms*, *Perceived Playfulness* terhadap *Online Game Addiction*, pengaruh dimensi *Satisfaction* terhadap *Loyalty*, pengaruh dimensi *Online Game Addiction* terhadap *Loyalty* dan moderasi *Online Game Addiction* terhadap *Satisfaction-Loyalty* pemain *Clash of Clans* di Surabaya.

Data diperoleh melalui *survey* 300 pemain yang kecanduan bermain *Online Game Clash of Clans* di Surabaya, dan data dianalisis menggunakan *Path Analysis* dengan *software AMOS version 20*, serta analisis regresi berganda, analisis regresi sederhana, *Moderated Regression Analysis (MRA)* dengan *software SPSS version 16.0*. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik *non probability sampling*.

Hasil dari penelitian ini menunjukkan adanya pengaruh *Perceived Behavioral Control*, *Descriptive Norms*, *Perceived Playfulness* terhadap *Online Game Addiction* pemain *Online Game Clash of Clans* di Surabaya. *Online Game Addiction* juga terbukti berpengaruh terhadap *Loyalty Online Game Clash of Clans* di Surabaya. Sedangkan, pengaruh *Satisfaction* terhadap *Loyalty* pemain *Online Game Clash of Clans* di Surabaya tidak terbukti berpengaruh. *Online Game Addiction* yang memoderasi (melemahkan) hubungan *Satisfaction-Loyalty* pada pemain *Online Game Clash of Clans* di Surabaya tidak terbukti berpengaruh.

Kata kunci : *Perceived Behavioral Control*, *Descriptive Norms*, *Perceived Playfulness*, *Online Game Addiction*, *Satisfaction*, *Loyalty*.

ABSTRACT

This study aimed to determine, analyze, and prove the influence of the dimensions of Perceived Behavioral Control, Descriptive Norms, Perceived playfulness of the Online Game Addiction, Satisfaction to Loyalty dimensional effect, the influence of the dimensions of Online Game Addiction to Loyalty and Online Games Addiction moderation Satisfaction-Loyalty to players Clash of Clans in Surabaya.

Data were obtained through a survey of 300 players who are addicted to playing online games Clash of Clans in Surabaya, and the data were analyzed using path analysis with AMOS software version 20, as well as multiple regression analysis, a simple regression analysis, Moderated Regression Analysis (MRA) with SPSS software version 16.0. The sampling technique used in this study is non-probability sampling technique.

The results of this study show the influence Perceived Behavioral Control, Descriptive Norms, Perceived playfulness of the Online Game Addiction player Online Game Clash of Clans in Surabaya. Online Game Addiction also proved influential on Loyalty Online Game Clash of Clans in Surabaya. Meanwhile, the influence of Satisfaction to Loyalty player Online Game Clash of Clans in Surabaya no proven effect. Online Game Addiction is moderate (weaken) the relationship Satisfaction-Loyalty in player Online Game Clash of Clans in Surabaya also no proven effect.

Key words: Perceived Behavioral Control, Descriptive Norms, Perceived Playfulness, Online Game Addiction, Satisfaction, Loyalty.