# INTISARI

Tujuan penelitian ini untuk mengetahui persepsi pengguna *Mobile App* terhadap karakteristik *Mobile App (Mobile App Features)* di Surabaya dan akibatnya terhadap *Mobile App Usefulness, Playful Engangement, Mobile App Stickiness,* dan *Mobile App Word of Mouth*.

Penelitian ini diolah dengan menggunakan *Structural Equation Model* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan Lisrel 8.70. 190 responden diambil dari pengguna *Mobile App* yang berdomisili di wilayah Surabaya.

Hasil penelitian ini menemukan *Mobile App Usefulness* memiliki pengaruh positif dan signifikan terhadap *Mobile App Stickiness* dan *Mobile App Word of Mouth*, sedangkan *Playful Engangement* hanya berpengaruh terhadap *Mobile App Stickiness*.

Kata kunci: *Perceived Ubiquity, Perceived Informativeness,* dan *Perceived Personalization*, *Mobile App Usefulness, Playful Engangement, Mobile App Stickiness, Mobile App Word of Mouth*
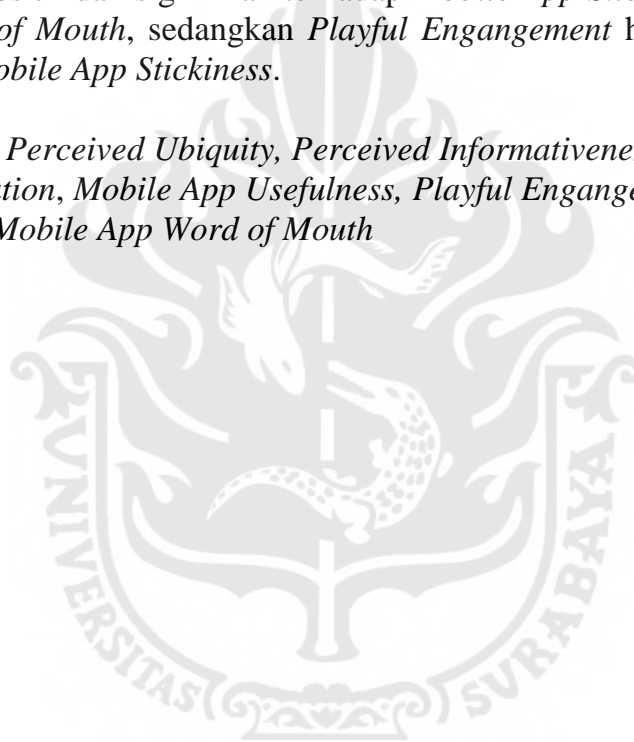
ABSTRACT

The purpose of this study is to investigate the perception of Mobile App users to the characteristics of Mobile App (Mobile App Features) at Surabaya and its impact to Mobile App Usefulness, Playful Engangement, Mobile App Stickiness, and Mobile App Word of Mouth.

This study analyzed using Structural Equation Model via the Statistical Package for Social Science computer program version 18 and Lisrel 8.70. 180 respondent were drawn from Mobile App users domiciled in Surabaya area.

Result of this Study found Mobile App Usefulness have positive and significant impact on Mobile App Stickiness, and Mobile App Word of Mouth, while Playful Engangement only have positive and significant impact on Mobile App Stickiness.

Keywords: Perceived Ubiquity, Perceived Informativeness, dan *Perceived Personalization*, *Mobile App Usefulness, Playful Engangement, Mobile App Stickiness, Mobile App Word of Mouth*