

ABSTRACT

This study is conducted to test the influence of Entertainment, Sociality, Challenge, Control and Interactivity on consumers' Loyalty toward online games based on the uses and gratifications theory and the flow theory. The model and variables in this study used two theories perspectives, consists of Uses and Gratification Research, and Flow Research.

This type of research is causal research with quantitative approach. This study used purposive sampling approach, which the sample consists of respondents who have experience of playing Massive Multiplayer Online Games at game center in Surabaya Region. Respondents in this study amounted to 280 people. The analysis in this study used a model of SEM (Structural Equation Modeling) and processed using SPSS software version 23.0 for Windows and Amos 23 for testing Measurement and Structural Model.

The result indicates that the Entertainment, Challenge, Control and Interactivity have a positive and significant impact on Customer Loyalty. While the influence of Sociality towards Customer Loyalty is insignificant or can be said to have no meaning.

Keywords: Customer Loyalty, Computer Games, Online Gaming, Uses & Gratification Research, Flow Theory, Massive Multiplayer Online Game.