

Pengaruh value co-creation practice terhadap customer loyalty: studi pada forum komunitas pengguna game mobile legends di Indonesia = The Effect of value co creation practice on customer loyalty study on game mobile legends users of community forum in Indonesia

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Abstrak

**ABSTRAK**

Penelitian ini meneliti pengaruh pelibatan dan keterlibatan konsumen dalam penciptaan nilai produk perusahaan value co-creation practice terhadap customer loyalty pada forum komunitas pengguna Mobile Legends di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif. Sampel yang digunakan pada penelitian ini yaitu 100 anggota forum di website Mobile Legends yang aktif terlibat dalam pengembangan game Mobile Legends di forum tersebut. Pengumpulan data dilakukan dengan melakukan survey dengan penyebaran kuesioner, kemudian data yang terkumpul dianalisis menggunakan regresi linear. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh yang signifikan antara value co-creation terhadap customer loyalty para pengguna game Mobile Legends.

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**ABSTRACT**

This research investigate the influence of customer involvement on value co creation practice with customer loyalty at Mobile Legends users of forum community in Indonesia. This research uses a quantitative approach. The sample that used in this research is 100 members of the forum at Mobile Legends website which she he actively involved in the development of Mobile Legends game in the forum. Data collection was done by survey with questionnaires spread, then the collected data were analyzed using linear regression. The results of this study indicate that there is a significant influence between the value co creation on Customer Loyalty of Mobile Legends game users.