

Pengaruh gamification dalam membangun brand loyalty melalui perceived value dan customer satisfaction (kasus pada go-points layanan dari Go-Jek) = The effect of gamification in building brand loyalty through perceived value and customer satisfaction case of go-points service from Go-Jek

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Abstrak

Tesis ini membahas pengaruh dari Gamification terhadap Brand Loyalty melalui Perceived Value dan Customer Satisfaction sebagai variabel intervening. Pendekatan yang digunakan pada penelitian ini adalah pendekatan kuantitatif dengan responden yakni pengguna Go-Points layanan dari Go-Jek yang berdomisili di Jabodetabek. Metode analisis data dilakukan dengan menggunakan analisis deskriptif dan analisis jalur untuk membuktikan adanya hubungan dari Gamification dengan Brand Loyalty baik secara langsung atau melalui mediasi dari Perceived Value dan Customer Satisfaction. Hasil penelitian ini menunjukkan bahwa terdapat mediasi parsial antara variabel Gamification terhadap Brand Loyalty. Walaupun terbukti memengaruhi Brand Loyalty secara langsung, Koefisien jalur yang dimiliki oleh Gamification lebih kecil dibandingkan dengan koefisien jalur berdasarkan mediasi dari Perceived Value dan Customer Satisfaction.

.....This thesis discusses the effect of Gamification on Brand Loyalty through Perception of Value and Customer Satisfaction as intervening variable. The approach used in this study is the approach with Go Points service user respondents from Go Jek domiciled in Jabodetabek. Data analysis is done by using analysis and path analysis to prove the relationship of Gamification with Brand Loyalty either directly or through mediation from Perceived Value and Customer Satisfaction. The results of this study indicate that there is a partial mediation between the variables of Gamification to Brand Loyalty. Although it is proven to directly affect Brand Loyalty, Path coefficient owned by Gamification is smaller than the level of access to Perception Value and Customer Satisfaction.