

ABSTRACT

As technology increases and developments in the world, the need for the use of mobile game applications explodes exponentially. And Indonesia is one of the countries that has contributed the most active users to a game called Mobile Legends: Bang - Bang. Recorded active users of Mobile Legends currently have a total of 170 million active users per month worldwide and Indonesia takes up 50 million active users in it.

This study measures the loyalty of users of the Mobile Legends Bang - Bang application using a modified method in which the researcher analyzes the User Experience and Consumer-Based Brand Equity variables on the user's loyalty.

This study uses SEM-PLS which aims to determine the factors that influence variables. using quantitative methods by distributing questionnaires to 417 respondents. The measurement scale used is the Likert scale and the sampling technique used is non-probability sampling with the type of purposive sampling. using data analysis techniques using the Structural Equation Model and then processed using Smart PLS.

Keywords: Mobile Legends, Mobile Games, SEM-PLS