

## ABSTRAK

### PENGARUH KEPUASAN KONSUMEN PADA FITUR INTERAKTIF TERHADAP MINAT BELI ULANG SKIN GAME ONLINE MOBILE LEGENDS

Studi Pada Mahasiswa/i Fakultas Ekonomi Universitas Sanata Dharma

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Penelitian ini bertujuan untuk mengetahui apakah kepuasan konsumen pada fitur interaktif berpengaruh positif terhadap minat beli ulang *skin game online* Mobile Legends. Penelitian ini dilakukan selama bulan February 2019 di kampus Universitas Sanata Dharma, Yogyakarta. Populasi dalam penelitian ini adalah Mahasiswa/i Fakultas Ekonomi Universitas Sanata Dharma Program Studi Manajemen, Akuntansi, dan Ilmu Ekonomi yang bermain *game online* Mobile Legends dan telah membeli *Skin* pada *game online* Mobile Legends. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *Nonprobability Sampling* dan teknik sampel yang digunakan adalah *Purposive Sampling*. Data dalam penelitian ini diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dilakukan dengan menggunakan regresi linier sederhana. Hasil penelitian menunjukkan bahwa kepuasan konsumen pada feature interaktif berpengaruh positif terhadap minat beli ulang *skin game online* Mobile Legends.

**Kata kunci : kepuasan konsumen pada fitur interaktif, minat beli ulang *skin game online* Mobile Legends**

**Abstract**

**The Influence of Customer Satisfaction to Interactive Feature On The Interest  
of Rebuying Mobile Legend Online Game Skin**

**A Study on Students of Faculty of Economics, Sanata Dharma University**

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The aim of this research is to figure out whether or not customer satisfaction to interactive feature has positive influence on the interest of rebuying *online game skin* on Mobile Legend. This research was made for the entire month of February 2019 in Sanata Dharma University. The population of this research is students of Faculty of Economics Management, Accounting and Economic Departments of Sanata Dharma University, who play Mobile Legend *online game* and have bought *skin* for that *online game*. This research uses *Nonprobability Sampling* as the sampling technique and uses *Purposive Sampling* as the sample technique. The data is obtained by giving a questioner to 100 respondents. The data analysis technique is simple linear regression. The result, this research shows that customer satisfaction to interactive feature has a positive influence on the interest of rebuying Mobile Legend *online game skin*.

**Key words : Customer Satisfaction to Interactive Feature, Interest of Rebuying  
Mobile Legend *Online Game Skin***