

ABSTRAKSI

Penelitian ini membahas konsep *experiential value* dan pengaruhnya terhadap *usage attitude* pengguna aplikasi *mobile instant* messaing LINE Messenger di kalangan mahasiswa Jakarta dan Tangerang. LINE Messenger merupakan aplikasi *mobile instant messaging* yang penggunanya cukup banyak di Indonesia dan terus berkembang setiap harinya, dengan lalu lintas pengiriman konten yang sangat banyak setiap detik. Setelah dilakukan observasi, ditemukanlah beberapa elemen dalam *experiential value*, seperti *aesthetics*, *playfulness*, *consumer return on investment* (CROI) dan *service excellence*. Semua elemen ini menimbulkan pertanyaan bagaimana pengaruh semua elemen-elemen ini terhadap suka atau tidaknya seseorang terhadap LINE Messenger.

Dengan menggunakan metode kualitatif *focus group discussion* dan kuantitatif dengan menggunakan kuesioner, penelitian ini menggali jawaban dari 200 responden berdasarkan teknik *judgemental sampling*. Setiap responden diberikan pernyataan mengenai semua elemen-elemen terkait pengalaman mereka dalam menggunakan LINE Messenger. Hasilnya kemudian akan diolah dan dianalisa menggunakan SPSS 21.00.

Hasil penelitian menunjukkan ada pengaruh dari *experiential value* yang dapat membentuk *usage attitude* seseorang, entah menjadi menyukai (*favour*) ataupun tidak menyukai (*disfavour*) seseorang. *Playfulness*, *Consumer Return on Investment*

(CROI), dan *service excellence* mempengaruhi *usage attitude* pengguna LINE Messenger secara positif, sedangkan *aesthetics* mempengaruhi *usage attitude* para pengguna aplikasi ini secara negatif.

Kata kunci: *experiential value, aesthetics, playfulness, consumer return on investment, CROI, service excellence, usage attitude*



ABSTRACT

This research explores the concept of *experiential value* and its influence on the *usage attitude* of LINE Messenger users in university students environment in the Jakarta dan Tangerang area. LINE Messenger is a *mobile instant messaging* application that has many users in Indonesia and is growing everyday, with the traffic of interloping contents that is quite exceptional in numbers every second. After observation, a couple of elements that resides in *experiential value* are founded, such as: *aesthetics*, *playfulness*, consumer return on investment (CROI) and *service excellence*. All of these elements creates a question: How do these elements give influence towards the *usage attitude* of LINE Messenger users, either *favourable* or *disfavourable*.

With the qualitative method of focus group discussion and quantitative research by using questionnaires, this research dwells on the answers of 200 respondents by using *judgemental sampling* technique. Every respondents are given statements about all of the elements that is about their *experience* in using LINE Messenger. The results are then processed with the help of SPSS 21.00.

The result of the research shows that there are influences from *experiential value* that could affect someone's *usage attitude*, either liking (*favour*) or dislike (*disfavour*). *Playfulness*, CROI, and *service excellence* affects *usage attitude* in a positive way, while *aesthetics* affects someone's *usage attitude* negatively.

Keywords: *experiential value, aesthetics, playfulness, consumer return on investment, CROI, service excellence, usage attitude*

