ABSTRACT

As social media platforms evolve into communication channels in various circles, more brands are relying on social media platforms to reach their target audience. The use of social media in Indonesia is increasing year by year, in social media there is no limit of space and time, social media users can communicate whenever and wherever the user is. It cannot be denied that social media has a big influence on someone's life. People who were initially not famous could become famous because of social media.

Line is one of the most popular chat applications in Indonesia. At present there are 220 million users who are members of the Line application worldwide. Along with the decline of monthly active users, this study aims to determine the effect of emotional value, social value, Value for Money, Performance / Quality Value, Satisfaction and Perceived Value on the loyalty of chat Line application users. There are seven hypotheses that will be answered in this study.

This research uses Quantitative research methods. Based on the aim, this study uses conclusive goals. Based on the type of investigation, in this study type was used. The involvement of researchers in the data is not to intervene in data because researchers do not manipulate data. Based on the unit of analysis, in this study individual types. Based on the research setting, in this study the type was non contrived setting. Based on the time of conducting the study, in this study Cross Sectional type. The measurement scale in this study used a Likert scale. The population used in this study is Line communication application users in Indonesia. The sample used was 400 respondents which were divided into 5 island regions, namely Java, Sumatra, Kalimantan, Bali-Nusa, Sulawesi-Maluku-Papua. The sampling technique uses non probability sampling and quota sampling. Sources can be obtained from primary data and secondary data. Data analysis techniques used multivariate techniques, Structural Equation Modeling (SEM) Partial Least Square (PLS) using the SmartPLS 3.0 application, and hypothesis testing with partial T test.

The results of this study are six hypotheses accepted and one hypothesis rejected from a total of seven hypotheses. The suggestion of this research is that Line must improve its perceived value in order to create good satisfaction and loyalty because satisfaction and loyalty on the Line are important parts to be developed.

Keywords: *mobile application, loyalty, perceived value, satisfaction, structural equation modeling.*