

ABSTRACT

The rapid development of technology creates a new perspective in society regarding its growth. One of them is an online game. Currently, this game has become one of competitions. Mobile Legend has been the most played game but has a lower rating on App Store and Play Store rather than its competitors. According to the reviews, one of the reasons is that the application often exists on its own. This shows that there are difficulties in accessing this application. If it continues, then it will affect the satisfaction of Mobile Legend users. Based on the previous research, it also shows that demography also strengthens satisfaction. This study was done to find out the effect of perceived ease of use toward the satisfaction of Mobile Legend users in Bandung with the demography as the moderating variable. The method that was used in this study was a quantitative method by implementing Structural Equation Modeling (SEM) analysis technique using SMARTPLS software. The sample taking was done by applying a Purposive sampling method with 385 respondents. The results of the study showed that Perceived Ease of Use influenced the user satisfaction positively and significantly, with the value of 81.5% as a forming factor of the user satisfaction, and the rest 18.5% is the other factor that was not included in this study. Gender, occupation and income moderate the influence of Perceived Ease of Use toward user satisfaction . Meanwhile, gender did not moderate the relation of Perceived Ease of Use affect toward user satisfaction.

Keywords: *Perceived Ease of Use, User Satisfaction, Mobile Legend*