

ABSTRACT

Mobile Legends: Bang Bang is an online game created by Shanghai Moonton Technology Co. Ltd. Mobile legends is growing rapidly and dominating the Southeast Asian market, including in Indonesia, this game has 5 million active users every day. This study aims to determine the effect of customer relationship management (CRM) mobile legends: bang bang on customer satisfacation and customer loyalty. quantitative research methods are used descriptive and this type of research is causality which is used to explain how much influence Customer Relationship Management Mobile Legends: Bang Bang on Customer Satisfaction and Customer Loyalty. This study used a sample of 100 respondents from active mobile legends users. This study aims to prove the influence between research variables using validity tests, reliability tests, and hypothesis testing. In processing the data, researchers used the help of SmartPLS 4.0 software. Based on the research results, 80% of mobile legends users have felt a positive impression in their experience playing mobile legends, 80.6% of users are satisfied, and 80% of users recommend mobile legends games to their colleagues.

Keywords: Brand Image, Customer Loyalty, Customer Relationship Management, Mobile Legends: Bang Bang