ABSTRAKSI

As a part of new fashion recreational facilities, online games played important role in modern life style. Along with giant leap of information technology and great internet penetration, people became easier to access online games. Meanwhile the most growing online games in the world is MMOG (Massively Multiplayer Online Games). MMOG is a kind of online games that support thousands players to play together in the same time. There are several issues related with MMOG, like security of players account, level of player enjoyment, social norms and player ability to provide online gaming facilities.

This research conducted in order to gain more insight of online games player behavior. Using online trust, enjoyment, attitude, subjective norms, perceived behavioral control and loyalty as construcs, this research exert paid online games players in Surabaya as samples. Samples must have been played at least one of the following paid online games like World of Warercraft, AION, Ragnarok and Hero of Newert.

Using Structural Equation Modelling and AMOS 18 as statistical tool, this research found several new findings. Online trust doesn't have direct effect on loyalty, also doesn’t have indirect effect through attitude. While enjoyment doesn't have direct effect on loyalty but have indirect effect through attitude. Attitude surely have significant effect on loyalty. Subjective norm also have significant effect on attitude. But perceived behavioral control doesn't have significant effect on loyalty.

Keyword: Online Trust, Enjoyment, Attitude, Subjective Norm, Perceived Behavioral Control, Loyalty.