

ABSTRACT

Michele Gracia Rusli (01618200018)

ANTECEDENTS OF SATISFACTION AND LOYALTY TOWARDS PURCHASE INTENTION OF IN-APP PURCHASES OF GENSHIN IMPACT MOBILE GAME AMONG INDONESIAN STUDENTS IN PERSPECTIVE OF PERCEIVED VALUE

(xi + 144 pages; 6 figures; 16 tables; 2 appendices)

In the previous five years, the mobile gaming market has grown fast. One of the most popular mobile games presently is Genshin Impact, which was named The Game Award's Best Mobile Game in 2021. For games like Genshin Impact, the source of income is in-app purchases, and there are a variety of elements influencing players' in-app purchase intentions, such as satisfaction and loyalty, which may also be influenced by perceived value. A total of 273 Genshin Impact student players from around Indonesia were obtained as samples utilizing the purposive sampling methodology, which included online questionnaires with 5-point likert scale questions delivered to Genshin Impact student players as its data collection method. The data was examined using structural equation modeling statistical methods (SEM). According to the findings of this study, Hedonic, Utilitarian, Emotional, and Social Values positively influence Satisfaction; Hedonic, Utilitarian, Economic, and Social Values positively influence Loyalty; Satisfaction positively influences Loyalty; Loyalty positively influences Purchase Intention; and Satisfaction positively influences Purchase Intention insignificantly. The managerial implications from this study, to summarize is that to initiate effective in-app purchase intention, game developers should focus on increasing the players' loyalty with the game by adding to the games' enjoyment value, functional value, value for money, social value, and overall satisfaction in the game. Further will be discussed in the paper.

Keywords: Purchase Intention, Perceived Value, Satisfaction, Loyalty, Mobile Games, In-App Purchase, Hedonic Value, Utilitarian Value, Economic Value, Emotional Value, Social Value