

ABSTRAK

Made Dwi Satria Indranatha (02011190089)

PENDAHULUAN DARI *INTENTION TO PLAY* DAN BERPENGARUH TERHADAP *INTENTION TO PAY* PADA PEMAIN MOBILE LEGENDS DI LOMBOK, NUSA TENGGARA BARAT

(xiv + 270 halaman: 19 gambar, 53 tabel, 5 lampiran)

Perkembangan ilmu pengetahuan dan teknologi yang pesat akhir-akhir ini telah menimbulkan subversi di beberapa lini industry salah satunya industry game. Mobile Legends adalah game *Multiplayer Online Battle Arena* (MOBA) yang berkembang pada tahun 2016 hingga saat ini. Pemain dari game ini yang semakin lama, semakin meningkat seiring perkembangan zaman dan penelitian ini bertempat di Lombok, Nusa Tenggara Barat, Tetapi persaingan juga semakin ketat dengan bertambahnya jumlah kompetitor dan game yang sudah lama ada.

Penelitian ini bertujuan untuk mencari faktor yang berpengaruh terhadap *Intention to Pay* melalui *Intention to Play* pemain Mobile Legends di Lombok, Nusa Tenggara Barat. Penelitian ini bermanfaat untuk industri game khususnya untuk melihat niat pemain untuk membeli item didalam game tersebut agar game tersebut dapat bertahan di pasar dalam kurun jangka panjang.

Penelitian ini bersifat kausal dengan menggunakan metode kuantitatif dengan bantuan software AMOS 22.0 untuk membantu proses pengolahan data primer dari 170 pemain Mobile Legends di Lombok, Nusa Tenggara Barat yang telah dikumpulkan secara online dengan menggunakan teknik *Snowball Sampling*. Karakteristik yang dicari adalah Pria dan Wanita, berdomisili Lombok, berusia 18-60 tahun, pernah bermain game Mobile Legends sebelumnya, dan Pernah melakukan pembelian dalam game Mobile Legends.

Dalam penelitian ini ditemukan bahwa variabel yang berpengaruh positif signifikan terhadap *Intention to Play* adalah *Challenge, Competition, Fun, Fantasy, Social Interaction*, dan yang tidak berpengaruh signifikan adalah *Time Flexibility, Arousal*, dan *Diversion*. Kemudian variabel *Intention to play* berpengaruh signifikan terhadap *Intention to Pay*.

Kata Kunci: *Challenge, Competition, Fun, Fantasy, Social Interaction, Time Flexibility, Arousal, Diversion, Intention to play, Intention to Pay.*

ABSTRACT

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ANTECEDENTS FROM INTENTION TO PLAY AND EFFECT ON INTENTION TO PAY ON MOBILE LEGENDS PLAYERS IN LOMBOK, NUSA TENGGARA BARAT

(xiv + 270 halaman: 19 gambar, 53 tabel, 5 lampiran)

The rapid development of science and technology lately has led to subversion in several lines of industry, one of which is the game industry. Mobile Legends is a Multiplayer Online Battle Arena (MOBA) game that developed in 2016 until now. The players of this game are getting older, increasing with the times and this research is located in Lombok, West Nusa Tenggara, but the competition is also getting tougher with the increasing number of competitors and games that have been around for a long time.

This study aims to find factors that influence Intention to Pay through Intention to Play Mobile Legends players in Lombok, West Nusa Tenggara. This research is useful for the game industry, especially to see the intention of players to buy items in the game so that the game can survive in the market in the long term.

This research is causal by using quantitative methods with the help of AMOS 22.0 software to assist the processing of primary data from 170 Mobile Legends players in Lombok, West Nusa Tenggara which have been collected online using the Snowball Sampling technique. The characteristics sought are Male and Female, domiciled in Lombok, aged 18-60 years, have played Mobile Legends games before, and have made purchases in the Mobile Legends game.

In this study, it was found that the variables that had a significant positive effect on Intention to Play were Challenge, Competition, Fun, Fantasy, Social Interaction, and those that had no significant effect were Time Flexibility, Arousal, and Diversion. Then the Intention to play variable has a significant effect on Intention to Pay.

Key Words: Challenge, Competition, Fun, Fantasy, Social Interaction, Time Flexibility, Arousal, Diversion, Intention to play, Intention to Pay.