

ABSTRACT

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ANTECEDENT OF SATISFACTION & CONTINUED USE INTENTION FOR PURCHASE INTENTION OF MOBILE LEGENDS MICROTRANSACTIONS

(xiii + 108 halaman; 9 gambar; 28 tabel; 6 lampiran)

The purpose of this study is to analyze the antecedents of continued use intention and satisfaction and how satisfaction and continued use intention affects purchase intention of microtransactions in Mobile Legends. The sampling was done using purposive sampling. This study's population was gathered from distribution of questionnaires towards Mobile Legends players in Indonesia. A total of 228 respondent data was obtained and processed using PLS-SEM. The results show that enjoyment, social value, quality, and economic value effects satisfaction and continued use intention excluding social value's effect on continued use intention and the further effects of satisfaction and continued use intention on purchase intention. This study contributes towards the research on variables that affect continued use intention, satisfaction, and purchase intention

Reference : 119 (1981 - 2022)

Key Words : *Antecedents, Enjoyment, Social Value, Quality, Economic Value, Satisfaction, Continued Use Intention, Purchase Intention*