ABSTRAK

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ANTECEDENTS DARI *INTENTION TO PLAY* DAN BERPENGARUH TERHADAP *INTENTION TO PAY* PADA PEMAIN MOBILE LEGENDS DI LOMBOK, NUSA TENGGARA BARAT
(xv + 268 halaman: 19 gambar, 53 tabel, 5 lampiran)

Seiring perkembangan zaman, teknologi digital semakin berkembang pesat hingga menjadi modern. Tak hanya itu, era yang disebut sebagai Revolusi Industri 4.0 juga telah mendongkrak potensi berbagai industri Gaming atau industri game adalah salah satunya. 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 bermain game yang dapat membuat 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, pernam bermain game Mobile Legends sebelumnya, dan Pernah melakukan pembelian dalam game Mobile Legends.

Dalam penelitian ini ditemukan bahwa variabel yang berpengaruh positif sginifikan 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
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As time goes by, digital technology is developing rapidly to become modern. Not only that, the era known as Industrial Revolution 4.0 has also boosted the potential of various gaming industries or the gaming industry is one of them. Mobile Legends is a Multiplayer Online Battle Arena (MOBA) game that was developed in 2016 until now. Players of this game are getting more and more with the times and this research took place in Lombok, West Nusa Tenggara, but competition is also getting tougher with the increasing number of competitors and games that have been around for a long time.

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

This research is causal in nature using quantitative methods with the help of AMOS 22.0 software to help process primary data from 170 Mobile Legends players in Lombok, West Nusa Tenggara which has been collected online using the Snowball Sampling technique. The characteristics sought are male and female, domiciled in Lombok, aged 18-60 years, have never played the Mobile Legends game before, and have made purchases in the Mobile Legends game.

In this research, 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 did not have a 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.