

ABSTRAK

MENYELIDIKI MOTIVASI GAMER DALAM BERMAIN MOBILE LEGENDS: TINJAUAN *INSIGHTFUL* DARI KESERUAN BERMAIN DI JABODETABEK

Penelitian ini bertujuan untuk menguji pengaruh variabel terhadap *purchase intent*, *community engagement*, *coproduction*, *word-of-mouth*, dan *recruitment* dalam konteks pemain Mobile Legends generasi Z di Indonesia, khususnya wilayah Jabodetabek. Melalui metode kuantitatif dengan kuesioner online, hasil penelitian melibatkan 138 responden dengan teknik *purposive* sampling dan menggunakan analisis PLS-SEM. Hasilnya menunjukkan bahwa hipotesis 6, 8 hingga 15 memiliki dampak positif dan signifikan. Implikasi yang diperoleh meliputi rekomendasi bagi pengembang *game* untuk memastikan stabilitas, menjaga keseimbangan *gameplay*, dan berkomunikasi efektif dengan komunitas. Mempertahankan kinerja indikator dengan strategi dan fitur yang memperbarui dedikasi dan interaksi komunitas juga disarankan. Selain itu, meningkatkan elemen audiovisual dan fitur interaktif, serta menciptakan konten menarik di platform seperti TikTok, diusulkan untuk meningkatkan interaksi dan partisipasi komunitas. Penulis juga menyarankan penelitian selanjutnya untuk mengeksplorasi variabel tambahan di luar kerangka penelitian yang ada, serta mempertimbangkan model baru atau variabel tambahan seperti variabel mediasi dan moderasi. Kesimpulannya, temuan penelitian ini mendukung hipotesis 6, 8 hingga 15, dengan implikasi praktis bagi pengembang *game* dalam memperkuat hubungan antara pemain dan komunitas, serta meningkatkan interaksi dan partisipasi mereka.

Kata kunci: Mobile Legends, *cognitive engagement*, *affective/emotional engagement*, *behavioral engagement*, *purchase intent*, *community engagement*, *coproduction*, *word-of-mouth*, dan *recruitment*.

ABSTRACT

INVESTIGATING GAMER MOTIVATIONS IN PLAYING MOBILE LEGENDS: AN INSIGHTFUL REVIEW OF THE FUN OF PLAYING

This study aims to examine the influence of variables on purchase intent, community engagement, coproduction, word-of-mouth, and recruitment among Generation Z Mobile Legends players in Indonesia, particularly in the Jabodetabek area. Through quantitative methods with an online questionnaire, the research involved 138 respondents using purposive sampling technique and employed PLS-SEM analysis. The results indicate that hypotheses 6, 8 to 15 have a significant and positive impact. Implications include recommendations for game developers to ensure stability, maintain gameplay balance, and effectively communicate with the community. Sustaining indicator performance with strategies and features that enhance community dedication and interaction is also advised. Additionally, enhancing audiovisual elements and interactive features, as well as creating engaging content on platforms like TikTok, are proposed to boost community interaction and participation. The author also suggests further research to explore additional variables beyond the existing research framework, and consider new models or additional variables such as mediating and moderating variables. In conclusion, the findings of this study support hypotheses 6, 8 to 15, with practical implications for game developers to strengthen the relationship between players and communities, and enhance their interaction and participation

Keywords: Mobile Legends, cognitive engagement, affective/emotional engagement, behavioral engagement, purchase intent, community engagement, coproduction, word-of-mouth, and recruitment.

