

ABSTRAK

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ANTESEDEN DARI MOBILE GAMES LOYALTY DAN DAMPAK TERHADAP IN-APP PURCHASE INTENTION PADA GAME MOBILE LEGENDS (halaman; 9 gambar; 27 tabel; lampiran)

Gim online berkembang pesat seiring dengan perkembangan gadget dan internet. Salah satu gim yang berkembang dengan baik di Indonesia adalah gim Mobile Legends dengan jumlah pemain aktif pada 2018 sebesar 170 juta akun pengguna aktif. Permainan gim online ini memiliki basis pemain yang loyal, baik dalam durasi bermain dan juga melalui pembelian item tambahan untuk mendukung permainan berlangsung. Dengan catatan jumlah akun pengguna aktif Mobile Legends yang begitu besar, faktor-faktor yang mempengaruhi loyalitas pemain dalam penggunaan gim dan pembelian item tambahan menjadi hal yang menarik untuk diteliti. Oleh karena itu, tulisan ini bertujuan untuk melihat bagaimana variabel *playfulness, good price, rewards, viewing experience, player characteristics* dan *mobile games loyalty* sebagai anteseden dari intensi untuk membeli item tambahan atau *in-app purchase intention*. Hasil penelitian didapat melalui penyebaran kuesioner *online* kepada 402 responden menggunakan skala *likert* dengan kualifikasi rata-rata bermain aktif selama 1-2 minggu terakhir pada saat kuesioner disebarluaskan. Data kemudian dianalisis menggunakan metode PLS-Structural Equation Model (SEM) dengan SmartPLS 3.2.8. Dari penelitian ini didapatkan bahwa terdapat kaitan antara *playfulness, good price, rewards, viewing experience, player characteristics* dan *mobile games loyalty* terhadap *in-app purchase intention*, akan tetapi variabel good price merupakan variabel terkuat yang mempengaruhi mobile game loyalty dan in-app purchase intention. Temuan penelitian ini juga memberikan manfaat manajerial sebagai proyeksi pengembangan gim *online* ke depannya, terutama bagi pasar konsumen Indonesia.

Kata kunci: *good price, mobile game loyalty, in-app purchase intention, Indonesia, Mobile Legends*

ABSTRACT

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ANTESEDEN FROM MOBILE GAMES LOYALTY AND IMPACT ON IN-APP PURCHASE INTENTION IN GAME MOBILE LEGENDS (pages; 9 images; 27 table)

The online game is growing rapidly along with the development of gadgets and the internet. One of the well-developed games in Indonesia is the Mobile Legends game with a total active player in 2018 of 170 million active user accounts. This online game has a loyal player base, both in duration of play and also through the purchase of additional items to support the game in progress. With a huge number of active Mobile Legends user accounts in Indonesia, the factors that influence player to use the game and purchase some additional items are interesting to study. Therefore, this paper aims to see how the variables of playfulness, good price, rewards, viewing experience, player characteristics and mobile games loyalty as antecedents of the intention to buy additional items or in-app purchase intentions. The results were obtained through the distribution of online questionnaires to 402 respondents using a Likert scale with an average qualification of active play during the last 1-2 weeks at the time the questionnaire was distributed. Data were then analyzed using the PLS-Structural Equation Model (SEM) method with SmartPLS 3.2.8. From this study it was found that there is a relationship between playfulness, good price, rewards, viewing experience, player characteristics and mobile games loyalty towards in-app purchase intention, but the good price variable is the strongest variable that affects mobile game loyalty and in-app purchase intention. The findings of this study also provide managerial benefits as projections for the development of online games in the future, especially for the Indonesian consumer market.

Keywords: good price, mobile game loyalty, in-app purchase intention, Indonesia, Mobile Legends