

## **ABSTRACT**

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### **The Effect of Uses and Gratifications on Customer Engagement Towards League of Legends Players Microtransaction Purchase**

#### **Intention**

(137 pages; 6 figures; 30 Tables; 3 Appendix)

Nowadays, innovative business opportunity always seems to present themselves, which in the case of Riot games and their games League of Legends, they adopted the microtransaction business model, where it allows them to provide their services for free while making the payment optional. This uniqueness is what led to the creation of this study, which is how can League of Legends able to attract their players to purchase a virtual item on a free game. For this reason, this research is going to research the effect of customer engagement and uses and gratifications towards the League of Legends player purchase intention, which is why the quantitative data from 225 respondent which live in JABODETABEK and plays League of Legends are collected using online questionnaire in the form of non-probability sampling. This quantitative data is then analysed using the structural equation method (SEM) based on the previously collected quantitative data. The result shows that 11 out of 14 hypotheses being accepted, while the other 3 being rejected, with most of the dimensions of customer engagement and purchase intention having the most positive influence, with flexibility having the least positive influence.

**Keywords:** Microtransaction, Purchase Intention, Customer Engagement, Uses and Gratifications.

**Reference:** 100 (2001 – 2021)