

Pengaruh Addiction Terhadap Purchase Intention In-App Features: Peran Perceived Values dan Loyalitas Pada PUBG Mobile = The Effect of Addiction On Purchase Intention of In-App Features: Role of Perceived Values and Loyalty to PUBG Mobile

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Abstrak

Industri games berkembang cukup pesat di dunia maupun di Indonesia dan mendatangkan nilai pendapatan yang cukup besar, salah satunya terhadap games PUBG Mobile. Terdapat beberapa sumber pendapatan bagi suatu game, salah satunya berasal dari penjualan in-app features yang juga dilakukan oleh PUBG Mobile. Penelitian ini bertujuan untuk mengetahui pengaruh kecanduan PUBG Mobile dan perceived values yang terdiri dari playfulness dan good price terhadap loyalitas kepada PUBG Mobile dan purchase intention in-app features PUBG Mobile. Penelitian ini diolah menggunakan Structural Equation Modeling (SEM) berdasarkan data responden melalui penyebaran kuesioner secara purposive sampling terhadap pemain PUBG Mobile yang berusia 16 tahun keatas, berdomisili di Indonesia dan belum pernah membeli in-app features PUBG Mobile. Hasil penelitian ini membuktikan bahwa terdapat pengaruh positif antara kecanduan PUBG Mobile dan playfulness terhadap loyalitas kepada PUBG Mobile dan purchase intention in-app features PUBG Mobile. Namun untuk good price, hanya terdapat pengaruh positif terhadap purchase intention in-app features PUBG Mobile dan tidak terhadap loyalitas kepada PUBG Mobile. Implikasi manajerial serta saran bagi penelitian selanjutnya akan dibahas lebih lanjut pada penelitian ini.

Games industry is rapidly developing both globally and in Indonesia which results in a big revenue, one of them is towards PUBG Mobile. There are various source of income for a game, one of them is through selling in-ap features that is also being done by PUBG Mobile. The purpose of this research is to know the influence of PUBG Mobile addiction and perceived values that consist of playfulness and good price towards loyalty to PUBG Mobile and purchase intention in-app features PUBG Mobile. This research is analysed using Structural Equation Modeling (SEM), based on respondents data collected through questionnaire, that is being done through method of purposive sampling towards PUBG Mobile players, aged 16 and above, who lives in Indonesia and has never bought in-app features of PUBG Mobile. This research proves that there is a positive influence between PUBG Mobile addiction and playfulness towards loyalty to PUBG Mobile and purchase intention in-app features PUBG Mobile. However, for good price, there is only positive influence towards purchase intention in-app features PUBG Mobile and none towards loyalty to PUBG Mobile. Managerial implications and recommendation for the next research will be further explained in this research.