

## Purchase intention analysis in popular free-to-play mobile games of Indonesian players = Analisis purchase intention dalam mobile games free-to-play terkenal atas pemainnya di Indonesia.

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### Abstrak

Di Indonesia, mobile games masih dipandang sebelah mata dan sering memiliki konotasi negatif di ranah publik. Penelitian ini bertujuan mencari pandangan positif atas penggunaan mobile games dengan menguji intention to purchase virtual items, menggunakan variabel-variabel dari teori-teori sebelumnya seperti unified theory of acceptance and use of technology (UTAUT), information system (IS), self-perception, dan self-presentation. Studi ini berfokus pada pemain Indonesia, serta menggunakan beberapa mobile game yang dianggap populer dan menjadi tren saat penelitian ini dibuat). Menggunakan SEM-PLS, penelitian ini menganalisis social influence, usage habit, prior usage experience, dan prior purchase experience dapat mempengaruhi intention to use free items dan intention to purchase virtual items baik secara simultan atau dengan sendirinya. Data untuk penelitian ini dikumpulkan secara online menggunakan beberapa platform online. Teknik pengambilan sampel dalam riset ini menggunakan kombinasi dari judgmental dan snowball sampling. Total sampel dalam riset ini adalah sebanyak 334 responden, dimana 321 responden melewati pertanyaan screening. Hasil penelitian menunjukkan hipotesis yang berpengaruh positif dan signifikan, kecuali untuk dua hipotesis yang disebabkan oleh perbedaan perilaku dan budaya. Akhir kesimpulan dari penelitian ini adalah membuktikan bahwa mobile games adalah segmen pasar yang strategis dan pemain di Indonesia memiliki pengaruh pembelian terhadap mobile games Free-to-Play secara signifikan.

.....In Indonesia, mobile games are still underestimated and often viewed negatively in the public. This research aims to seek a positive view towards mobile games by examining purchase intention to purchase virtual items of mobile games, using the variables from early theories such as unified theory of acceptance and use of technology (UTAUT), information system (IS), self-perception, and self-presentation. This study focused on Indonesian players, using multiple mobile games which considered popular and trending in the time of this research was made. Using SEM-PLS, the research analyzes how social influence, usage habit, prior usage experience, and prior purchase experience could simultaneously or single-handedly affect intention to use free items and intention to purchase virtual items. The data collected for this research were gathered online using different various online platforms. The sampling technique used is a combination of judgmental and snowball sampling. The total samples taken for this research were 334 respondents, where 321 respondents passed the screening questions. The result showed a positive and significant effect, except for two hypotheses caused by the difference in behavior and culture. The conclusion of this research prove mobile games to be a strategic market segment and Indonesian players do have a significant intention to purchase influence regarding Free-to-Play mobile games.