

Analisis peran gamification dalam hubungan perceived value dengan purchase intention pada M-commerce platforms = Analysis of the role of gamification in the relationship between perceived value and purchase intention on M-commerce platforms

Matthew Febryan, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20519594&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk mengetahui peran gamification dalam menjelaskan hubungan dimensi-dimensi dalam perceived value dengan purchase intention pada m-commerce platforms. Sampel yang digunakan di dalam penelitian ini yaitu penduduk Indonesia berusia 18 tahun sampai 55 tahun, dan pernah bermain games di m-commerce serta berbelanja di m-commerce selama enam bulan terakhir. Data yang berhasil dikumpulkan adalah sebanyak 274 responden yang kemudian diolah dengan menggunakan metode structural equation model-partial least square (SEM-PLS). Hasil penelitian ini menunjukkan bahwa dimensi-dimensi di dalam perceived value yakni utilitarian value, hedonic value, time/effort, dan social value dalam konteks gamification memiliki peran penting terhadap keinginan pengguna untuk bermain games dan keinginan pengguna untuk membeli melalui m-commerce platforms. Saran manajerial dan penelitian selanjutnya dibahas dalam penelitian ini.

.....This study aims to determine the role of gamification in explaining the relationship between the dimensions of perceived value and purchase intention on m-commerce platforms. The sample used in this study is Indonesian population aged 18 to 55 years, and has played games on m-commerce and shopped at m-commerce for the last six months. The data that were collected were 274 respondents which were then processed using the structural equation model-partial least square (SEM-PLS) method. The results of this study indicate that the dimensions in perceived value namely utilitarian value, hedonic value, time/effort, and social value in the context of gamification have an important role in users' desire to play games and users' desire to buy through m-commerce platforms. Managerial suggestions and further research are discussed in this study.