

Dampak Visual Appeal dan Portability Terhadap Online Purchase Intention Konten Mobile Game Online di Indonesia = The Effect of Visual Appeal and Portability Towards Online Purchase Intention of Online Mobile Game Content in Indonesia

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Abstrak

Tesis ini menganalisa faktor-faktor yang dihipotesiskan dapat mempengaruhi niat konsumen untuk membeli konten game mobile online di Indonesia. Ada lima variable yang dihipotesiskan mempearuhi niat pembeli konsumen pada konten mobile game online di Indonesia yaitu visual appeal, portability, hedonic browsing, perceived risk, dan juga utilitarian browsing. Model penelitian ini diambil dari berbagai peneliti seperti jurnal dan juga studi orang sebelumnya. Menggunakan beberapa jurnal seperti, "Understanding Impulse Buying in Mobile Commerce: An Investigation into Hedonic and Utilitarian Browsing" dari Zheng, Men, Yang, dan Gong, 2019; "Why Do People Play Games? A Meta-analysis" dari Hamari, Keronen, 2017; "Relationship Between Consumers Percieved Risks and Consumer trust: A Study of Sainsbury Store" dari Amin, Mahasan, 2014; "Understanding Continuance Intention to Play Online Games: The Roles of Hedonic Value, Utilitarian Value, and Perceived Risk" dari Sharma, Ghosh, 2020. Ada Sembilan hipotesis yang disimpulkan dari model yang telah dibikin oleh peneliti. Berdasarkan 213 responden konsumen online gamers di wilayah JABODETABEK yang memenuhi kriteria yang penulis sudah tetapkan, ditemukan bahwa empat variabel dapat mempengaruhi niat pembelian konsumen pada konten mobile game online, yaitu visual appeal, portability, hedonic browsing, dan juga utilitarian browsing.

.....This thesis analyzes the hypothesized factors that influence consumer intentions to buy online mobile game content in Indonesia. There are five variables that are hypothesized to influence consumer buying intent on online mobile game content in Indonesia, namely visual appeal, portability, hedonic browsing, perceived risk, and also utilitarian browsing. This research model was taken from various researchers such as journals and also previous studies of people. Using several journals such as, "Understanding Impulse Buying in Mobile Commerce: An Investigation into Hedonic and Utilitarian Browsing" from Zheng, Men, Yang, and Gong, 2019; "Why Do People Play Games? A Meta-analysis" from Hamari, Keronen, 2017; "Relationship Between Consumers Perceived Risks and Consumer Trust: A Study of Sainsbury Store" from Amin, Mahasan, 2014; "Understanding Continuance Intention to Play Online Games: The Roles of Hedonic Value, Utilitarian Value, and Perceived Risk" from Sharma, Ghosh, 2020. There are nine hypotheses which are concluded from the model that has been made by researchers. Based on 213 consumer online gamers respondents in the JABODETABEK area who met the criteria set by the authors, it was found that four variables can influence consumer purchase intentions for online mobile game content, namely visual appeal, portability, hedonic browsing, and also utilitarian browsing