

# Analisis Peran Monetary Value, Enjoyment Value dan Social Value serta Game Affordance Terhadap In-Game Items Purchase Intention pada PUBG Mobile = Role of Monetary Value, Enjoyment Value, and Social Value along Game Affordance Towards In-Game Item Purchase Intention in PUBG Mobile Analysis

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh positif signifikan pada variabel perceived fairness, balance of challenges and skill of game, social value, monetary value, enjoyment value dan in-game items purchase intention. Penelitian ini menggunakan desain penelitian eksploratori yang dilakukan pada satu periode. Responden penelitian ini berjumlah 178 orang yang sedang bermain PUBG Mobile dan membeli game items di 3 bulan terakhir. Model penelitian ini menggunakan 5 hipotesis yang diuji dengan menggunakan SEM. Penelitian ini menemukan bahwa perceived fairness memiliki pengaruh positif terhadap enjoyment value serta social value dan enjoyment value memiliki hubungan positif terhadap in-game items purchase intention. Selain itu juga penelitian ini menemukan bahwa balance of challenges and skill of game memiliki pengaruh negatif signifikan terhadap enjoyment value dan monetary value memiliki pengaruh yang tidak signifikan terhadap in-game items purchase intention.

.....This study goals are to understand the positive relation and significance of perceived fairness, balance of challenges and skill of game, social value, monetary value, enjoyment value and In-Game Item Purchase Intention. This study is using exploratory research design which was conducted in at one periods of time. There are 178 respondents participated. The model of this study has 5 hypotheses and calculated using structural equation model. This study has found that perceived fairness has a positive effect towards enjoyment value. Social value and enjoyment value also have a positive effect toward in-game item purchase behavior. Meanwhile this study also found that balance of challenges and skill of game has a negative effect towards enjoyment value. monetary value has insignificant relation towards in-game purchase behavior