

Pengaruh User Generated Content dan Fear of Missing Out Terhadap Purchase Intention Pemain Mobile Gacha Game di Indonesia = The Effect of User Generated Content and Fear of Missing Out Towards Indonesian Mobile Gacha Gamers' Purchase Intention

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20520385&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk menganalisis secara empiris pengaruh perceived credibility, perceived usefulness, dan information quality dari user generated content (UGC), serta fear of missing out (FoMO) terhadap purchase intention pemain game gacha di Indonesia. Game seluler telah mencatat pendapatan terbesar di antara platform game lainnya, dengan game gacha seperti Genshin Impact dan Uma Musume berhasil mencapai 10 besar terlaris di seluruh dunia pada tahun 2021. Indonesia telah menunjukkan banyak potensi sebagai pasar game terbesar di Asia Tenggara dan diprediksikan penetrasi pengguna smartphone akan terus meningkat. Namun, baru sedikit penelitian yang dilakukan mengenai game gacha dan pengaruh user generated content terhadap purchase intention di game gacha. Studi yang menunjukkan pengaruh FoMO terhadap purchase intention dalam konteks video game juga masih minim. Pengukuran penelitian dan model struktural ini dilakukan menggunakan PLS-SEM dan 234 responden didapatkan melalui survei online. Temuan menunjukkan bahwa perceived credibility dan information quality dari UGC berpengaruh positif terhadap attitude, tetapi information quality dari UGC tidak berpengaruh terhadap attitude. FoMO berpengaruh positif terhadap purchase intention dan subjective norms, tetapi tidak berpengaruh terhadap attitude dan perceived behavioral control. Dan attitude, subjective norms, dan perceived behavioral control berpengaruh positif terhadap purchase intention. Studi ini menyarankan bahwa pemasar harus mencoba mengembangkan strategi yang mendorong FoMO dan mendorong pembuatan user generated content karena dapat mengarah niat membeli para pemain game gacha.

.....This paper aims to empirically analyze the effect of perceived credibility, perceived usefulness, and information quality of user generated content (UGC), as well as fear of missing out (FoMO) towards purchase intention for gacha games in Indonesia. Mobile games has recorded the biggest revenue amongst the gaming platform, with several gacha games like Genshin Impact and Uma Musume made it to top 10 grossing worldwide in 2021. Indonesia has shown a lot of potential as the largest gaming market in South East Asia and increasing penetration of smartphone users. However, there is little known research regarding gacha games and the effect of user generated content towards purchase intention in gacha games. Studies which shows the effect of FoMO towards purchase intention in gaming is also minimal. This research measurement and structural model were assesed using PLS-SEM and 234 respondents data were collected from online survey. Finding shows that perceived credibility and perceived usefulness of UGC information has a positive effect towards attitude, but information quality of UGC has insignificant effect towards attitude. FoMO has a positive effect towards purchase intention and subjective norms, but insignificant effect towards attitude and perceived behavioral control. And attitude, subjective norms, and perceived behavioral control has positive effect towards purchase intention. The study suggests that marketers should try to develop FoMO inducing strategy and encourage the creation of user generated content as it may lead to purchase intention.