

Analisis Pengaruh Perceived Value terhadap Continued Use Intention dan Purchase Intention Premium Services pada Free-to-Play Mobile Games (Studi Kasus: PUBG Mobile) = Understanding the Effect of Perceived Value on Continued Use Intention and Purchase Intention Premium Services on the Free-to-Play Mobile Games (Case Study: PUBG Mobile)

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Abstrak

Industri games saat ini telah berkembang sangat pesat dan penggunaannya meningkat tajam selama masa pandemi. Hal ini memberikan pendapatan yang cukup besar kepada industri game salah satunya yakni kepada game PUBG Mobile. Freemium business menjadi salah satu model bisnis yang sering dijumpai pada game dan banyak layanan online lainnya, yang juga diterapkan oleh PUBG Mobile. Pengembang game perlu mengetahui faktor yang mempengaruhi niat penggunaan berkelanjutan dan niat pembelian seseorang terhadap layanan premium dalam game. Metode purposive sampling digunakan dalam penelitian ini dengan jumlah responden sebanyak 155 responden dan dianalisis menggunakan pemodelan Partial Least Squares - Structural Equation Modeling (PLS-SEM). Hasilnya menunjukkan bahwa enjoyment, social value, quality, dan economic value memiliki pengaruh positif terhadap continued use intention dan purchase intention. Namun, ditemukan bahwa quality tidak memiliki pengaruh positif terhadap purchase intention.

.....The games industry is currently growing very rapidly and its use has increased during the pandemic. This provides a fairly large income to the gaming industry, one of them is towards PUBG Mobile. Freemium business is one of the business models that are often found in games and many other online services, which are also implemented by PUBG Mobile. Game developers should understand the factors that affect one's continued use intention and purchase intention of premium in-game services. Purposive sampling method was used in this study with a total of 155 respondents and analyzed using Partial Least Squares – Structural Equation Modeling (PLS-SEM). The results show that enjoyment, social value, quality, and economic value have a positive influence on continued use and purchase intentions. However, it was found that quality did not have a positive effect on purchase intention.