

Pengaruh Gaming Addiction, Game Loyalty, dan Gamer Motivation Terhadap Intention To Purchase Online Mobile In-Game Features: Studi Kasus Pubg Mobile = Effect of Gaming Addiction, Game Loyalty, and Gamer Motivation on Intention to Purchase Online Mobile In-Game Features: Case Study of PUBG Mobile

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Abstrak

Salah satu pendapatan yang paling penting bagi perusahaan pengembang video game adalah pembelian barang virtual di dalam video game. Penelitian ini menguji hubungan antara gaming addiction, game loyalty, dan gamer motivation terhadap intention to purchase online mobile in-game features dengan menggunakan studi kasus PUBG Mobile. Dengan meneliti 298 gamer PUBG Mobile di Indonesia yang menyelesaikan survei singkat yang fokus pada lima variabel yaitu, addiction towards online mobile game, social motivation, hedonic motivation, loyalty towards online mobile game, dan intention to purchase online mobile game in-game features. Penelitian ini diolah menggunakan metode PLS-SEM dan hasilnya menunjukkan bahwa (i) addiction towards online mobile game memiliki hubungan positif yang signifikan dengan loyalty towards online mobile game, (ii) addiction towards online mobile game dan social motivation memiliki hubungan positif yang signifikan dengan intention to purchase online mobile game in-game features, (iii) hedonic motivation dan loyalty towards online mobile game tidak memiliki pengaruh yang signifikan terhadap intention to purchase online mobile game in-game features. Hasil temuan pada penelitian ini diharapkan dapat menjadi pembuktian secara akademis yang bermanfaat bagi akademisi maupun bisnis yaitu perusahaan pengembang video game terkhusus PUBG Mobile terkait faktor penentu online purchase intention di dunia pemasaran.

..... One of the most important revenues for video game developer companies is purchase of virtual goods within video games. This study examines the relationship between gaming addiction, game loyalty, and gamer motivation on intention to purchase online mobile in-game features using PUBG Mobile case study. By researching 298 PUBG Mobile gamers in Indonesia who completed a short survey that focused on five variables, namely, addiction towards online mobile games, social motivation, hedonic motivation, loyalty towards online mobile games, and intention to purchase online mobile game in-game features. This study was processed using the PLS-SEM method and the results showed that (i) addiction towards online mobile games had a significant positive relationship with loyalty towards online mobile games, (ii) addiction towards online mobile games and social motivation had a significant positive relationship with intention to purchase online mobile game in-game features, (iii) hedonic motivation and loyalty towards online mobile game do not have a significant influence on the intention to purchase online mobile game in-game features. The findings in this study are expected to be academic evidence that is useful for academics and businesses, namely video game developer companies, especially PUBG Mobile, regarding the determinants of online purchase intention in marketing.