

CHAPTER V

CONCLUSION

5.1. Conclusion

5.1.1. Descriptive Statistics

Based on the results of this study, from the total 205 respondents who play HAGO, most of the respondents were female (62%). In the category of age, 84% were aged from 19 to 25 years old. In the category of income, the highest number of respondents were those with the incomes from Rp. 1.000.000 to Rp. 3.000.000 (39%). In the category of last time playing, most of the respondents had played HAGO less than a month ago (50%). In the category of platform, most of the respondents played HAGO from android platform (93%). In the category of duration of playing, most of the respondents played HAGO less than an hour (37%).

5.1.2. The influences of functional value (FV), price value (PV), social value (SV), and emotional value (EV) on satisfaction (SAT)

Functional value does not influence satisfaction significantly, which means that H1a is not supported. The increase in functional value does not contribute to the increase in satisfaction. It indicates that the functional value such as quality, design, and stable system quality experienced by HAGO gamers do not make them satisfied from playing the games in HAGO. Price value does not influence satisfaction significantly, which means that H1b is not supported. The increase in price value does not contribute to the increase in satisfaction. It indicates that the price value such as the

economical and reasonably priced virtual goods, also the value for money and the quality of the virtual goods in HAGO games does not make them satisfied on playing the games in HAGO. Social value influences satisfaction significantly, which meant that H1c is supported. The increase in social value contributes to the increase in satisfaction. It indicates that the social value such as good impressions, social approval, and feeling of acceptance experienced by HAGO players from playing the games contributes to their satisfaction towards HAGO. Emotional value influences satisfaction significantly, which means H1d is supported. The increase in emotional value contributes to the increase in satisfaction. It indicates that the emotional value such as the feeling of relax, enjoyment, good feeling, and pleasure experienced by HAGO players when playing the games in HAGO make them satisfied on playing the games in HAGO.

5.1.3. The influences of functional value (FV), price value (PV), social value (SV), and emotional value (EV) on in-app purchase intention (INT)

Functional value does not influence in-app purchase intention significantly, which means that H2a is not supported. The increase in functional value does not contribute to the increase in in-app purchase intention. It indicates that the functional value such as quality, design, and the stability of the system quality experienced by HAGO players when they play the games in HAGO do not make them intend to purchase virtual goods in HAGO games. Price value influences in-app purchase intention significantly, which means that H2b is supported. The increase in price value

contributes to the increase in in-app purchase. It indicates that the price value such as the economic and reasonable price of the virtual goods, also the value for money and the quality of the virtual goods inside the games in HAGO make them intend to purchase virtual goods in HAGO games. Social value influences in-app purchase intention significantly, which meant that H2c is supported. The increase in social value contributes to the increase in in-app purchase. It indicates that the social value such as good impressions on others, social approval, and feeling of acceptance experienced by HAGO players when playing the game make them intend to purchase virtual goods in HAGO games. Emotional value does not influence in-app purchase intention significantly, which means that H2d is not supported. The increase in emotional value does not contribute to the increase in in-app purchase. It indicates that the emotional values such as the feeling of relax, enjoyment, good feeling, and pleasure experienced by HAGO players do not make them intend to purchase virtual goods in HAGO games.

5.1.4. The influence of satisfaction (SAT) on in-app purchase intention (INT)

Satisfaction does not influence in-app purchase intention significantly, which means H3 is not supported. It means that the increase in satisfaction does not contribute to the increase in in-app purchase intention. It also indicates that the satisfaction, which is the pleased, satisfied, and good feelings experienced by HAGO players on playing the game do not make them intend to purchase virtual goods in HAGO games.

5.1.5. The influences of confirmation (CON) on functional value (FV), price value (PV), social value (SV), emotional value (EV), and satisfaction (SAT)

Confirmation influences functional value significantly, which means H4a is supported. It indicates that the expectations of functional value experienced by HAGO players such as the quality, the design, and the stability of HAGO games are confirmed after they have played the game. Confirmation influences price value significantly, which means H4b is supported. It indicates that the expectations of price value from the virtual goods such as reasonable and economical virtual goods are confirmed after they have played the game. Confirmation influences social value significantly, which means H4c is supported. It indicates that the expectations of social value experienced by HAGO players such as social approval, feeling of acceptance, and good impressions are confirmed after they have played the game. Confirmation influences emotional value significantly, which means H4d is supported. It indicates that the expectations of emotional value experienced by HAGO players from playing the game such as enjoyment, good feeling, and pleasure are confirmed after they have played the games. Confirmation influences satisfaction significantly, which means H5 is supported. It indicates that the expectations of satisfaction of HAGO players from the game such as pleasure and good feeling are confirmed after they had played the game.

5.2. Implications

This study provides insights for companies whose focus are on providing mobile games, especially mobile social networking games (M-SNGs). This study

showed how social value and emotional value became the important determinants for the satisfaction of HAGO players. Therefore, M-SNGs companies should put more focus on increasing the social value and emotional value from the game to generate satisfaction from the players. M-SNGs companies can increase the social value by raising their services through giving more benefits such as bonus offers, package deals, or promotions for M-SNGs players, as suggested by Hsu and Lin (2015) in the context of paid mobile apps, in order to make M-SNGs players satisfied on playing the games. On the other side, M-SNGs companies can increase the emotional value by focusing on the effects of pleasure, enjoyment, fun, and entertainment from the apps (or games in the context of this study) as suggested by Hsu and Lin (2015) for the satisfaction of M-SNGs players. M-SNGs companies can also increase the emotional value by understanding the emotional wants of M-SNGs players and focusing more on the emotional value, as suggested by Demirgüneş (2015) in the context of mobile phone brand, in order to make M-SNGs players feel satisfied on playing the games.

Moreover, this study also showed how price value and social value played important parts on the in-app purchase intention of HAGO players. M-SNGs companies should take the advantages of these values to generate in-app purchase from M-SNGs players. To increase the price value, M-SNGs companies can strengthen the positive emotions from playing the games, as suggested by Hsiao (2013) in the context of android smartphone, so that more paying players will be brought. M-SNGs companies can also increase the price value by delivering bonus offers, package deals, or promotions, as suggested by Hsu and Lin (2015) and also Hsiao and Chen (2016),

inside the games to make the players want to make in-app purchase. Moreover, to increase the price value, M-SNGs companies can make the items inside the games to be more economical and affordable, as suggested by Yoo (2015) in the context of online gaming, in order to increase the purchase intention of the players. On the other side, to increase the social value, M-SNGs companies can enhance the positive emotions from the games, as suggested by Hsiao (2013), to make players want to purchase. The social value can also be increased by M-SNGs companies by delivering utility that can strengthen the players relationship, as suggested by Hsu and Lin (2015). Moreover, based on the suggestion by Yoo (2015), M-SNGs companies can also give the chance for M-SNGs players to show themselves to other players in order to generate purchase intention from those players.

This study also revealed that confirmation became an important determinant of the perceived values and satisfaction experienced by HAGO players. For the influence of confirmation on perceived values, M-SNGs companies should put emphasis on the correspondence among the actual experience and the expectation of the users towards the M-SNGs, as suggested by Hsu and Lin (2015). For the influence of confirmation on satisfaction, M-SNGs companies should put more emphasis on the M-SNGs players satisfaction by investigating and achieving their expectations as suggested by Sarkar and Khare (2018) in the context of Online Banking Division (OBD).

On the other side, this study also found out that there were several factors that did not contribute to the in-app purchase intention or the satisfaction of the M-SNGs players. Functional value and price value were found to be not significant on

satisfaction, indicating that the M-SNGs companies should put more focus on increasing the quality and the design of the M-SNGs in order to make the players feel satisfied with or when playing M-SNGs. Also the M-SNGs companies should make the virtual goods inside M-SNGs become more reasonably priced, economical, and offer value for money for the players who buy the virtual goods. Moreover, functional value and emotional value were found to have no significant influence on in-app purchase intention. These results indicated that M-SNGs companies should increase the quality and the design of the M-SNGs and also increase the enjoyment and the pleasure when the players play M-SNGs. Lastly, this study also found out that satisfaction did not have significant influence on in-app purchase intention. This result indicated that M-SNGs companies should put emphasize on the experiences of the players so that they will feel satisfied with the experiences of playing M-SNGs.

5.3. Research Limitations and Future Research

There are several limitations of this study. First, this study was conducted only in Indonesia. Different countries might give different results from this study. Second, this study focused only on millennials respondents (aged from 19 to 38 years old). Different generations may provide different results. This study also did not include other variables that had been analyzed and studied by previous studies. Future research may consider to include those variables. Moreover, the object of this study is HAGO games. Different games might give different results. Furthermore, this study did not

focus on the specific variables of the perceived values. For example, emotional value which is specified into playfulness as in the study conducted by Hsiao and Chen (2016).



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APPENDIX 1: QUESTIONNAIRES



**UNIVERSITAS ATMA JAYA YOGYAKARTA
PROGRAM PASCASARJANA
MAGISTER MANAJEMEN**

KUESIONER PENELITIAN

**DETERMINANTS OF IN-APP PURCHASE INTENTION
IN HAGO GAMES**

Oleh:

Aldo

Magister Manajemen

Program Pascasarjana

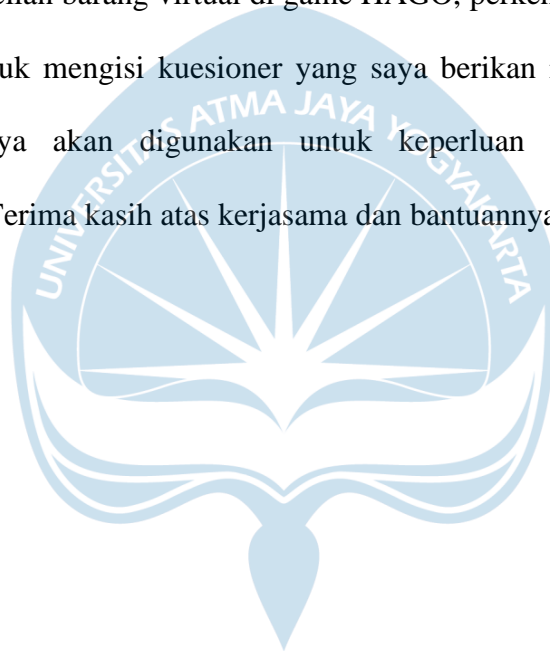
Universitas Atma Jaya Yogyakarta

Kepada yth.

responden penelitian

di tempat

Berkaitan dengan penelitian yang sedang saya lakukan tentang niat pengguna melakukan pembelian barang virtual di game HAGO, perkenankanlah saya memohon kepada Anda untuk mengisi kuesioner yang saya berikan ini. Data yang diberikan benar-benar hanya akan digunakan untuk keperluan penelitian dan dijamin kerahasiaannya. Terima kasih atas kerjasama dan bantuannya.



Peneliti,

Aldo

Aldo

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Silahkan menjawab pertanyaan-pertanyaan berikut dengan memberi tanda (✓) pada kotak yang disediakan.

PROFIL RESPONDEN

Apakah anda pernah bermain game HAGO? Jika tidak, maka tidak perlu melanjutkan mengisi

- Ya
- Tidak

Jenis Kelamin

- Laki-laki
- Perempuan

Usia

- 19-25 tahun
- 26-32 tahun
- 32-38 tahun

Pendapatan atau uang saku per bulan

- <Rp. 1.000.000
- Rp. 1.000.000 – Rp. 3.000.000
- Rp. 3.000.000 – Rp. 5.000.000
- >Rp. 5.000.000

Kapan terakhir kali anda bermain HAGO?

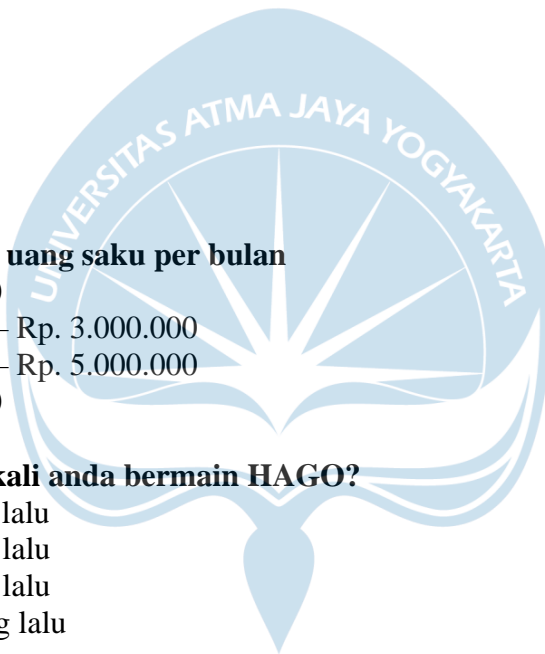
- < 1 bulan yang lalu
- 1-4 bulan yang lalu
- 5-8 bulan yang lalu
- 9-12 bulan yang lalu

Sistem operasi yang digunakan untuk bermain HAGO

- Android
- iOS

Durasi bermain game HAGO per hari

- <1 jam
- 1-3 jam
- 3-5 jam
- 5-7 jam
- >7 jam



Silahkan menjawab pertanyaan-pertanyaan berikut dengan memberi tanda (✓) pada kotak yang disediakan.

PERFORMANCE VALUE

1. Game HAGO didesain dengan baik.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

2. Game di HAGO memiliki standar kualitas yang dapat diterima.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

3. Game di HAGO memiliki kualitas yang konsisten.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

4. Kualitas sistem game di HAGO stabil.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

PRICE VALUE

1. Barang virtual di dalam game di HAGO harganya wajar.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

2. Barang virtual di dalam game di HAGO sesuai dengan uang yang dikeluarkan.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

3. Barang virtual di dalam game di HAGO bersifat ekonomis.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

4. Kualitas barang virtual di dalam game di HAGO bagus sesuai harganya.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

EMOTIONAL VALUE

1. Memainkan game di HAGO membuat saya merasa santai.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

2. Saya menikmati main game di HAGO.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

3. Kemanfaatan game di HAGO membuat saya ingin memainkannya.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

4. Memainkan game di HAGO membuat saya merasa senang.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

5. Memainkan game di HAGO memberi saya kenikmatan.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

SOCIAL VALUE

1. Fakta bahwa saya memainkan game di HAGO memberi kesan yang baik pada orang lain.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

2. Saya mendapatkan pengakuan sosial dengan memainkan game di HAGO.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

3. Dengan memainkan game di HAGO, saya merasa diterima dalam masyarakat.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

CONFIRMATION

1. Pengalaman saya memainkan game di HAGO lebih dari yang saya harapkan.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

2. Tingkat layanan atau fungsi yang disediakan oleh game di HAGO lebih dari yang saya harapkan.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

3. Secara keseluruhan, sebagian besar harapan saya dari memainkan game di HAGO terpenuhi.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

SATISFACTION

1. Saya puas mempunyai pengalaman memainkan game di HAGO.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

2. Saya senang mempunyai pengalaman memainkan game di HAGO.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

3. Keputusan saya untuk memainkan game di HAGO adalah keputusan yang bijaksana.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

4. Perasaan saya gembira ketika memainkan game di HAGO.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

IN-APP PURCHASE INTENTION

1. Saya merasa membeli barang virtual di dalam game di HAGO bermanfaat.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

2. Saya akan sering membeli barang virtual di dalam game di HAGO di masa mendatang.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

3. Saya berniat untuk terus membeli barang virtual di dalam game di HAGO.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

4. Saya akan menyarankan pada orang lain untuk membeli barang virtual di dalam game di HAGO.

Sangat Setuju Setuju Netral Tidak Setuju Sangat Tidak Setuju

TERIMA KASIH



Explanation:

Measure	Items	Dummy Code
Gender	Male	1
	Female	2
Age	19-25 years old	1
	26-32 years old	2
	32-38 years old	3
Income per month	<Rp. 1.000.000	1
	Rp. 1.000.000-Rp. 3.000.000	2
	Rp. 3.000.000-Rp. 5.000.000	3
	>Rp. 5.000.000	4
Last time playing HAGO	<1 month ago	1
	1-4 month(s) ago	2
	5-8 months ago	3
	9-12 months ago	4
Operating System	Android	1
	iOS	2
Duration of playing HAGO	<1 hour	1
	1-3 hour(s)	2
	3-5 hours	3
	5-7 hours	4
	>7 hours	5

Respondents' Data

No.	Gender	Age	Income per Month	Last Time Playing HAGO	Operating System	Duration of Playing HAGO
1	1	1	2	2	1	1

2	2	1	1	4	1	2
3	1	1	3	4	1	1
4	2	1	1	2	1	2
5	2	1	2	4	1	1
6	2	1	1	4	1	1
7	1	1	2	3	1	1
8	2	1	1	2	1	1
9	2	1	1	2	1	1
10	2	1	1	3	1	1
11	2	1	1	2	1	1
12	2	1	1	2	1	2
13	2	1	1	1	1	1
14	1	1	2	2	1	1
15	2	1	1	3	1	1
16	2	1	1	3	1	2
17	1	1	1	3	1	2
18	2	1	1	3	1	2
19	1	1	2	3	1	1
20	1	1	2	1	2	1
21	2	1	1	2	1	2
22	2	1	1	2	1	1
23	1	1	1	3	1	1
24	2	1	2	1	2	2
25	2	1	1	2	1	1
26	1	1	3	4	1	1
27	2	1	2	3	1	1
28	1	1	2	3	1	2
29	2	1	4	2	1	2
30	1	1	2	3	1	1
31	2	1	4	2	1	1
32	1	1	4	3	1	1
33	1	1	2	2	1	2
34	2	1	1	4	1	1
35	2	1	2	4	1	1
36	2	1	2	1	1	2
37	2	1	2	2	1	2
38	2	1	2	4	1	1
39	2	1	3	3	1	1
40	2	1	2	2	1	2
41	1	2	2	1	1	2
42	2	2	2	4	1	2

43	1	2	2	2	1	1
44	1	1	3	2	2	2
45	2	1	1	3	1	1
46	2	2	2	4	2	4
47	2	1	2	1	1	1
48	2	3	4	1	1	1
49	2	1	3	1	1	1
50	2	1	1	3	1	1
51	1	1	2	2	1	1
52	2	1	2	3	1	2
53	2	1	2	3	1	2
54	1	1	2	2	1	1
55	2	1	1	1	1	1
56	2	1	3	3	2	2
57	2	1	2	1	1	1
58	1	1	2	1	1	2
59	2	1	2	3	2	2
60	2	1	3	4	1	3
61	2	1	3	4	1	2
62	2	1	3	1	1	2
63	2	2	3	1	1	2
64	2	2	2	1	1	2
65	2	1	2	1	1	2
66	2	1	3	2	1	2
67	2	1	3	1	1	1
68	1	1	3	2	1	1
69	2	1	1	1	2	1
70	2	2	1	2	1	1
71	2	1	3	4	1	1
72	1	1	2	2	1	1
73	2	1	1	1	1	1
74	2	1	1	4	1	2
75	2	1	1	2	1	1
76	2	2	2	1	1	1
77	2	1	2	4	1	1
78	2	2	2	1	1	1
79	2	1	3	3	1	3
80	1	2	3	1	1	1
81	1	1	4	4	1	2
82	1	1	2	1	1	2
83	1	1	1	3	1	1

84	1	1	2	3	1	1
85	2	2	4	1	1	1
86	2	1	2	1	1	2
87	1	1	1	4	1	1
88	1	1	2	2	2	2
89	2	1	2	2	1	1
90	1	1	2	2	2	1
91	1	1	1	2	1	2
92	2	1	1	2	1	1
93	1	2	1	1	1	3
94	1	3	1	1	1	2
95	1	1	1	1	1	2
96	1	1	4	1	1	5
97	2	1	1	1	1	2
98	2	1	1	1	1	5
99	2	1	1	1	1	4
100	1	1	1	1	1	3
101	2	1	2	1	1	1
102	2	1	2	3	1	2
103	2	1	1	1	1	2
104	1	1	1	3	1	3
105	2	2	2	1	1	5
106	2	1	1	1	1	1
107	1	1	1	2	1	3
108	2	1	1	3	1	1
109	1	1	2	1	1	5
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111	1	1	2	1	1	3
112	2	1	1	1	1	2
113	2	1	2	1	1	1
114	2	1	1	1	1	5
115	2	1	2	1	2	2
116	2	1	1	1	1	2
117	1	1	2	4	1	2
118	1	1	4	3	1	2
119	1	1	4	2	1	2
120	2	1	1	1	1	2
121	1	2	1	1	1	3
122	1	2	1	1	1	3
123	2	1	2	1	1	2
124	2	1	1	1	1	4

125	2	1	3	1	1	4
126	2	1	2	1	1	5
127	1	1	4	1	1	5
128	2	1	2	1	1	2
129	1	1	3	1	1	3
130	2	1	1	4	1	2
131	2	1	1	1	1	2
132	1	1	1	1	1	1
133	1	2	1	1	2	4
134	2	1	1	1	1	4
135	1	2	2	1	1	1
136	2	1	3	1	1	2
137	2	1	4	1	1	2
138	1	1	4	1	1	3
139	2	1	2	1	1	3
140	2	1	1	1	1	3
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142	1	1	1	4	1	5
143	1	1	1	1	1	3
144	1	2	4	4	1	5
145	2	1	1	1	1	1
146	2	1	1	1	1	4
147	1	1	2	1	1	5
148	1	1	4	1	2	4
149	2	2	1	1	1	3
150	1	3	3	1	1	5
151	2	2	4	1	1	4
152	2	1	2	1	1	4
153	2	1	2	1	1	1
154	2	1	1	1	1	5
155	2	1	2	1	1	3
156	2	2	1	1	1	5
157	2	1	1	1	1	2
158	2	1	4	1	1	2
159	1	1	2	1	1	5
160	1	1	2	1	1	4
161	2	1	2	1	1	1
162	2	2	1	1	1	5
163	1	1	4	1	1	2
164	2	1	1	2	1	3
165	2	2	1	1	1	3

166	2	1	2	1	1	4
167	1	1	4	1	1	5
168	1	1	1	1	1	1
169	2	1	1	1	1	2
170	2	1	1	1	1	2
171	2	1	1	4	1	4
172	2	1	1	1	1	1
173	2	2	1	3	1	2
174	1	1	2	2	1	2
175	2	1	2	2	1	3
176	2	1	1	1	1	2
177	1	1	3	3	1	1
178	1	2	3	1	1	5
179	2	1	2	1	1	5
180	1	1	2	3	1	1
181	1	1	1	3	1	2
182	1	1	2	3	2	1
183	1	1	2	2	1	2
184	2	1	2	4	1	2
185	1	1	2	3	1	1
186	2	1	2	3	1	2
187	1	1	3	1	1	1
188	1	1	1	2	1	2
189	2	1	2	1	1	2
190	2	1	2	4	2	2
191	1	1	2	2	1	2
192	1	1	2	3	2	1
193	1	1	2	3	1	1
194	2	1	2	2	1	2
195	2	1	2	3	1	2
196	1	1	2	3	1	1
197	2	1	2	1	1	2
198	2	2	3	4	1	3
199	2	2	3	2	1	2
200	2	1	3	1	1	2
201	1	1	2	2	1	1
202	2	2	4	1	1	1
203	2	2	4	1	1	2
204	2	1	2	4	1	1
205	2	3	4	1	1	2

Respondents' Responses

Resp.	FV1	FV2	FV3	FV4	PV1	PV2	PV3	PV4	EV1	EV2	EV3	EV4	EV5
1	4	3	2	4	3	4	3	3	2	2	2	4	4
2	3	4	4	2	3	2	4	4	4	4	4	3	3
3	5	4	4	4	3	3	3	4	4	5	4	4	4
4	4	4	3	3	3	3	3	3	3	3	3	3	3
5	4	4	4	4	3	3	3	4	4	4	3	4	4
6	4	3	3	3	3	2	2	2	3	4	3	3	3
7	4	4	4	5	4	4	4	4	5	5	5	4	4
8	3	4	2	2	1	2	2	5	3	3	3	3	3
9	4	4	3	3	3	3	3	3	4	4	4	4	4
10	4	4	3	4	2	2	2	2	3	4	4	4	4
11	3	4	3	3	3	3	3	3	4	4	3	4	4
12	4	4	3	3	3	4	3	3	4	4	4	3	2
13	4	3	4	3	3	3	3	4	2	3	2	3	2
14	3	3	3	3	2	3	2	3	2	3	4	3	3
15	3	3	3	3	3	3	3	3	3	3	3	3	3
16	3	4	4	3	3	3	3	3	5	4	4	5	4
17	2	4	2	2	2	3	3	3	3	4	4	4	4
18	4	4	4	4	3	3	3	3	4	4	4	4	4
19	3	3	3	4	3	3	3	3	5	4	3	4	2
20	3	4	4	4	3	3	3	4	5	5	5	5	5
21	4	4	4	4	3	2	3	3	4	4	4	4	3
22	5	4	4	4	3	3	3	3	5	5	4	4	4
23	4	3	4	3	3	3	4	4	4	3	4	4	4
24	4	4	2	2	3	3	3	3	5	5	5	5	5
25	4	4	4	4	2	2	2	4	4	4	2	2	2

26	2	4	3	2	2	2	3	2	5	5	2	5	3
27	4	4	4	3	3	3	3	3	3	4	3	3	3
28	4	4	4	4	4	4	4	4	4	4	4	4	4
29	4	4	4	4	3	3	3	3	5	5	4	5	4
30	4	4	3	4	4	4	4	4	4	4	4	4	4
31	4	4	4	4	3	3	3	3	4	4	4	4	4
32	3	3	3	2	4	2	3	4	2	3	3	4	3
33	4	4	4	4	4	4	4	4	4	4	4	3	3
34	4	4	4	4	3	3	3	3	4	4	3	4	3
35	3	4	2	1	3	3	3	3	4	5	4	4	4
36	4	3	3	4	3	2	2	3	4	4	3	4	3
37	4	4	4	4	4	3	3	3	5	5	5	5	5
38	3	3	3	3	3	3	3	3	3	3	2	3	2
39	4	4	4	4	4	4	4	4	4	4	4	4	4
40	3	4	3	3	3	3	3	3	4	4	3	3	3
41	5	5	5	4	4	4	4	4	5	5	5	5	5
42	4	4	4	4	4	3	3	4	3	3	3	4	3
43	3	3	2	4	2	2	2	4	4	4	3	3	3
44	4	4	4	4	3	3	3	3	4	4	3	4	3
45	4	4	4	4	3	3	3	4	5	4	3	4	5
46	4	4	4	4	4	4	4	4	4	4	4	4	4
47	5	3	3	4	4	3	2	2	4	4	4	3	3
48	4	4	4	4	4	4	4	4	5	5	5	5	5
49	4	3	3	4	2	2	3	4	3	4	3	3	3
50	4	3	3	2	3	3	3	4	4	4	3	4	3
51	3	3	3	3	3	3	3	3	3	3	3	3	3
52	4	4	4	3	3	3	3	3	4	4	4	4	4
53	3	4	4	3	2	4	2	4	3	5	4	4	3

54	3	4	3	3	2	2	2	2	4	4	3	4	4
55	4	4	4	4	4	2	2	2	3	3	2	3	1
56	3	2	2	2	3	3	3	3	2	4	4	3	4
57	5	5	5	5	3	3	3	3	5	5	5	5	5
58	5	5	5	5	3	3	3	2	4	5	4	4	4
59	4	4	2	3	3	3	2	3	5	5	3	5	4
60	4	4	3	4	3	3	3	3	4	5	4	4	4
61	4	4	4	3	4	4	5	4	5	5	5	5	5
62	4	4	3	4	3	3	3	3	3	4	3	3	4
63	4	4	4	4	3	3	3	3	4	4	4	4	4
64	3	3	3	3	3	2	3	3	4	4	4	4	3
65	4	4	4	4	3	3	3	4	4	4	3	4	3
66	5	4	4	4	3	2	2	3	4	4	4	4	4
67	4	4	4	4	4	4	3	4	4	4	4	4	3
68	4	4	4	4	2	2	2	2	3	4	2	4	3
69	5	4	4	5	3	3	4	4	4	4	4	3	3
70	3	3	3	3	2	2	3	3	2	3	3	3	2
71	4	4	3	3	2	2	3	4	4	5	4	4	3
72	4	4	3	4	3	3	3	3	2	2	2	4	3
73	5	4	4	3	3	3	3	3	4	4	3	3	4
74	4	3	3	4	3	3	3	3	4	3	3	3	3
75	4	4	4	4	3	4	4	4	4	4	4	4	4
76	4	4	4	2	3	3	3	3	4	4	4	4	2
77	3	3	3	3	3	3	3	3	4	4	3	4	4
78	3	4	4	4	3	3	3	3	4	4	3	4	4
79	4	4	3	3	3	4	4	4	5	5	5	5	5
80	4	3	4	4	3	3	3	3	4	5	3	4	4
81	4	4	3	3	4	4	3	4	4	4	4	4	4

82	4	4	4	4	4	4	4	4	4	4	4	4	4
83	4	4	4	4	3	3	3	3	4	4	3	4	3
84	3	3	3	4	4	4	4	4	4	4	4	4	4
85	4	4	3	4	4	3	3	3	4	4	4	4	4
86	4	4	4	4	2	3	3	3	4	4	3	4	4
87	4	4	4	4	3	3	3	3	5	5	4	4	4
88	4	4	3	3	3	3	3	3	4	4	3	4	2
89	4	4	2	2	3	3	3	3	4	4	3	4	3
90	3	3	3	4	3	3	3	3	4	4	4	4	3
91	4	5	4	4	3	4	4	3	4	5	3	3	4
92	4	4	4	4	3	3	3	3	4	4	4	4	4
93	4	4	4	4	3	2	3	3	4	4	3	3	3
94	4	4	2	2	2	2	2	2	4	4	4	3	3
95	3	3	3	3	3	3	3	3	3	3	3	3	3
96	4	3	3	3	3	3	2	2	4	4	4	4	4
97	4	5	4	4	3	3	3	4	5	5	5	5	5
98	3	3	3	3	2	2	3	3	3	3	3	3	3
99	5	4	4	4	4	3	4	4	5	5	5	5	4
100	4	4	4	3	3	4	4	3	5	5	5	5	3
101	4	4	4	4	2	3	3	3	4	5	4	4	4
102	3	3	2	3	3	3	4	3	4	4	3	4	3
103	3	3	3	4	2	4	2	3	4	4	3	4	4
104	3	4	3	3	2	3	3	3	4	3	3	3	3
105	3	4	3	3	3	4	3	3	4	4	4	3	3
106	5	5	5	5	3	2	4	3	5	5	5	5	5
107	5	5	5	5	5	5	5	5	3	3	3	3	3
108	3	3	5	4	2	2	4	4	5	4	4	4	3
109	5	5	4	5	3	3	4	4	4	4	4	5	5

110	4	4	4	3	3	3	3	3	4	4	4	3	3
111	4	4	4	4	3	3	3	3	5	4	5	4	4
112	3	3	4	3	3	4	4	4	4	4	3	4	4
113	4	4	4	4	3	3	3	3	5	4	4	4	4
114	3	3	3	3	4	3	3	3	5	5	5	5	5
115	4	4	3	3	3	4	3	3	3	3	3	3	2
116	5	5	5	5	5	5	5	5	5	5	5	5	4
117	4	5	3	3	3	3	3	3	3	5	3	4	3
118	5	4	4	4	3	3	3	3	4	5	4	5	4
119	3	3	2	2	2	2	2	2	4	4	4	4	4
120	4	4	4	3	3	4	3	3	5	5	5	5	5
121	4	5	4	3	5	4	3	5	5	4	4	4	3
122	4	5	4	3	5	4	3	5	5	4	4	4	3
123	4	4	4	4	3	3	3	3	4	4	4	4	4
124	3	3	3	3	3	3	3	3	3	3	3	3	3
125	4	4	4	4	4	4	4	4	4	4	3	4	4
126	5	4	4	3	5	4	5	5	5	5	3	5	4
127	3	4	3	3	3	3	3	3	4	4	4	4	4
128	4	4	3	3	3	3	3	3	3	4	3	4	3
129	5	4	4	3	2	3	2	2	5	5	5	5	5
130	4	4	4	4	2	2	2	3	3	4	4	4	4
131	5	2	5	5	5	4	3	3	4	4	4	4	4
132	2	2	4	4	1	1	2	2	5	5	5	5	5
133	4	4	4	4	2	2	2	2	4	4	4	4	4
134	5	4	4	4	3	3	2	2	4	4	4	4	4
135	5	4	4	3	3	3	3	3	3	3	3	3	3
136	3	4	4	3	4	4	2	3	4	4	3	3	3
137	5	5	5	4	3	3	3	3	5	5	5	5	3

138	3	3	3	3	3	3	3	3	3	3	3	3	3
139	4	4	3	3	3	3	3	3	4	4	4	4	3
140	3	3	3	3	3	3	3	3	3	3	3	3	3
141	4	4	4	4	2	3	2	1	4	4	4	4	3
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143	5	5	5	5	4	4	4	4	4	4	4	4	4
144	5	5	5	5	5	5	5	5	5	5	5	5	5
145	5	5	5	5	5	2	4	2	5	5	5	5	5
146	4	3	2	2	4	4	4	4	4	4	4	4	4
147	5	5	5	5	4	5	5	5	5	5	5	5	5
148	4	4	4	4	3	3	3	3	4	4	4	4	4
149	5	4	4	4	3	3	3	3	4	4	4	4	3
150	5	5	5	5	2	2	1	1	4	4	4	4	4
151	4	4	4	4	4	4	4	4	4	4	4	4	4
152	5	5	5	4	4	4	4	3	5	5	5	5	5
153	3	3	3	3	3	3	3	3	3	4	4	4	3
154	5	5	5	5	5	5	5	5	5	5	5	5	5
155	4	4	3	4	3	3	3	3	4	4	3	4	3
156	4	5	4	4	4	4	3	4	4	5	5	5	4
157	4	3	3	3	3	3	3	3	5	5	4	5	3
158	5	4	5	4	4	4	4	3	5	5	5	5	5
159	5	5	5	5	4	4	3	3	4	4	5	4	3
160	3	3	3	3	4	3	2	3	4	3	4	4	4
161	3	3	3	3	3	3	3	3	4	4	3	3	3
162	3	5	5	5	5	5	5	5	5	5	5	5	5
163	4	4	4	4	4	4	3	3	4	3	3	3	3
164	4	4	4	3	3	3	4	4	4	3	3	4	3
165	4	5	2	4	4	4	4	4	4	4	4	4	4

166	5	4	3	4	3	3	4	4	4	5	4	5	4
167	3	3	3	3	2	2	3	3	3	3	3	3	3
168	5	5	5	5	5	4	4	4	5	4	4	4	4
169	4	4	3	4	2	2	2	3	4	4	4	4	4
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Resp.	SV1	SV2	SV3	CON1	CON2	CON3	SAT1	SAT2	SAT3	SAT4	INT1	INT2	INT3	INT4
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The logo of Universitas Atma Jaya Yogyakarta is a light blue emblem. It features a stylized open book at the base, with a sunburst or starburst pattern above it. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a semi-circle above the book. The text "APPENDIX 3: RESULTS FROM SMARTPLS" is overlaid on the logo in a bold, black, sans-serif font.

APPENDIX 3: RESULTS FROM SMARTPLS

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
CON	0.750	0.751	0.857	0.667
EV	0.887	0.888	0.917	0.689
FV	0.819	0.822	0.880	0.648
INT	0.924	0.928	0.946	0.813
PV	0.850	0.865	0.899	0.690
SAT	0.877	0.878	0.916	0.731
SV	0.848	0.855	0.907	0.766

Discriminant Validity

	CON	EV	FV	INT	PV	SAT	SV
CON	0.816						
EV	0.565	0.830					
FV	0.431	0.456	0.805				
INT	0.434	0.295	0.258	0.902			
PV	0.396	0.325	0.412	0.476	0.831		
SAT	0.681	0.739	0.484	0.385	0.316	0.855	
SV	0.459	0.467	0.337	0.525	0.344	0.538	0.875

Discriminant Validity

	Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTM)				
	CON	EV	FV	INT	PV	SAT	SV
CON1	0.806	0.457	0.289	0.428	0.304	0.612	0.494
CON2	0.815	0.443	0.437	0.297	0.414	0.469	0.246
CON3	0.829	0.483	0.338	0.332	0.257	0.580	0.371
EV1	0.418	0.815	0.406	0.234	0.268	0.632	0.441
EV2	0.447	0.837	0.401	0.111	0.213	0.610	0.251
EV3	0.460	0.842	0.385	0.382	0.302	0.640	0.498
EV4	0.466	0.855	0.348	0.193	0.277	0.622	0.350
EV5	0.550	0.802	0.355	0.283	0.281	0.565	0.381
FV1	0.352	0.359	0.803	0.202	0.323	0.337	0.237
FV2	0.347	0.408	0.754	0.139	0.358	0.415	0.215
FV3	0.345	0.377	0.852	0.242	0.349	0.449	0.327
FV4	0.346	0.323	0.809	0.244	0.295	0.348	0.302
INT1	0.441	0.345	0.317	0.889	0.535	0.421	0.487
INT2	0.372	0.247	0.193	0.928	0.340	0.322	0.463
INT3	0.334	0.225	0.228	0.911	0.415	0.283	0.464
INT4	0.408	0.231	0.175	0.879	0.403	0.345	0.474
PV1	0.380	0.265	0.433	0.405	0.848	0.272	0.304
PV2	0.312	0.297	0.331	0.464	0.857	0.260	0.261
PV3	0.362	0.324	0.347	0.391	0.864	0.309	0.341
PV4	0.245	0.172	0.235	0.305	0.747	0.193	0.226
SAT1	0.638	0.634	0.476	0.298	0.303	0.894	0.472
SAT2	0.534	0.670	0.383	0.275	0.243	0.866	0.404
SAT3	0.595	0.563	0.419	0.457	0.298	0.825	0.566
SAT4	0.557	0.667	0.370	0.274	0.230	0.834	0.384
SV1	0.458	0.500	0.329	0.423	0.337	0.565	0.841
SV2	0.310	0.289	0.225	0.445	0.257	0.367	0.879
SV3	0.416	0.407	0.316	0.507	0.298	0.454	0.904

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjus...
EV	0.319	0.316
FV	0.186	0.182
INT	0.386	0.371
PV	0.157	0.153
SAT	0.676	0.668
SV	0.211	0.207

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4	Case5	Case6	Case7
	SSO	SSE	Q ² (=1-SSE/SSO)				
CON	615.000	615.000					
EV	1,025.000	816.653	0.203				
FV	820.000	728.830	0.111				
INT	820.000	589.227	0.281				
PV	820.000	739.458	0.098				
SAT	820.000	447.524	0.454				
SV	615.000	525.075	0.146				

f Square

Matrix	f Square						
	CON	EV	FV	INT	PV	SAT	SV
CON		0.469	0.228		0.186	0.200	0.267
EV				0.006		0.363	
FV				0.003		0.024	
INT							
PV				0.150		0.009	
SAT				0.017			
SV				0.156			0.057

Path Coefficients

	Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected		
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
CON -> EV	0.565	0.568	0.047	12.105	0.000
CON -> FV	0.431	0.437	0.062	6.909	0.000
CON -> PV	0.396	0.400	0.070	5.651	0.000
CON -> SAT	0.332	0.335	0.060	5.583	0.000
CON -> SV	0.459	0.463	0.060	7.635	0.000
EV -> INT	-0.094	-0.096	0.081	1.160	0.246
EV -> SAT	0.447	0.444	0.056	7.951	0.000
FV -> INT	-0.049	-0.046	0.072	0.687	0.492
FV -> SAT	0.107	0.106	0.056	1.918	0.055
PV -> INT	0.345	0.346	0.067	5.156	0.000
PV -> SAT	-0.061	-0.058	0.041	1.484	0.138
SAT -> INT	0.166	0.161	0.102	1.630	0.103
SV -> INT	0.378	0.378	0.068	5.540	0.000
SV -> SAT	0.161	0.161	0.049	3.280	0.001

