

BAB V

KESIMPULAN DAN IMPLIKASI MANAJERIAL

Pada bagian ini berisikan tentang penjelasan yang memuat kesimpulan pada penelitian yang sudah dilakukan. Pada bab ini akan dibahas juga oleh peneliti tentang implikasi manajerial pada penelitian yang sudah dilakukan. Disamping itu peneliti nantinya memberikan beberapa saran dan masukan maupun kendala-kendala apa saja pada penelitian yang nantinya bisa berguna dan bermanfaat dalam menunjang penelitian yang lebih baik pada masa mendatang atau masa depan terlebih lagi bagi perusahaan yang bergerak pada bidang industri *game* di Indonesia.

5.1 Hasil Karakteristik Responden

Bagian ini menjelaskan bahwa dalam penelitian yang menggunakan kuesioner dan dilakukan penyebaran secara *online* menggunakan *google form* lewat *social media*, kemudian terkumpul responden yang mengisi kuesioner berjumlah 236 responden, namun yang hanya memenuhi syarat sesuai karakteristik yang dibutuhkan dalam penelitian berjumlah 223 responden. Kebanyakan responden yang mengisi kuesioner pada penelitian ini yaitu responden yang berusia 20 – 25 tahun berjumlah 133 responden dengan presentase sebesar 60%, responden pada penelitian ini dengan frekuensi rata-rata waktu mengakses internet dalam sehari > 6 jam berjumlah 68 responden dengan presentase sebesar 30%, serta responden yang mengisi frekuensi rata-rata waktu mengakses *PUBG Mobile* dalam sehari 1 - 2 jam berjumlah 93 responden dengan presentase sebesar 42%.

5.2 Hasil Analisis Statistik Deskriptif

Dari hasil yang didapatkan pada analisis statistik deskriptif dalam variabel penelitian yang ditemukan dan sudah dilakukan bahwa secara menyeluruh variabel pada penelitian seperti *hedonic value*, *utilitarian value*, *economic value*, kepuasan, loyalitas dan niat beli berada pada kategori kelas interval tinggi dan cukup tinggi. Hasil tersebut dapat ditunjukkan bahwa responden

keseluruhan dalam penelitian mempunyai persepsi yang tinggi terhadap variabel-variabel dalam penelitian yakni pada *hedonic value* memiliki nilai total rata-rata sebesar 3.891 berada pada kategori interval tinggi, *utilitarian value* memiliki nilai total rata-rata sebesar 3.534 berada pada kategori interval tinggi, *economic value* memiliki nilai total rata-rata sebesar 3.683 berada pada kategori interval tinggi, kepuasan memiliki nilai total rata-rata sebesar 3.895 berada pada kategori interval tinggi, loyalitas memiliki nilai total rata-rata sebesar 3.353 berada pada kategori interval cukup tinggi, dan niat beli memiliki nilai total rata-rata sebesar 3.713 berada pada kategori interval tinggi yang semua variabel tersebut sudah mendukung dan memenuhi pada penelitian.

5.3 Hasil Uji Hipotesis

Hasil *path coefficient* yang sudah dianalisis, semua yang menjadi bagian dari variabel *perceived value* yaitu *hedonic value*, *utilitarian value*, *economic value* memiliki pengaruh positif kepada variabel kepuasan artinya semakin tinggi *perceived value* (*hedonic value*, *utilitarian value*, *economic value*) pada pemain maka semakin tinggi kepuasannya. Bisa dibuktikan dengan melihat dari nilai *original sample* variabel *perceived value* kepada kepuasan yakni: *hedonic value* dengan nilai sebesar 0.533, *utilitarian value* dengan nilai sebesar 0.200, *economic value* dengan nilai sebesar 0.238. Tak hanya itu, bagian dari variabel *perceived value* memiliki pengaruh positif kepada loyalitas artinya semakin tinggi *perceived value* (*utilitarian value*, *economic value*) pada pemain maka semakin tinggi loyalitasnya, namun variabel *hedonic value* yang tidak memiliki pengaruh positif kepada loyalitas artinya semakin tinggi nilai negatif pada *hedonic value* membuat pemain *game* semakin rendah loyalitasnya. Bisa dibuktikan dengan melihat dari nilai *original sample* variabel *perceived value* kepada loyalitas yakni: *hedonic value* dengan nilai sebesar -0.149, *utilitarian value* dengan nilai sebesar 0.474, *economic value* dengan nilai sebesar 0.280. Maka bisa dikatakan bahwa variabel *perceived value* memiliki pengaruh positif kepada variabel kepuasan dan variabel loyalitas terkecuali *hedonic value* yang tidak mempunyai pengaruh positif kepada

loyalitas, oleh karena itu hipotesis 1a,1b,1c,2b,2c dapat diterima dan hipotesis 2a ditolak pada penelitian ini.

Hasil *path coefficient* yang sudah dianalisis, dapat ditunjukkan bahwa variabel kepuasan dan variabel loyalitas memiliki pengaruh positif kepada niat beli, artinya semakin tinggi kepuasan membuat pemain *game* semakin tinggi niat belinya serta semakin tinggi loyalitas membuat pemain *game* semakin tinggi niat belinya. Bisa dibuktikan dengan melihat dari nilai *original sample* variabel kepuasan dan variabel loyalitas pada niat beli yakni: variabel kepuasan dengan nilai sebesar 0.492, variabel loyalitas dengan nilai sebesar 0.370. Maka bisa dikatakan bahwa variabel kepuasan dan variabel loyalitas memiliki pengaruh positif kepada niat beli, oleh karena itu hipotesis 4,5 dapat diterima pada penelitian ini.

Disamping itu, pengujian mediasi menunjukkan hasil bahwa variabel kepuasan memiliki pengaruh positif pada niat beli dengan loyalitas sebagai mediasi artinya semakin tinggi kepuasan dan loyalitas membuat pemain *game* semakin tinggi niat belinya. Bisa dibuktikan dengan melihat dari nilai *original sample* variabel kepuasan, variabel loyalitas dan variabel niat beli yakni: kepuasan pada loyalitas dengan nilai sebesar 0.344, kepuasan pada niat beli dengan nilai sebesar 0.492, loyalitas terhadap niat beli dengan nilai sebesar 0.370. Maka bisa dikatakan bahwa variabel kepuasan memiliki pengaruh positif kepada niat beli dengan loyalitas sebagai mediasi, oleh karena itu hipotesis 3 dapat diterima pada penelitian ini.

5.4 Implikasi Manajerial

Pada penelitian ini didapat hasil penelitian dan kesimpulan yang kemudian diusulkan pada implikasi manajerial. Pertama pada sudut pandang manajerial dalam penelitian ini ditujukan agar dapat dilihat faktor apa saja yang mempengaruhi para pemain yang akan memunculkan atau menumbuhkan niat beli pada *item virtual* dalam *game PUBG mobile*. Dalam penelitian ini dari hasil analisis data yang sudah dikumpulkan lewat sebaran kuesioner, kemudian dijawab oleh responden yang pernah membeli *item virtual* dalam *game PUBG*

mobile. Lewat analisis data yang sudah didapatkan, peneliti berharap dapat memberi kontribusi kegunaan dan manfaat kepada perusahaan terlebih lagi pada perusahaan yang bergerak pada industri *game*. Adanya penelitian ini diharapkan dapat menjadikan perusahaan untuk mengembangkan perusahaannya bersama dengan cara yakni perusahaan mengamati faktor yang memiliki pengaruh terhadap pemain agar memiliki niat untuk membeli *item virtual* yang ditawarkan oleh perusahaan, hal ini membuat perusahaan mampu merancang strategi pemasaran yang baik dan tepat agar dapat memikat atau membuat daya tarik para pemain. Disamping itu peneliti berharap kepada perusahaan, dengan penelitian ini mampu memberikan efek atau berdampak baik bagi perusahaan yang bergerak pada industri *game* di Indonesia yang harapannya akan berkembang dan semakin maju.

Dalam penelitian ini ditemukan bahwa variabel kepuasan dan variabel loyalitas memiliki pengaruh positif kepada variabel niat beli, semakin tinggi kepuasan pemain *game* maka semakin tinggi niat belinya serta semakin tinggi loyalitas pemain *game* maka semakin tinggi niat belinya. Oleh karena itu, bisa dijelaskan bahwa perusahaan dalam melakukan peningkatan penjualan *item virtual*, harus menciptakan atau membuat pemain merasakan rasa puas dan loyal terhadap *game*. Sehingga penciptaan kepuasan dan loyalitas yang akan dibuat oleh perusahaan pada *game*, diharapkan akan membuat pemain menjadi menikmati atau enjoy serta menjadi setia pada *game PUBG mobile* yang memungkinkan nantinya para pemain akan cenderung melakukan pembelian *item virtual* pada *game PUBG mobile*.

Dalam meningkatkan rasa puas dan loyal dalam diri pemain pada *game* ada tiga faktor dari variabel *perceived value* yakni *hedonic value*, *utilitarian value*, *economic value*. Ketiga faktor dari *perceived value* ini yang mempunyai pengaruh paling tinggi yaitu *utilitarian value* memiliki nilai *t-statistics* sebesar 3.046 terhadap kepuasan dan terhadap loyalitas memiliki nilai *t-statistics* sebesar 7.191, serta *economic value* memiliki nilai *t-statistics* sebesar 3.451 terhadap kepuasan dan terhadap loyalitas memiliki nilai *t-statistics* sebesar 3.122. Hasil yang didapatkan pada penelitian ini diharapkan

pengembang *game PUBG mobile* perlu untuk memikirkan dan memperhatikan yang terpaku atau fokusnya pada faktor *utilitarian value* dan *economic value* untuk melakukan pembuatan atau penciptaan kepuasan dan loyalitas para pemain, sehingga nantinya para pemain dapat memainkan dan menikmati *game PUBG mobile* secara berulang atau terus-menerus dan tertarik atau terikat. Dengan hal tersebut, maka peneliti memberikan saran untuk membuat kenyamanan dan kenikmatan tetap terkontrol atau terjaga agar tetap membuat pemain terus tertarik pada *game PUBG mobile* yaitu dengan membuat update model atau fitur-fitur atau *item-item* didalam *game* dari segi *gameplay* hingga kepada kualitas grafik yang memberi nilai pada *item virtual* yang bertujuan dalam menciptakan atau membuat para pemain menjadi positif pada kepuasan dan loyalitas supaya para pemain tidak merasa bosan bahkan pindah pada *game* lain.

Pada bagian variabel *perceived value* yaitu *hedonic value* adalah faktor yang berpengaruh rendah terhadap kepuasan dan loyalitas, akan tetapi daripada dua faktor lainnya, faktor *hedonic value* berpengaruh positif pada kepuasan memiliki nilai *t-statistics* sebesar 8.090 dan terhadap loyalitas memiliki nilai *t-statistics* sebesar 1.087. Jadi pada pemasar perlu untuk tetap memasukkan faktor *hedonic value* dalam membuat atau menciptakan rasa puas dan rasa loyal atau kestiaan para pemain, supaya pemain akan tetap memainkan dan menikmati *game PUBG mobile* secara berulang atau terus-menerus. Hal ini akan menciptakan serta membuat para pemain menjadi tertarik dan terikat pada *game PUBG mobile*. Lewat penelitian ini, peneliti memberikan saran supaya selalu memberikan dan meningkatkan pelayanan yang baik pada *game PUBG mobile* sebagaimana halnya dengan melakukan peningkatan pada sistem dan server yang berkualitas supaya tidak muncul *bug* atau kesalahan yang membuat sistem tidak berjalan normal pada *game* supaya para pemain bisa merasakan dengan enjoy dan terhanyut pada *game* serta bebas dari kendala dan masalah pada *game*.

Dari pernyataan yang diberikan peneliti tentang loyalitas yang memiliki peran penting sebagai mediasi pada kepuasan, agar menimbulkan atau timbul niat beli atau niat untuk membeli oleh pemain. Bagi perusahaan yang bergerak

di bidang *game* selalu mengamati atau mengawasi dan merancang untuk membuat pemain tertarik dan terikat dalam *game*, sehingga pemain secara terus-menerus memainkan *game* dan tidak berpindah pada *game* yang lain. Peneliti menyarankan strategi pada perusahaan seperti menciptakan efek visual yang memiliki nilai pada *item virtual*, tujuannya untuk menciptakan kepuasan dan loyalitas yang tinggi dan peningkatan kualitas grafik pada *game*, serta meningkatkan pelayanan yang baik pada *game PUBG mobile* sebagaimana halnya dengan melakukan peningkatan pada sistem dan server yang berkualitas supaya tidak muncul *bug* atau kesalahan yang membuat sistem tidak berjalan normal pada *game* supaya para pemain bisa merasakan dengan enjoy dan terhanyut pada *game* serta bebas dari kendala dan masalah pada *game*.

5.5 Keterbatasan Penelitian

Didalam penelitian dilakukan oleh peneliti yaitu didapati beberapa keterbatasan maupun kelemahan pada penelitian ini. Kelemahan dan keterbatasan pada penelitian ini, peneliti telah mempelajari serta memberi beberapa saran berguna serta bermanfaat yang bisa menjadi bahan pertimbangan terhadap penelitian-penelitian selanjutnya supaya lebih baik lagi. Ada beberapa saran dan keterbatasan pada penelitian ini, peneliti dalam penelitian ini hanya terpaku terhadap para pemain yang hanya memainkan *game PUBG mobile*, sehingga diharapkan penelitian dimasa depan atau masa mendatang objek pada penelitian yang dipakai berbeda dan tidak hanya terpaku pada suatu *game* saja. Maka pada penggunaan objek yang berbeda nantinya timbul sebuah penelitian atau penemuan baru pada perusahaan yang bergerak di industri *game* yang berbeda maupun bagi para pemain yang memainkan *game* yang berbeda-beda.

5.6 Saran Untuk Penelitian Selanjutnya

Dari keterbatasan pada penelitian, kemudian peneliti memberi beberapa saran pada penelitian untuk selanjutnya yang diharapkan saran ini bisa menjadi referensi atau tolak ukur atau dijadikan pandangan untuk peneliti selanjutnya

saat melakukan penelitian. Saran untuk penelitian selanjutnya, pada penelitian ini didapati hasil bahwa *hedonic value* tidak berpengaruh terhadap loyalitas, namun terdapat penelitian yang mendukung hasil ini yaitu, menurut penelitian Hu & Chuang (2012) mengatakan bahwa *hedonic value* tidak berpengaruh nyata terhadap loyalitas, disebabkan karena lemahnya pengaruh langsung *hedonic value* terhadap loyalitas, diduga karena *hedonic value* membutuhkan variabel seperti kepuasan dalam memengaruhi loyalitas. Sehingga dibutuhkan uji mediasi antara *hedonic value* terhadap loyalitas melalui kepuasan agar *hedonic value* mampu mempengaruhi loyalitas.

Peneliti berharap agar dimasa depan atau dimasa mendatang penelitian selanjutnya dilakukan penelitian dengan objek yang berbeda dan tidak hanya satu *game* saja. Sehingga nantinya menghasilkan kesimpulan yang beragam. Kesimpulan yang beragam ini nantinya diharapkan dapat ditarik menjadi sebuah penelitian atau penemuan baru yang berguna bagi ilmu pengetahuan khususnya manajemen pemasaran dan bagi perusahaan yang bergerak di industri *game*.

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LAMPIRAN

KUESIONER PENELITIAN



Pengaruh *Perceived Value* dan Kepuasan Terhadap Niat Beli *Item Virtual*: Studi pada *Game PUBG Mobile*

Perkenalkan saya Ganang Puja Gautama, mahasiswa Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian untuk skripsi atau tugas akhir dengan topik "**Pengaruh *Perceived Value* dan Kepuasan Terhadap Niat Beli *Item Virtual*: Studi pada *Game PUBG Mobile***".

Kuesioner ini memiliki kriteria responden, yaitu:

1. Pernah memainkan *game PUBG*
2. Pernah membeli *item virtual* pada *game PUBG*

Untuk itu saya meminta partisipasi dan ketersediaan rekan-rekan ataupun teman-teman untuk mengisi kuesioner penelitian ini. Kerahasiaan data dan informasi yang diperoleh dari kuesioner ini akan dijaga dan hanya digunakan untuk kebutuhan penelitian. Demikian atas perhatian rekan-rekan dan teman-teman, terima kasih atas bantuannya.

Apakah anda pernah memainkan *game PUBG*? *

- Ya
- Tidak

Apakah anda pernah membeli *item virtual* pada *game PUBG*, seperti skin senjata, UC, royale pass, gacha di *PUBG*? (Jika pernah, responden dipersilahkan melanjutkan kebagian selanjutnya, jika tidak pernah, responden dipersilahkan selesaikan kuesioner dan kirim tanggapan) *

- Ya
- Tidak



Data Responden

Pada bagian ini, responden diminta untuk mengisi pertanyaan yang berkaitan dengan data pribadi.

Nama *

Jawaban Anda

E-mail *

Jawaban Anda

Umur (dijawab dengan angka) *

Jawaban Anda

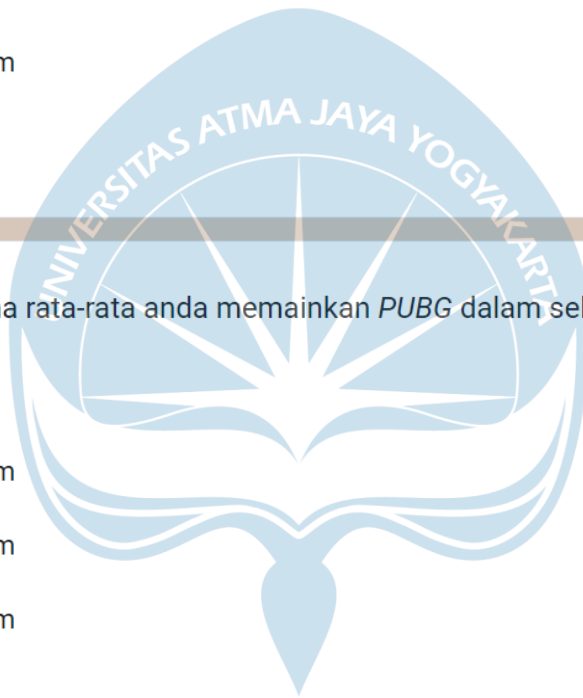


Berapa lama rata-rata anda mengakses internet dalam sehari? *

- < 1 jam
- 1 - 2 jam
- 2 - 3 jam
- 3 - 4 jam
- 4 - 5 jam
- 5 - 6 jam
- > 6 jam

Berapa lama rata-rata anda memainkan *PUBG* dalam sehari? *

- < 1 jam
- 1 - 2 jam
- 2 - 3 jam
- 3 - 4 jam



Tanggapan responden terhadap *PUBG*

INTRUKSI

Responden diminta untuk memberikan tanda pada kolom sesuai dengan penilaian dari responden dengan kriteria sebagai berikut:

Angka 1: Sangat Tidak Setuju

Angka 2: Tidak Setuju

Angka 3: Netral

Angka 4: Setuju

Angka 5: Sangat Setuju

1. Saat memainkan *game PUBG*, saya menikmati dan enjoy dalam lingkungan saya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

2. Saat memainkan *game PUBG*, saya merasa bahwa itu menarik *

1 2 3 4 5

2. Saat memainkan *game PUBG*, saya merasa bahwa itu menarik *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

3. Saat memainkan *game PUBG*, saya merasakan pertualangan *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

4. Saat memainkan *game PUBG*, saya hanya menyelesaikan tugas yang ada di dalamnya (Hanya menyelesaikan *daily quest*, menyelesaikan *event quest*, mencapai *tier yang diinginkan*) *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

5. Saya bisa melakukan tugas yang ada di *game PUBG* ini (Bisa menyelesaikan *daily quest*, menyelesaikan *event quest*, mencapai *tier* yang diinginkan) *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

6. Saya sudah mencapai apa yang awalnya saya inginkan dalam *game PUBG* ini (Sudah mencapai atau menyelesaikan *daily quest*, menyelesaikan *event quest*, mencapai *tier* yang diinginkan) *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

7. *Game PUBG* memiliki harga yang terjangkau *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

8. *Game PUBG* menawarkan sebuah nilai untuk uang *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

9. *Game PUBG* ini memiliki layanan yang baik sesuai dengan harganya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

10. Saya merasa senang memainkan *game PUBG* *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

11. Saya merasa puas memainkan *game PUBG* *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

12. Saya merasa gembira memainkan *game PUBG* *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

13. Saya menganggap bahwa saya sangat setia pada *game PUBG* *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

14. Ketika saya ingin bermain *game mobile*, *game PUBG* yang pertama kali saya *
pikirkan tentang *game mobile* untuk dimainkan

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

15. Saya yakin *game PUBG* adalah favorit saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

16. Saya berniat untuk membeli *item* pada *game PUBG* di masa depan *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

16. Saya berniat untuk membeli *item* pada *game PUBG* di masa depan *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

17. Saya memprediksi bahwa saya akan membeli *item* pada *game PUBG* di masa *
depan

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

18. Saya berharap untuk membeli *item virtual* pada *game PUBG* segera *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

LAMPIRAN

HASIL PENGISIAN KUESIONER

Data Responden

Nama

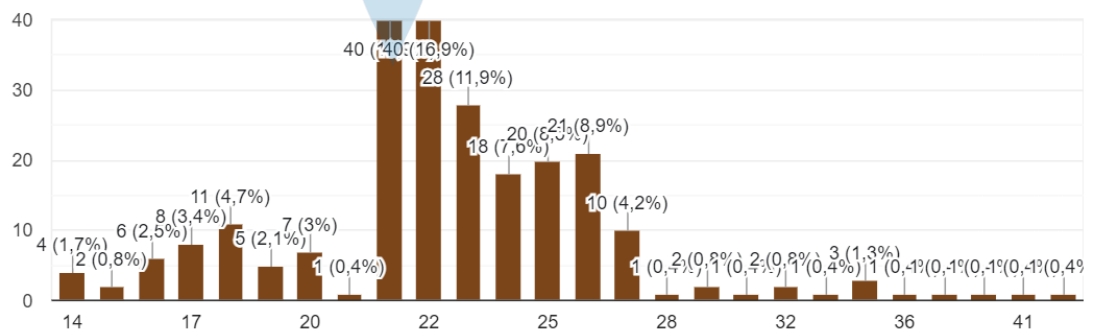
236 jawaban

Angel
Ricky Alan
Dennis
puja
azwin
Carolus Rahma Chandra Herpita
Ary Prasetya
Dharma Nadi Candra

Umur (dijawab dengan angka)

[Salin](#)

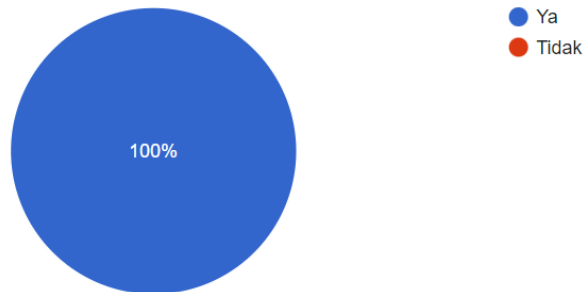
236 jawaban



Apakah anda pernah memainkan *game PUBG*?

Salin

236 jawaban



Apakah anda pernah membeli *item virtual* pada *game PUBG*, seperti skin senjata, UC, royale pass, gatcha di *PUBG*? (Jika pernah, responden dipersilahkan melanjutkan kebagian selanjutnya, jika tidak pernah, responden dipersilahkan selesaikan kuesioner dan kirim tanggapan)

Salin

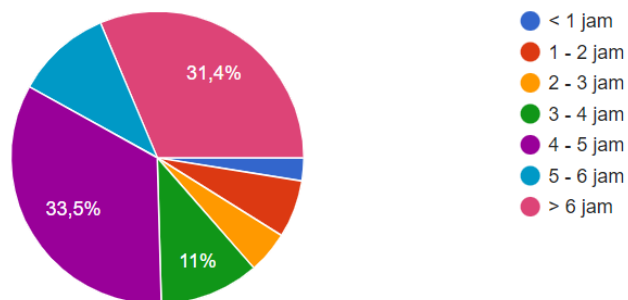
236 jawaban



Berapa lama rata-rata anda mengakses internet dalam sehari?

Salin

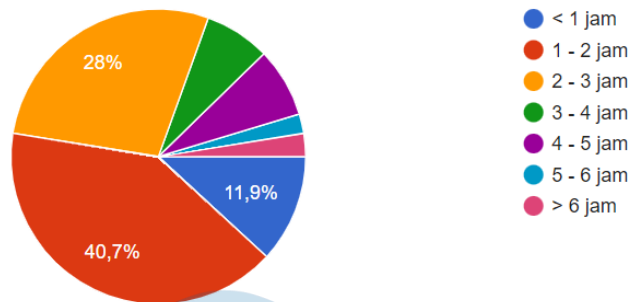
236 jawaban



Berapa lama rata-rata anda memainkan *PUBG* dalam sehari?

[Salin](#)

236 jawaban

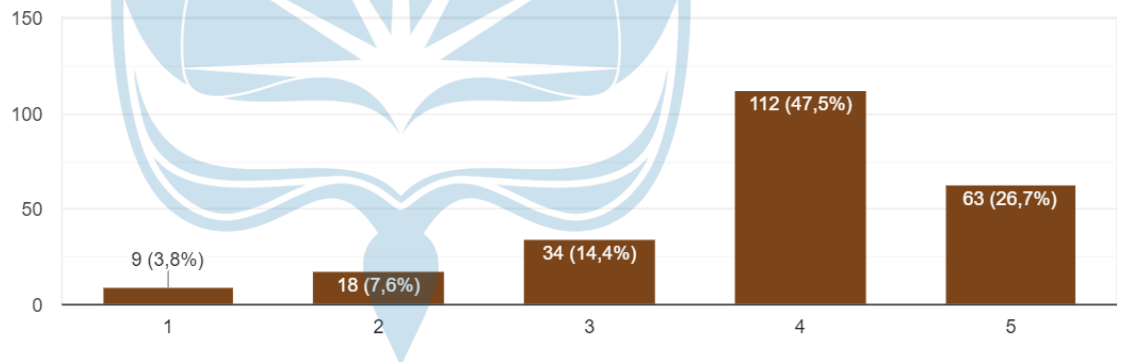


Tanggapan responden terhadap *PUBG*

1. Saat memainkan *game PUBG*, saya menikmati dan enjoy dalam lingkungan saya

[Salin](#)

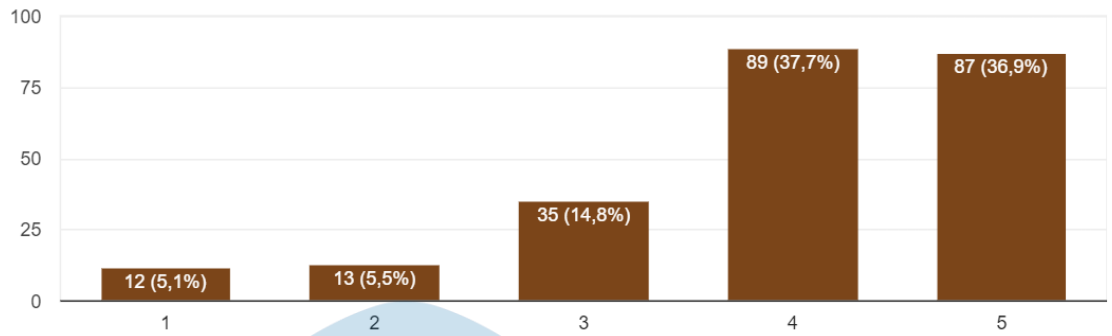
236 jawaban



2. Saat memainkan *game PUBG*, saya merasa bahwa itu menarik

 Salin

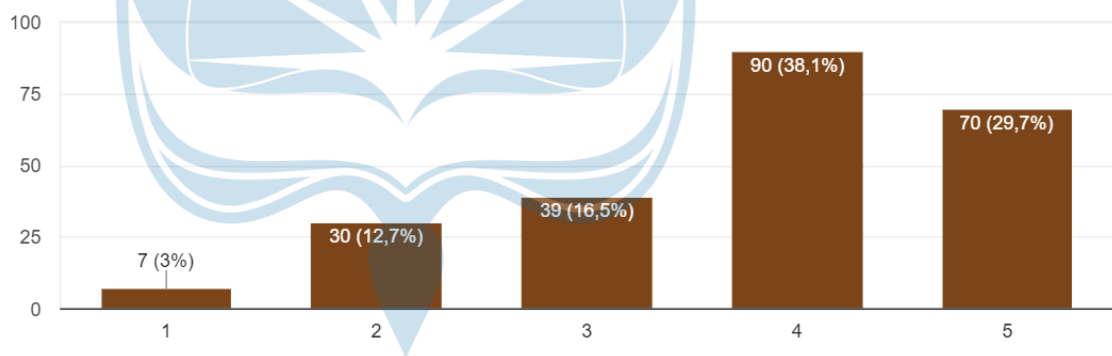
236 jawaban



3. Saat memainkan *game PUBG*, saya merasakan pertualangan

 Salin

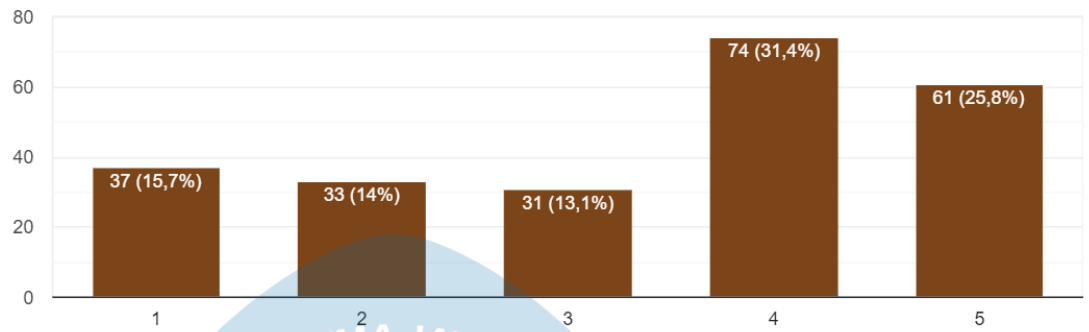
236 jawaban



4. Saat memainkan *game PUBG*, saya hanya menyelesaikan tugas yang ada di dalamnya (Hanya menyelesaikan *daily quest*, menyelesaikan *event quest*, mencapai *tier yang diinginkan*)

[Salin](#)

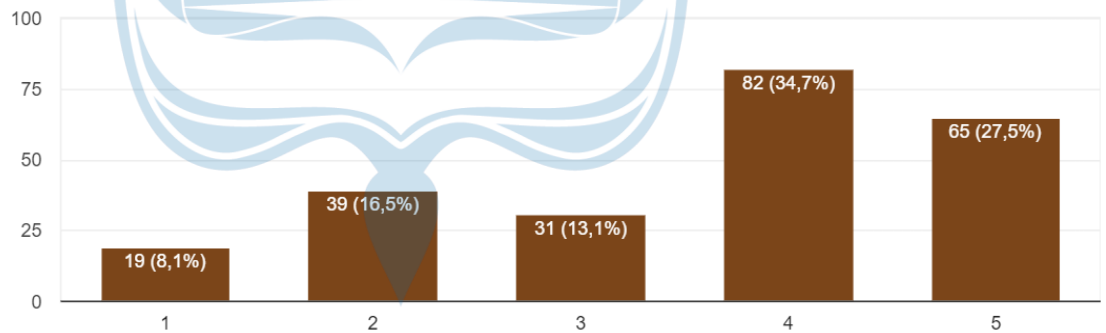
236 jawaban



5. Saya bisa melakukan tugas yang ada di *game PUBG* ini (Bisa menyelesaikan *daily quest*, menyelesaikan *event quest*, mencapai *tier yang diinginkan*)

[Salin](#)

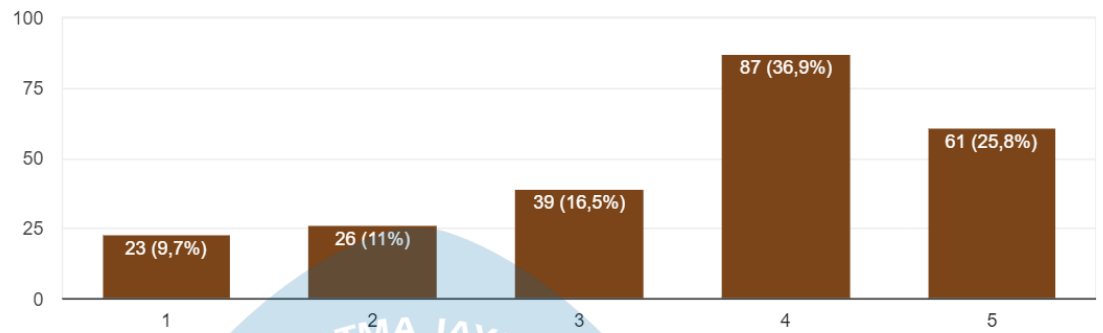
236 jawaban



6. Saya sudah mencapai apa yang awalnya saya inginkan dalam *game PUBG* ini (Sudah mencapai atau menyelesaikan *daily quest*, menyelesaikan *event quest*, mencapai *tier* yang diinginkan)

 Salin

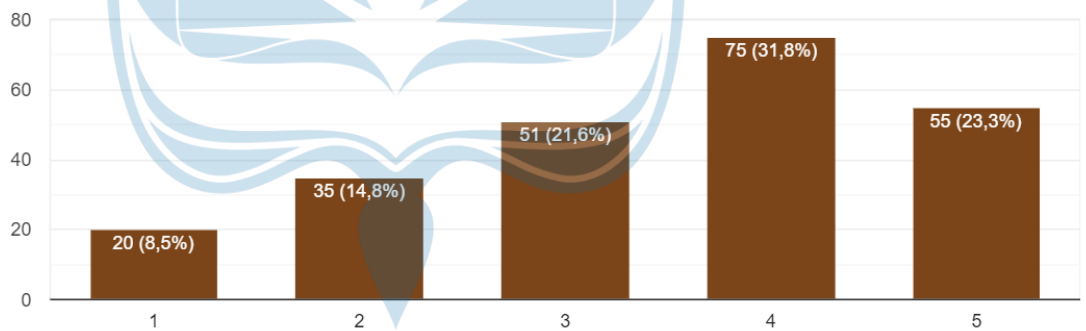
236 jawaban



7. *Game PUBG* memiliki harga yang terjangkau

 Salin

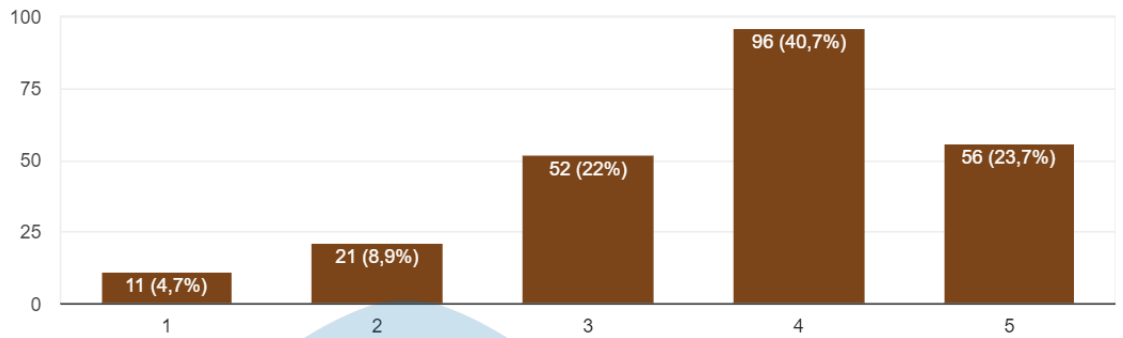
236 jawaban



8. *Game PUBG* menawarkan sebuah nilai untuk uang

[Salin](#)

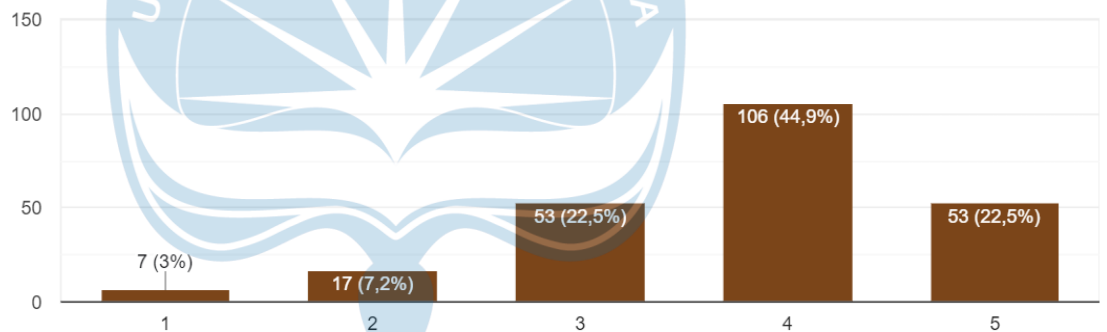
236 jawaban



9. *Game PUBG* ini memiliki layanan yang baik sesuai dengan harganya

[Salin](#)

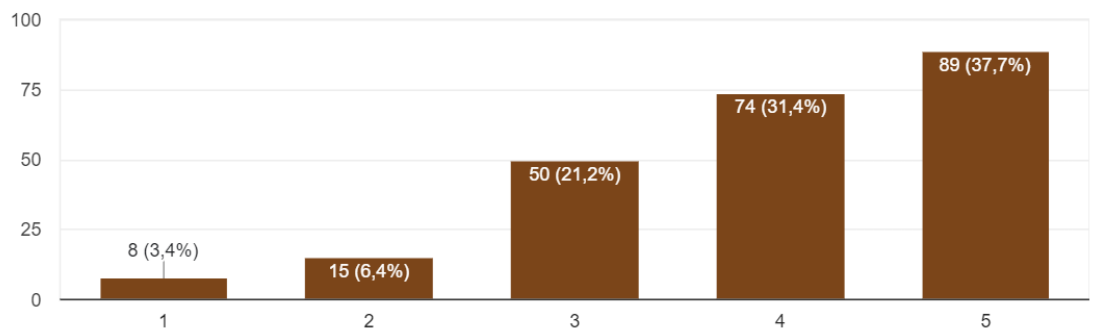
236 jawaban



10. Saya merasa senang memainkan *game PUBG*

[Salin](#)

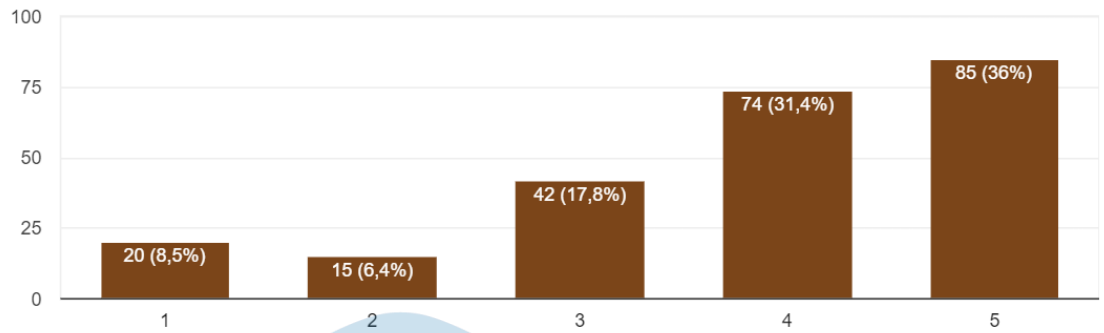
236 jawaban



11. Saya merasa puas memainkan game *PUBG*

[Salin](#)

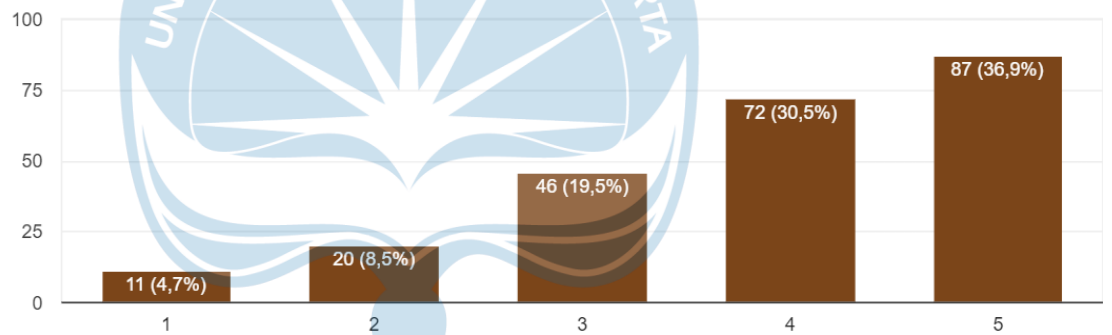
236 jawaban



12. Saya merasa gembira memainkan game *PUBG*

[Salin](#)

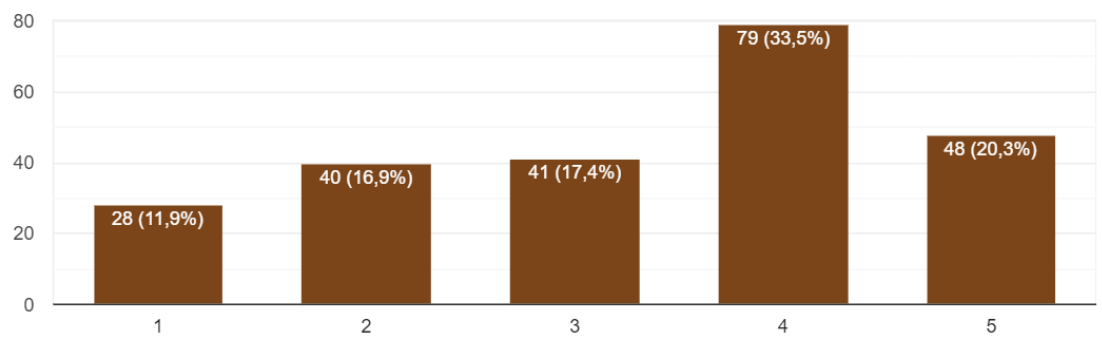
236 jawaban



13. Saya menganggap bahwa saya sangat setia pada game *PUBG*

[Salin](#)

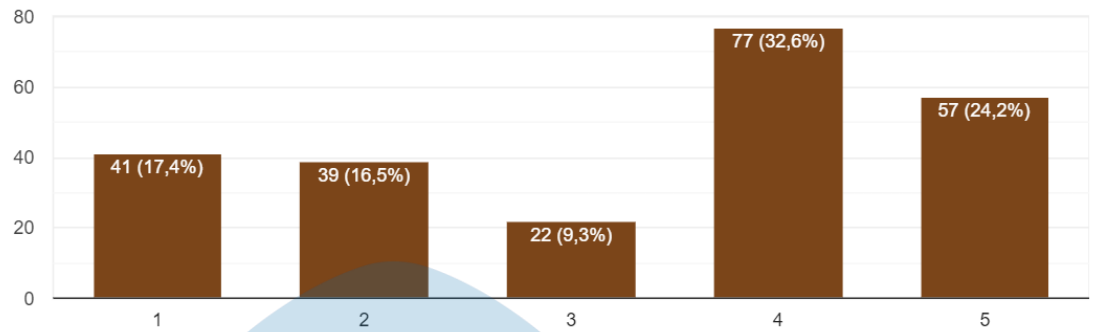
236 jawaban



14. Ketika saya ingin bermain *game mobile*, *game PUBG* yang pertama kali saya pikirkan tentang *game mobile* untuk dimainkan

 Salin

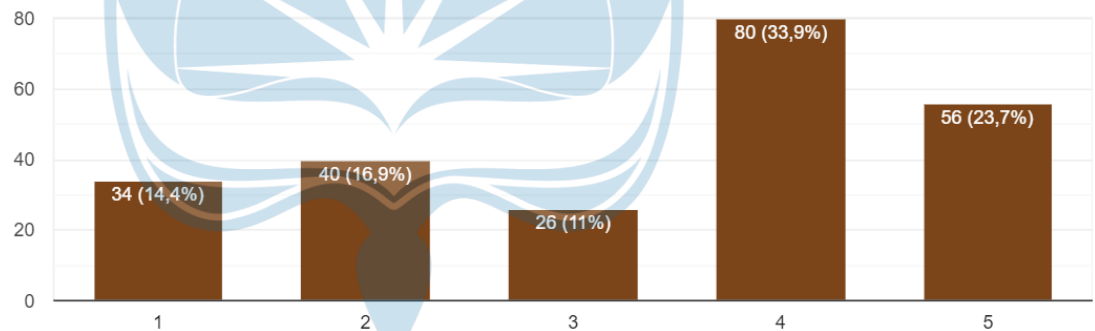
236 jawaban



15. Saya yakin *game PUBG* adalah favorit saya

 Salin

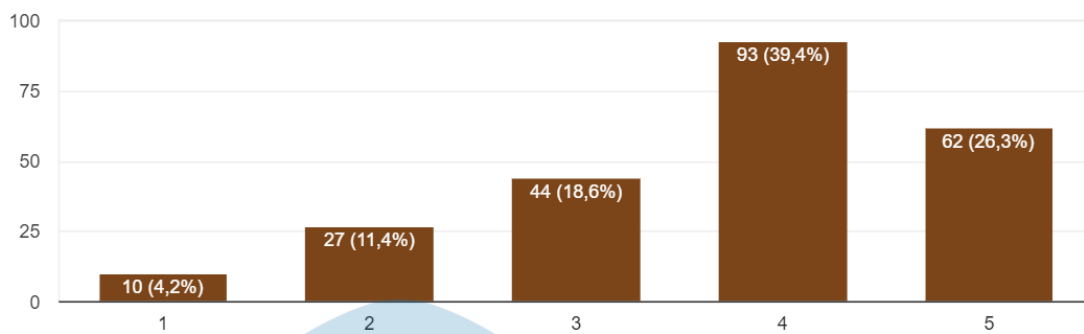
236 jawaban



16. Saya berniat untuk membeli *item* pada *game PUBG* di masa depan

[Salin](#)

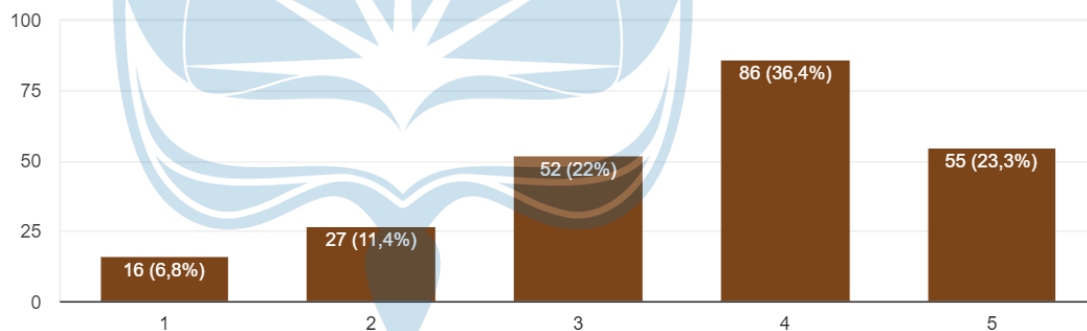
236 jawaban



17. Saya memprediksi bahwa saya akan membeli *item* pada *game PUBG* di masa depan

[Salin](#)

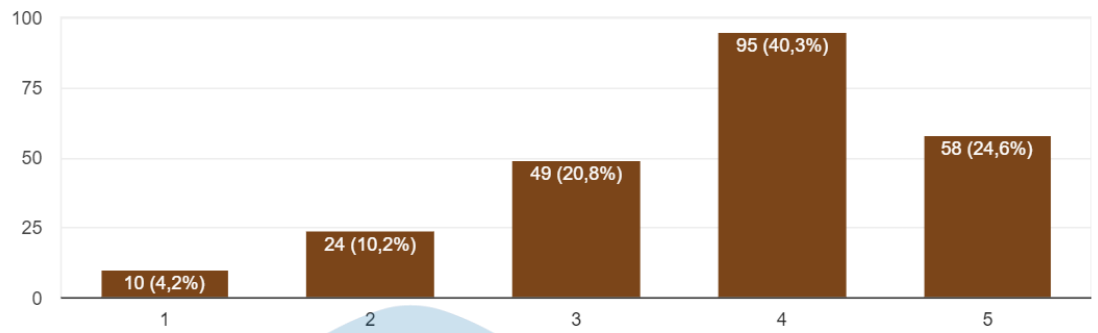
236 jawaban



18. Saya berharap untuk membeli *item virtual* pada game *PUBG* segera

 Salin

236 jawaban



LAMPIRAN
KUESIONER JURNAL ACUAN

Factor		Source
Hedonic Value		Zhou et al., (2012)
HV1	While playing this mobile game, I enjoyed being immersed in the environment	Griffin et al., (2000)
HV2	While playing this mobile game, I feel that it is exciting	
HV3	While playing this mobile game, I had a feeling of adventure	
Utilitarian Value		Zhou et al., (2012)
UV1	While playing this mobile game, I finished just the tasks I initially intended to	
UV 2	I could do what I really needed to do in this mobile game	
UV 3	I accomplished just what I initially wanted to in this mobile game	
Economic Value		Ray et al., (2012)
EV1	This mobile game is reasonably priced.	
EV2	This mobile game offers value for money.	
EV3	This mobile game is a good service for the price.	
Satisfaction		Zhou et al., (2012)
SA1	I feel pleased in this mobile game	
SA2	I feel contented in this mobile game	
SA3	I feel delighted in this mobile game	
Loyalty		Ray et al., 2012 Chang and Chen, (2008)
Loy1	I consider myself to be highly loyal to the mobile game.	
Loy2	When I want to play mobile games, this game is my first thought of mobile games	
Loy3	I believe that this is my favorite mobile game	
Purchase Intention		Park and Lee (2011)
PI1	I intend to buy game items in the future	
PI2	I predict that I will buy game items in the future	
PI3	I hope to buy game items soon	

LAMPIRAN
KUESIONER ADAPTASI

Factor	
Hedonic Value	
While playing this mobile game, I enjoyed being immersed in the environment	Saat memainkan <i>game</i> PUBG, saya menikmati dan enjoy dalam lingkungan saya
While playing this mobile game, I feel that it is exciting	Saat memainkan <i>game</i> PUBG, saya merasa bahwa itu menarik
While playing this mobile game, I had a feeling of adventure	Saat memainkan <i>game</i> PUBG, saya merasakan petualangan
Utilitarian Value	
While playing this mobile game, I finished just the tasks I initially intended to	Saat memainkan <i>game</i> PUBG, saya hanya menyelesaikan tugas yang ada di dalamnya
I could do what I really needed to do in this mobile game	Saya bisa melakukan tugas yang ada di <i>game</i> PUBG ini
I accomplished just what I initially wanted to in this mobile game	Saya mencapai apa yang awalnya saya inginkan dalam <i>game</i> PUBG ini
Economic Value	
This mobile game is reasonably priced.	<i>Game</i> PUBG memiliki harga yang terjangkau
This mobile game offers value for money.	<i>Game</i> PUBG menawarkan nilai untuk uang
This mobile game is a good service for the price.	<i>Game</i> PUBG ini memiliki layanan yang baik sesuai dengan harganya
Satisfaction	
I feel pleased in this mobile game	Saya merasa senang memainkan <i>game</i> PUBG
I feel contented in this mobile game	Saya merasa puas memainkan <i>game</i> PUBG
I feel delighted in this mobile game	Saya merasa gembira memainkan <i>game</i> PUBG
Loyalty	
I consider myself to be highly loyal to the mobile game.	Saya menganggap bahwa saya sangat setia pada <i>game</i> PUBG
When I want to play mobile games, this game is my first thought of mobile games	Ketika saya ingin bermain <i>game mobile</i> , <i>game</i> PUBG yang pertama kali saya pikirkan tentang <i>game mobile</i>
I believe that this is my favorite mobile game	Saya yakin <i>game</i> PUBG adalah favorit saya
Purchase Intention	
I intend to buy game items in the future	Saya berniat untuk membeli <i>item virtual</i> pada <i>game</i> PUBG di masa depan
I predict that I will buy game items in the future	Saya memprediksi bahwa saya akan membeli <i>item virtual</i> pada <i>game</i> PUBG di masa depan
I hope to buy game items soon	Saya berharap untuk membeli <i>item virtual</i> pada <i>game</i> PUBG segera

LAMPIRAN

DISTRIBUSI KARAKTERISTIK RESPONDEN SERTA JAWABAN

Umur	Rata-Rata Waktu Responden Mengakses Internet Dalam Sehari	Rata-Rata Waktu Responden Memainkan <i>PUBG Mobile</i> Dalam Sehari
22	3 - 4 jam	2 - 3 jam
23	> 6 jam	1 - 2 jam
23	1 - 2 jam	2 - 3 jam
20	3 - 4 jam	2 - 3 jam
29	> 6 jam	1 - 2 jam
22	> 6 jam	5 - 6 jam
20	5 - 6 jam	3 - 4 jam
21	> 6 jam	1 - 2 jam
22	> 6 jam	1 - 2 jam
21	> 6 jam	> 6 jam
23	> 6 jam	1 - 2 jam
22	4 - 5 jam	1 - 2 jam
22	> 6 jam	1 - 2 jam
22	5 - 6 jam	2 - 3 jam
22	> 6 jam	1 - 2 jam
21	> 6 jam	2 - 3 jam
22	> 6 jam	1 - 2 jam
25	2 - 3 jam	1 - 2 jam
22	4 - 5 jam	1 - 2 jam
19	> 6 jam	3 - 4 jam
21	2 - 3 jam	1 - 2 jam
22	3 - 4 jam	< 1 jam
22	4 - 5 jam	1 - 2 jam
22	> 6 jam	2 - 3 jam
21	> 6 jam	1 - 2 jam
21	3 - 4 jam	< 1 jam
21	> 6 jam	1 - 2 jam
22	4 - 5 jam	1 - 2 jam
22	> 6 jam	2 - 3 jam
21	> 6 jam	> 6 jam
24	3 - 4 jam	1 - 2 jam
26	> 6 jam	2 - 3 jam
23	5 - 6 jam	4 - 5 jam
21	1 - 2 jam	< 1 jam
21	> 6 jam	2 - 3 jam

23	4 - 5 jam	1 - 2 jam
23	3 - 4 jam	< 1 jam
23	5 - 6 jam	3 - 4 jam
19	2 - 3 jam	1 - 2 jam
24	> 6 jam	2 - 3 jam
28	> 6 jam	5 - 6 jam
22	1 - 2 jam	1 - 2 jam
22	> 6 jam	> 6 jam
23	5 - 6 jam	4 - 5 jam
21	> 6 jam	2 - 3 jam
23	4 - 5 jam	< 1 jam
24	4 - 5 jam	< 1 jam
25	> 6 jam	3 - 4 jam
21	5 - 6 jam	2 - 3 jam
16	4 - 5 jam	4 - 5 jam
14	4 - 5 jam	4 - 5 jam
18	1 - 2 jam	1 - 2 jam
17	5 - 6 jam	< 1 jam
14	4 - 5 jam	4 - 5 jam
18	4 - 5 jam	1 - 2 jam
18	5 - 6 jam	1 - 2 jam
15	4 - 5 jam	4 - 5 jam
16	5 - 6 jam	1 - 2 jam
17	4 - 5 jam	4 - 5 jam
14	4 - 5 jam	4 - 5 jam
21	1 - 2 jam	1 - 2 jam
17	4 - 5 jam	1 - 2 jam
17	> 6 jam	5 - 6 jam
21	4 - 5 jam	1 - 2 jam
18	5 - 6 jam	1 - 2 jam
18	4 - 5 jam	< 1 jam
14	4 - 5 jam	4 - 5 jam
16	> 6 jam	2 - 3 jam
23	3 - 4 jam	1 - 2 jam
17	> 6 jam	2 - 3 jam
16	> 6 jam	3 - 4 jam
18	> 6 jam	1 - 2 jam
17	> 6 jam	< 1 jam
21	1 - 2 jam	1 - 2 jam
22	> 6 jam	1 - 2 jam
21	> 6 jam	4 - 5 jam
21	> 6 jam	1 - 2 jam
22	5 - 6 jam	1 - 2 jam
16	3 - 4 jam	< 1 jam
22	2 - 3 jam	1 - 2 jam
21	5 - 6 jam	< 1 jam
21	4 - 5 jam	3 - 4 jam

19	> 6 jam	3 - 4 jam
20	1 - 2 jam	1 - 2 jam
22	> 6 jam	2 - 3 jam
21	> 6 jam	< 1 jam
22	> 6 jam	2 - 3 jam
24	2 - 3 jam	2 - 3 jam
32	< 1 jam	< 1 jam
20	> 6 jam	> 6 jam
22	< 1 jam	1 - 2 jam
22	2 - 3 jam	2 - 3 jam
22	> 6 jam	< 1 jam
21	2 - 3 jam	2 - 3 jam
18	> 6 jam	> 6 jam
33	> 6 jam	3 - 4 jam
21	3 - 4 jam	1 - 2 jam
21	> 6 jam	1 - 2 jam
21	> 6 jam	1 - 2 jam
19	5 - 6 jam	< 1 jam
17	> 6 jam	1 - 2 jam
27	> 6 jam	1 - 2 jam
21	1 - 2 jam	1 - 2 jam
16	1 - 2 jam	< 1 jam
18	< 1 jam	< 1 jam
41	1 - 2 jam	< 1 jam
22	4 - 5 jam	< 1 jam
22	4 - 5 jam	< 1 jam
25	> 6 jam	2 - 3 jam
15	2 - 3 jam	< 1 jam
38	4 - 5 jam	4 - 5 jam
29	2 - 3 jam	< 1 jam
17	4 - 5 jam	4 - 5 jam
18	3 - 4 jam	1 - 2 jam
33	5 - 6 jam	5 - 6 jam
21	> 6 jam	4 - 5 jam
20	5 - 6 jam	2 - 3 jam
24	1 - 2 jam	1 - 2 jam
22	2 - 3 jam	1 - 2 jam
32	4 - 5 jam	4 - 5 jam
18	1 - 2 jam	< 1 jam
20	> 6 jam	> 6 jam
18	4 - 5 jam	4 - 5 jam
23	> 6 jam	< 1 jam
22	> 6 jam	2 - 3 jam
21	2 - 3 jam	2 - 3 jam
20	1 - 2 jam	1 - 2 jam
24	1 - 2 jam	1 - 2 jam
23	4 - 5 jam	1 - 2 jam

22	> 6 jam	1 - 2 jam
23	< 1 jam	1 - 2 jam
32	4 - 5 jam	4 - 5 jam
30	4 - 5 jam	4 - 5 jam
21	> 6 jam	< 1 jam
23	> 6 jam	1 - 2 jam
21	> 6 jam	2 - 3 jam
21	> 6 jam	2 - 3 jam
22	5 - 6 jam	1 - 2 jam
22	> 6 jam	2 - 3 jam
36	3 - 4 jam	1 - 2 jam
19	> 6 jam	2 - 3 jam
21	4 - 5 jam	1 - 2 jam
26	3 - 4 jam	2 - 3 jam
24	> 6 jam	1 - 2 jam
24	5 - 6 jam	1 - 2 jam
25	4 - 5 jam	< 1 jam
20	> 6 jam	1 - 2 jam
23	4 - 5 jam	1 - 2 jam
22	4 - 5 jam	1 - 2 jam
23	4 - 5 jam	1 - 2 jam
24	5 - 6 jam	1 - 2 jam
26	4 - 5 jam	1 - 2 jam
21	5 - 6 jam	1 - 2 jam
22	4 - 5 jam	1 - 2 jam
22	> 6 jam	1 - 2 jam
21	> 6 jam	1 - 2 jam
25	> 6 jam	1 - 2 jam
23	> 6 jam	1 - 2 jam
23	3 - 4 jam	3 - 4 jam
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22	> 6 jam	1 - 2 jam
23	> 6 jam	1 - 2 jam
26	> 6 jam	1 - 2 jam
21	1 - 2 jam	1 - 2 jam
33	5 - 6 jam	< 1 jam
24	4 - 5 jam	2 - 3 jam
27	4 - 5 jam	2 - 3 jam
27	4 - 5 jam	2 - 3 jam
25	4 - 5 jam	2 - 3 jam
25	4 - 5 jam	3 - 4 jam
26	4 - 5 jam	2 - 3 jam
23	4 - 5 jam	2 - 3 jam
25	4 - 5 jam	1 - 2 jam
25	4 - 5 jam	2 - 3 jam
26	4 - 5 jam	2 - 3 jam
26	4 - 5 jam	2 - 3 jam

25	4 - 5 jam	2 - 3 jam
26	4 - 5 jam	2 - 3 jam
27	4 - 5 jam	3 - 4 jam
25	4 - 5 jam	2 - 3 jam
24	4 - 5 jam	1 - 2 jam
23	4 - 5 jam	3 - 4 jam
24	3 - 4 jam	1 - 2 jam
26	4 - 5 jam	2 - 3 jam
23	> 6 jam	2 - 3 jam
21	> 6 jam	4 - 5 jam
21	> 6 jam	5 - 6 jam
25	> 6 jam	1 - 2 jam
27	> 6 jam	1 - 2 jam
23	> 6 jam	1 - 2 jam
22	> 6 jam	2 - 3 jam
22	4 - 5 jam	2 - 3 jam
21	5 - 6 jam	2 - 3 jam
24	5 - 6 jam	3 - 4 jam
21	4 - 5 jam	1 - 2 jam
23	4 - 5 jam	2 - 3 jam
25	5 - 6 jam	3 - 4 jam
26	5 - 6 jam	3 - 4 jam
23	4 - 5 jam	1 - 2 jam
23	4 - 5 jam	2 - 3 jam
22	4 - 5 jam	1 - 2 jam
25	4 - 5 jam	2 - 3 jam
22	5 - 6 jam	1 - 2 jam
27	3 - 4 jam	1 - 2 jam
24	4 - 5 jam	2 - 3 jam
26	3 - 4 jam	1 - 2 jam
22	3 - 4 jam	1 - 2 jam
25	3 - 4 jam	1 - 2 jam
21	3 - 4 jam	1 - 2 jam
23	3 - 4 jam	2 - 3 jam
24	4 - 5 jam	2 - 3 jam
21	3 - 4 jam	2 - 3 jam
23	4 - 5 jam	2 - 3 jam
25	4 - 5 jam	2 - 3 jam
26	4 - 5 jam	2 - 3 jam
26	4 - 5 jam	2 - 3 jam
27	4 - 5 jam	2 - 3 jam
26	3 - 4 jam	1 - 2 jam
27	3 - 4 jam	1 - 2 jam
25	4 - 5 jam	2 - 3 jam
26	3 - 4 jam	1 - 2 jam
24	4 - 5 jam	2 - 3 jam
26	4 - 5 jam	2 - 3 jam

26	3 - 4 jam	2 - 3 jam
26	4 - 5 jam	1 - 2 jam
43	< 1 jam	< 1 jam
37	< 1 jam	1 - 2 jam
25	4 - 5 jam	1 - 2 jam
27	4 - 5 jam	2 - 3 jam
26	4 - 5 jam	2 - 3 jam
24	4 - 5 jam	3 - 4 jam
25	4 - 5 jam	2 - 3 jam
27	3 - 4 jam	1 - 2 jam
26	4 - 5 jam	2 - 3 jam
24	4 - 5 jam	3 - 4 jam
26	4 - 5 jam	2 - 3 jam



JAWABAN RESPONDEN PADA ITEM PERTANYAAN

HV1	HV2	HV3	UV1	UV2	UV3	EV1	EV2	EV3	S1	S2	S3	L1	L2	L3	PI1	PI2	PI3
5	4	4	5	4	4	5	4	4	5	4	4	4	4	4	5	4	4
5	5	3	4	2	3	4	1	2	3	5	4	3	2	1	2	3	4
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1	2	3	4	5	4	2	1	2	3	4	5	4	3	3	3	3	4
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4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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3	3	4	3	3	3	4	3	1	3	3	3	1	1	1	1	1	1
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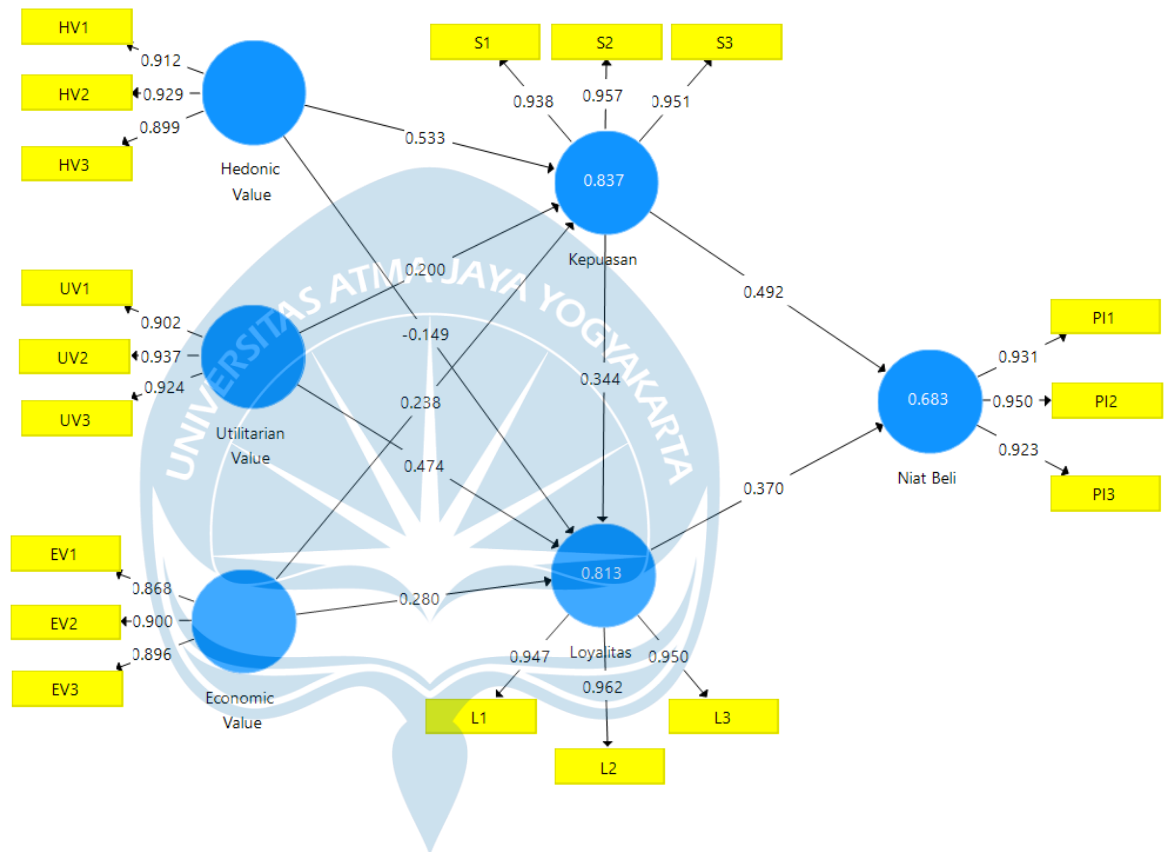
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LAMPIRAN ANALISIS SMARTPLS

Hasil Analisis *Outer Model* dan *Inner Model*



Hasil Convergen Validity

Outer Loadings

Matrix	Economi...	Hedonic ...	Kepuasan	Loyalitas	Niat Beli	Utilitarian...
EV1	0.868					
EV2	0.900					
EV3	0.896					
HV1		0.912				
HV2		0.929				
HV3		0.899				
L1				0.947		
L2				0.962		
L3				0.950		
PI1					0.931	
PI2					0.950	
PI3					0.923	
S1			0.938			
S2			0.957			
S3			0.951			
UV1						0.902
UV2						0.937
UV3						0.924

Hasil Discriminant Validity

Discriminant Validity

	Economi...	Hedonic ...	Kepuasan	Loyalitas	Niat Beli	Utilitarian...
Economic Value	0.888					
Hedonic Value	0.804	0.914				
Kepuasan	0.828	0.889	0.949			
Loyalitas	0.826	0.772	0.837	0.953		
Niat Beli	0.789	0.776	0.801	0.782	0.935	
Utilitarian Value	0.804	0.823	0.830	0.862	0.769	0.921

Hasil Construct and Validity

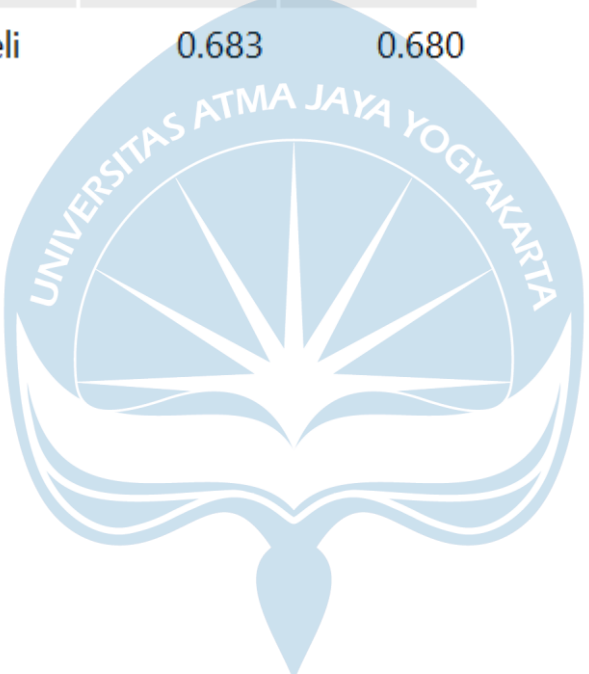
Construct Reliability and Validity

	Cronbach...	rho_A	Composi...	Average ...
Economic Value	0.866	0.871	0.918	0.789
Hedonic Value	0.901	0.901	0.938	0.835
Kepuasan	0.945	0.945	0.964	0.900
Loyalitas	0.950	0.951	0.968	0.909
Niat Beli	0.928	0.931	0.954	0.874
Utilitarian Value	0.910	0.911	0.944	0.848

Hasil *R-Square*

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square ...
Kepuasan	0.837	0.835
Loyalitas	0.813	0.809
Niat Beli	0.683	0.680

The image contains a large, light blue watermark logo of Universitas Atma Jaya Yogyakarta. The logo features a stylized sunburst or fan shape with rays emanating from a central point, all enclosed within a circular border. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a circular path around the inner edge of the border.

Hasil *Construct Crossvalidated Redundancy*

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4
	SSO	SSE	Q ² (=1-S...	
Economic Value	669.000	669.000		
Hedonic Value	669.000	669.000		
Kepuasan	669.000	169.421		0.747
Loyalitas	669.000	181.457		0.729
Niat Beli	669.000	273.363		0.591
Utilitarian Value	669.000	669.000		

Hasil *Construct Crossvalidated Communalilty*

Construct Crossvalidated Communalilty

Total	Case1	Case2	Case3	Case4
	SSO	SSE	Q ² (=1-S...	
Economic Value	669.000	302.270		0.548
Hedonic Value	669.000	248.352		0.629
Kepuasan	669.000	170.672		0.745
Loyalitas	669.000	159.617		0.761
Niat Beli	669.000	202.233		0.698
Utilitarian Value	669.000	231.428		0.654

Hasil Path Coefficient

Path Coefficients

	Mean, STDEV, T-Values, P-...		Confidence Intervals		Confidence Intervals Bias ...	
	Original ...	Sample ...	Standard ...	T Statistic...	P Values	
Economic Value -> Kepuasan	0.238	0.236	0.075	3.191	0.002	
Economic Value -> Loyalitas	0.280	0.285	0.085	3.301	0.001	
Hedonic Value -> Kepuasan	0.533	0.537	0.069	7.701	0.000	
Hedonic Value -> Loyalitas	-0.149	-0.133	0.080	1.862	0.063	
Kepuasan -> Loyalitas	0.344	0.321	0.107	3.226	0.001	
Kepuasan -> Niat Beli	0.492	0.490	0.071	6.910	0.000	
Loyalitas -> Niat Beli	0.370	0.373	0.067	5.490	0.000	
Utilitarian Value -> Kepuasan	0.200	0.199	0.060	3.320	0.001	
Utilitarian Value -> Loyalitas	0.474	0.477	0.069	6.821	0.000	

Hasil Specific Indirect Effects

Specific Indirect Effects

	Mean, STDEV, T-Values, P-...		Confidence Intervals		Confidence Intervals Bias ...		Samples	Copy to
	Original ...	Sample ...	Standard ...	T Statistic...	P Values			
Economic Value -> Kepuasan -> Loyalitas	0.082	0.079	0.042	1.948	0.052			
Hedonic Value -> Kepuasan -> Loyalitas	0.183	0.172	0.060	3.071	0.002			
Utilitarian Value -> Kepuasan -> Loyalitas	0.069	0.061	0.023	3.055	0.002			
Economic Value -> Kepuasan -> Niat Beli	0.117	0.116	0.040	2.912	0.004			
Hedonic Value -> Kepuasan -> Niat Beli	0.262	0.263	0.051	5.113	0.000			
Utilitarian Value -> Kepuasan -> Niat Beli	0.098	0.098	0.034	2.896	0.004			
Economic Value -> Loyalitas -> Niat Beli	0.104	0.106	0.037	2.794	0.005			
Hedonic Value -> Loyalitas -> Niat Beli	-0.055	-0.050	0.033	1.691	0.091			
Economic Value -> Kepuasan -> Loyalitas -> Niat Beli	0.030	0.030	0.017	1.760	0.079			
Hedonic Value -> Kepuasan -> Loyalitas -> Niat Beli	0.068	0.065	0.028	2.450	0.015			
Kepuasan -> Loyalitas -> Niat Beli	0.128	0.121	0.049	2.606	0.009			

Hedonic Value -> Loyalitas -> Niat Beli	-0.055	-0.050	0.033	1.691	0.091
Economic Value -> Kepuasan -> Loyalitas -> Niat Beli	0.030	0.030	0.017	1.760	0.079
Hedonic Value -> Kepuasan -> Loyalitas -> Niat Beli	0.068	0.065	0.028	2.450	0.015
Kepuasan -> Loyalitas -> Niat Beli	0.128	0.121	0.049	2.606	0.009
Utilitarian Value -> Kepuasan -> Loyalitas -> Niat Beli	0.026	0.023	0.010	2.653	0.008
Utilitarian Value -> Loyalitas -> Niat Beli	0.175	0.178	0.039	4.540	0.000



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**Why do you buy digital goods in the mobile game?
The value perspective**

Yu-Wei Chuang¹

Abstract

Mobile games had dominated the games market in the last decade; meanwhile, mobile games become one of the most popular leisure activity to modern people. People can use their mobile phones or tablets to enjoy the fascinated and absorbed gaming environment. But, previous studies of mobile games neglect the scenario of purchase intention, meaning that what factors influence users to buy digital goods in mobile games. As a result, this research proposes and verify a research framework and hypotheses, including the factors of hedonic value, utilitarian value, economic value, satisfaction, loyalty, and purchase intention. The results of this study state that perceived values are key determinants of users' loyalty, satisfaction, and purchase intention of digital goods. More importantly, this study found that loyalty serves as an essential mediating factor between satisfaction and purchase intention. The research findings provide significant observations to know how game developers should emphasize lock-in activities to improve users' satisfaction, loyalty, and purchase intention.

JEL classification numbers: L82, M31

Keywords: Mobile games, Perceived value, Satisfaction, Loyalty, Purchase intention

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1. Introduction

In the rapid-varying environment, mobile technology has profoundly influenced our daily life, empowering people to accomplish everything by their mobile phones. The use of mobile phones has increased rapidly in the world, originated from the characteristics of mobility and connectedness. The mobile phone penetration is a widespread presence in Asia, Europe, and North America and the average percentage of the population owning a mobile phone exceed 60% (Mak et al., 2014). Global game markets are also changed under this wave of revolution. Due to the pervasiveness of mobile phones and tablets, abundant and various applications (APPs) were developed and encouraged to support and entertain personally daily activities.

According to the survey from the Market Intelligence Center (MIC) center in 2016, games and communication are the most frequently downloaded APPs in Taiwan. Mobile games have been prevailing over the last decade and becoming a most popular leisure activity.

As reported by a game consulting company, Newzoo, the market share of mobile games has already outstripped the console games and PC games. The profits of mobile games will reach \$46.1 billion in 2017, which claimed 42% of the whole games market. In 2020, mobile games are expected to overtake 50% of the total games market.

The previous studies for mobile games have investigated the determinants of growth and decline of mobile games (Yi et al., 2019), the types of smartphone use and dependence (Bae, 2017), the construction of a mobile game app to prevent cyberbullying (Singh et al., 2017) and the game platform (support mobile phones, tablets, and computer) for video content annotation using a collaborative approach (Viana and Pinto, 2017). Furthermore, Park et al. (2014) explored the motivations of user acceptance of mobile social network games. Even though Hsiao and Chen (2016) explored the factors drive in-apps purchase intention for mobile games, but they did not consider the satisfaction and utilitarian value. Consequently, little is known about how the relationship between hedonic value, utilitarian value, economic value and the purchase intention of the mobile game user. Hence, this research tries to address the research question.

To response the research question, this study proposes a research framework and hypotheses by drawing upon the perceived value perspective and the literature of satisfaction, loyalty, as well as purchase intention. This research verifies the hypotheses against data collected from 531 mobile game users, via an online survey. In subsequent sections, this study will first present the theoretical background, research hypotheses, and research framework in section 2. Section 3 will depict the research methodology and the data analysis and results are summarized in section 4. Finally, the conclusion will be organized in section 5.

2. Theory and Hypotheses

2.1 Perceived Value (Hedonic, Utilitarian, and Economic) and Satisfaction

Perceived value is an important concept for understanding customers' whole evaluation for specific product or service resulted from their perception (Zeithaml, 1988). According to prior studies, the concept of perceived value has been recognized as one of the most essential notions for realizing customer thought (Ha and Jang, 2010; Jensen, 1996). Furthermore, perceived value is considered a multidimensional factor (Ha and Jang, 2010). In this study, the perceived value is divided into three dimensions, which are hedonic value, utilitarian value, and economic value (Ray et al., 2012; Ha and Jang, 2010; Park, 2004).

Hedonic value means the hedonic fulfillment, which concerns with the customer's detailed appraisal of experiencing profit and loss, like amusement and escapism (Overby and Lee, 2006). The hedonic dimension is recognized as a perception, which is about the peculiarity, signified meaning, and emotional incitement (Ha and Jang, 2010; Spangenberg et al., 1997). Moreover, the utilitarian dimension is correlated to efficient, goal-oriented, and task-specific perspectives of the product or service (Ha and Jang, 2010). Further, utilitarian value is characterized as a comprehensive evaluation of functional satisfaction and disappointment (Overby and Lee, 2006). Furthermore, the economic value is emphasized the perceived candor of the value of products (or services) for the level of quality and the intricacy of features provided (Ray et al., 2012; Verhoef, 2003). When people's calculation economic value (such as low price, good quality, and better benefits) of this product (or service) are better than the other competitors, they will choose the original one (Ray et al., 2012).

Satisfaction signifies a customer's pleasurable level of gratification and fulfillment into a supplier and its offerings (Oliver, 1997). Based on the prior research, satisfaction judgments should have consisted of both affective and cognitive elements (Jones et al., 2006). The two-appraisal model of satisfaction evaluation emphasized that the responses arose from the assessment of the outcomes of the usage of products or services, followed by cognitive and affective assimilation as well as related processes and then lead to satisfaction (Jones et al., 2006; Oliver, 1989). Consequently, it is reasonable to infer that the perception of the value of the mobile game should be critical elements of the utilitarian and hedonic appraisals on satisfaction. Therefore, this research poses the following hypotheses:

- H1: Hedonic value is positively related to satisfaction.
- H2: Utilitarian value is positively related to satisfaction.
- H3: Economic value is positively related to satisfaction.

2.2 Perceived Value (Hedonic, Utilitarian, and Economic) and Loyalty

Oliver (1999) suggested that loyalty was customers' profoundly commitment to take part in an affirmative behavior for some specific favorite products (or services) in the future; therefore, the repetitive purchasing behavior happens. Loyalty is described as the positive attitude of customers toward specific product or service, and they will repurchase repeatedly (Dick and Basu, 1994). Furthermore, loyalty means an intensely held promise to a specific product or services (Jones et al., 2006; Oliver, 1999). A prior study also indicated the hedonic and utilitarian values were positively influenced loyalty (Jones et al., 2006).

An individual will develop positive attitudes and thoughts toward the experiences which offer psychological and physical fulfillment (Chuang et al., 2016; Jones et al., 2006; Katz, 1960). For example, the people who feel a pleasant experience in the mobile game will dedicate much time, effort, and commitment to it. Thus, this study proposes the following hypotheses:

H4: Hedonic value is positively related to loyalty.

H5: Utilitarian value is positively related to loyalty.

H6: Economic value is positively related to loyalty.

2.3 Satisfaction, Loyalty and Purchase Intention

Satisfaction has been verified and viewed as an essential trigger of loyalty (Wu and Liang, 2011) and purchase intention (Ha and Jang, 2010). Prior studies indicated that satisfaction had a positive effect on loyalty (Jones et al., 2006) and behavioral intention (Ha and Jang, 2010; Jones et al., 2006). If an individual has a positive feeling with a specific product or service, their satisfaction will contribute to continuous loyalty and purchase intention. In the same vein, when the player is satisfied with this game, he or she will have positive affection on this game and then the loyalty and purchase intention is formed; therefore, the gamer has a high probability to retain in this game. In contrast, if this game is not gratified to players' needs, they are very likely switching or deleting the game (Sirakaya-Turk et al., 2015).

Additionally, prior research suggested that satisfaction had a positive impact on loyalty and continuance intention (Sirakaya-Turk et al., 2015; Saba, 2012; Jones et al., 2006). Given this background, this study proposed:

H7: Satisfaction is positively related to loyalty.

H8: Satisfaction is positively related to continuance intention.

2.4 Loyalty and Purchase Intention

In marketing literature, purchase intention is usually regarded to be better captured by customers' loyalty to repurchase a preferred product or service persistently (Lu et al., 2015; Oliver, 1999). Dick and Basu (1994) also suggested that loyalty is a relative attitude toward an entity (brand or service or store or vendor) and patronage

behavior.

In the online context, Sohn and Lee (2005) suggested that loyalty was an important predecessor of customers' intention to revisit a website. Also, Chuang et al. (2016) indicated that consumer' loyalty is high, the possibility of re-purchasing the product or service will also be high. Customers who have high preferences and affective attachments to a particular online shopping website can be regarded as high loyalty to the vendor. Similarly, if the gamer has a mental attachment to a specific mobile game, they can be seen as high purchase intention in this game. Thus, this study proposed:

H9: Loyalty is positively related to purchase intention.

3. Research Design and Methodology

3.1 Respondents and procedure

A purposive sampling method to conduct an online survey is adopted in this research, and the targeted objects are the people who have mobile game experiences. A total of 531 valid questionnaires was received from the associated PTT Bulletin Board System Forum (the biggest online forum in Taiwan) and Bahamut (the biggest online game forum in Chinese world). The research framework of this study is depicted in Figure 1.

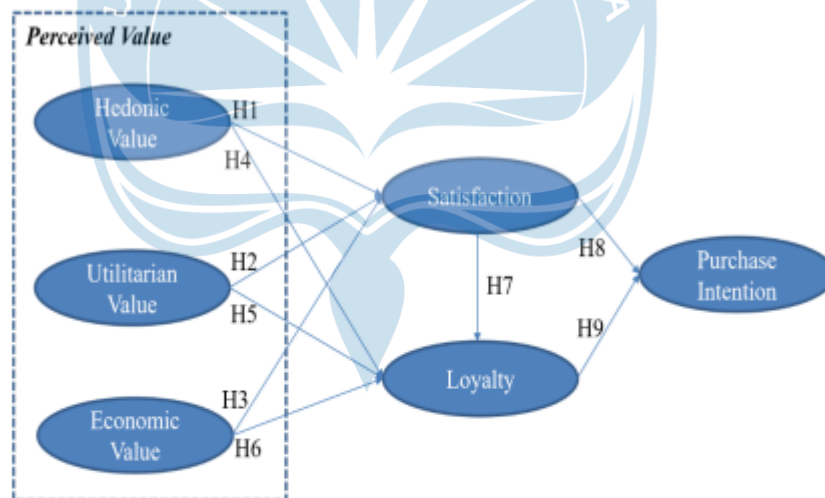


Figure 1: The Research model

3.2 Measurements

The Measurements for all the factors in this research framework were developed and suggested in the antecedent research and these items were modified to conform to the context of this research. All items used a seven-point Likert-scale ranging from 1 to 7 ("strongly disagree" to "strongly agree."), which is showed in Table 1 and the respondent characteristics can be found in Table 2.

Table 1: Factors and measurements used in the research framework

Factor		Source
Hedonic Value		Zhou et al., (2012)
HV1	While playing this mobile game, I enjoyed being immersed in the environment	Griffin et al., (2000)
HV2	While playing this mobile game, I feel that it is exciting	
HV3	While playing this mobile game, I had a feeling of adventure	
Utilitarian Value		Zhou et al., (2012)
UV1	While playing this mobile game, I finished just the tasks I initially intended to	
UV 2	I could do what I really needed to do in this mobile game	
UV 3	I accomplished just what I initially wanted to in this mobile game	
Economic Value		Ray et al., (2012)
EV1	This mobile game is reasonably priced.	
EV2	This mobile game offers value for money.	
EV3	This mobile game is a good service for the price.	
Satisfaction		Zhou et al., (2012)
SA1	I feel pleased in this mobile game	
SA2	I feel contented in this mobile game	
SA3	I feel delighted in this mobile game	
Loyalty		Ray et al., 2012 Chang and Chen, (2008)
Loy1	I consider myself to be highly loyal to the mobile game.	
Loy2	When I want to play mobile games, this game is my first thought of mobile games	
Loy3	I believe that this is my favorite mobile game	
Purchase Intention		Park and Lee (2011)
PI1	I intend to buy game items in the future	
PI2	I predict that I will buy game items in the future	
PI3	I hope to buy game items soon	

Table 2: Respondent Characteristics

Characteristics	Number	Percentage
Gender		
Male	462	87%
Female	69	13%
Age		
10-19	124	23.4%
20-29	400	75.3%
30-39	7	1.3%
Daily average time to surf Internet		
Under 1 hour	3	0.6%
1-2 hour	27	5.1%
2-3 hour	81	15.3%
3-4 hour	134	25.2%
4-5 hour	87	16.4%
5-6 hour	51	9.6%
6 hour and above	148	27.9%
Daily average time to play this mobile game		
Under 1 hour	57	10.7%
1-2 hour	210	39.5%
2-3 hour	146	27.5%
3-4 hour	73	13.7%
4-5 hour	24	4.5%
5-6 hour	7	1.3%
6 hour and above	14	2.6%

4. Results

4.1 Estimation of the Measurement Model

This study uses structural equation modeling (SEM) to examine the hypotheses in the research framework. SEM contains two models of analyses, which are the measurement model and a structural model (Hair et al., 2018; Anderson and Gerbing, 1988).

The measurement model affirmed that the exact correlation between the factors and their observed measures, meaning that factor loading. The criterion of the factor loading is 0.6 and satisfies the reliability requirement (Churchill, 1979). Furthermore, the convergent validity and discriminant validity both meet the criteria, showed in Table 3 and Table 4. In general, the model fit of the measurement model is adequate because these measures of fit come to the acceptable criteria

($\chi^2/df=2.47$; GFI = 0.94; AGFI = 0.91; RMSEA=0.05; NFI =0.95; NNFI =0.96; CFI = 0.97; IFI=0.97; RFI=0.94).

4.2 Estimation of the Structural Model

All the hypotheses conform the expectation except H8, showed in Figure 2 and Table 5. The model fit of the structural model is also satisfied, resulted from all measures of criteria meet the required level

($\chi^2/df=2.51$; GFI = 0.93; AGFI = 0.91; RMSEA=0.05; NFI =0.95; NNFI =0.96; CFI = 0.97; IFI=0.97; RFI=0.94).

Table 3: Assessment results of the measurement model

Construct	Items	Standardized loading	CR	AVE
Hedonic Value	HV1	0.73***	0.84	0.64
	HV2	0.83***		
	HV3	0.83***		
Utilitarian Value	UV1	0.86***	0.87	0.69
	UV2	0.81***		
	UV3	0.82***		
Economic Value	EV1	0.82***	0.86	0.67
	EV2	0.74***		
	EV3	0.89***		
Satisfaction	Sat1	0.93***	0.93	0.82
	Sat2	0.84***		
	Sat3	0.95***		
Loyalty	Loy1	0.77***	0.84	0.64
	Loy2	0.80***		
	Loy3	0.82***		
Purchase Intention	PI1	0.94***	0.95	0.87
	PI2	0.94***		
	PI3	0.92***		

Notes: (1) CR= Composite Reliability; AVE= Average Variance Extracted.
(2)*** denotes significance at $p < 0.001$

4.3 Hypotheses Testing

Regarding hypotheses testing, this study examines the presumed linear relationships between the exogenous and endogenous factors through SEM analysis. According to the analysis result of the structure model, all the other hypothesized relationships except H8 are supported and the parameter estimates, as well as T-values for all of the hypotheses, are organized in Table 5. In general, the variance of this research framework can explain 59.8% in satisfaction, 56.8% in loyalty, and 19.1% in purchase intention.

Table 4: Correlation matrix of constructs

Construct	(1)	(2)	(3)	(4)	(5)	(6)
(1) Hedonic Value	0.80					
(2) Utilitarian Value	0.54	0.83				
(3) Economic Value	0.35	0.36	0.82			
(4) Satisfaction	0.62	0.67	0.49	0.91		
(5) Loyalty	0.56	0.61	0.47	0.70	0.80	
(6) Purchase Intention	0.32	0.26	0.33	0.35	0.42	0.93

Note: Diagonal elements are the square root of the average variance extracted (AVE). Off-diagonal elements are the correlations among constructs.



Table 5: The research results

Relationship	Standardized parameter estimates	T-value	Hypothesis testing
H1: Hedonic value is positively related to satisfaction.	0.31***	6.66	Supported
H2: Utilitarian value is positively related to satisfaction.	0.42***	9.23	Supported
H3: Economic value is positively related to satisfaction.	0.23***	6.28	Supported
H4: Hedonic value is positively related to loyalty.	0.15**	2.93	Supported
H5: Utilitarian value is positively related to loyalty.	0.20***	3.62	Supported
H6: Economic value is positively related to loyalty.	0.15***	3.41	Supported
H7: Satisfaction is positively related to loyalty.	0.39***	6.20	Supported
H8: Satisfaction is positively related to purchase intention.	0.09	1.40	Not Supported
H9: Loyalty is positively related to purchase intention.	0.36***	5.17	Supported

*, **and *** denote significance at $p < 0.05$, $p < 0.01$, and $p < 0.001$ respectively.

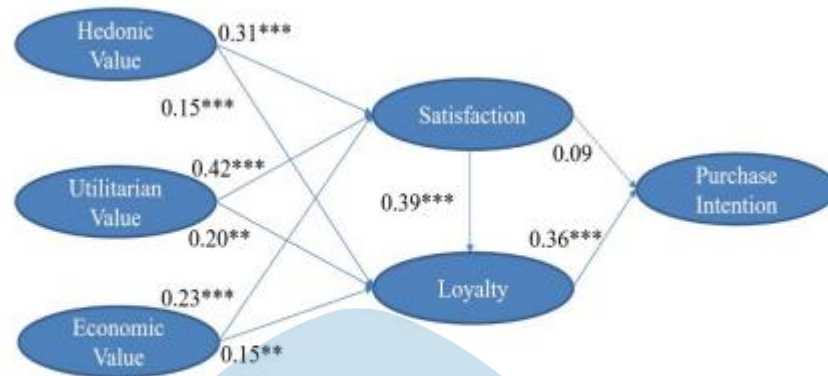


Figure 2: The Structural Model

4.4 Mediating Effect Testing

The result of the structural model showed that satisfaction had a positive but insignificant effect on purchase intention; meanwhile, satisfaction has a positive and significant influence on loyalty as well as loyalty significantly affects purchase intention. Thus, the mediating effect between satisfaction and purchase exists or is needed to be examined.

To verify the mediating effect of satisfaction and loyalty, the guidelines proposed by Zhao et al. (2010) was followed. The result of medicating effect was summarized in Table 6. According to the suggestion of Zhao et al. (2010), the significance of indirect effects was firstly examined and which indicate that the indirect effect of satisfaction on purchase intention via loyalty is significant at $p < 0.05$ level and zero is excluded in the 95% confidence interval. This study then verified the significance of direct effect from satisfaction to purchase intention with the mediator (loyalty) controlled to examine full or partial mediation. According to Table 6, loyalty fully mediates the relationship between satisfaction and purchase intention.

Table 6: Significance of mediating effect

	Point Estimates	Product of Coefficients		Bias-Corrected CI		Percentile CI	
		SE	Z	Lower	Upper	Lower	Upper
Satisfaction→Loyalty→Purchase Intention	0.250	0.060	4.167	0.147	0.393	0.138	0.379
Direct Effect (Satisfaction→Purchase Intention)	0.159	0.127	1.252	-0.088	0.408	-0.087	0.412
Total Indirect Effect	0.410	0.104	3.942	0.203	0.617	0.201	0.616

5. Results

This study proposed and tested the research framework, based on literature to identify the perceived value (hedonic, utilitarian, and economic value), satisfaction, loyalty, and purchase intention in the mobile game context. According to the research result, this study found that the hedonic value, utilitarian value, and economic value have positive impact on purchase intention via satisfaction and loyalty. The possible reason for satisfaction has an insignificant effect on purchase intention is buying digital items is an additional expenditure so that the game player will not rashly to buy digital goods. Once the player continues to play and loyal to this game, the further purchase intention will be triggered.

Consequently, this study not only verified the cause effects among perceived value, satisfaction as well as loyalty, but also empirically proved that the mediating role of loyalty between satisfaction and purchase intention; hence, the mobile game companies should pay much attention to think how to attract and lock players in their games. A possible solution is trying to design a game, combined with hedonic, utilitarian, economic elements. The ultimate goal for game companies is not pursuing satisfied customers, but also high loyal customers. Taken together, this study provided a comprehensive and examined the theoretical model with complete information for other scholars to conduct future research.

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