

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research analyzes the influence of perceived values that consist of playfulness, good price and rewards to in-app purchase intention through mobile game loyalty of Mobile Legends players. As the result by Structural Equation Modeling (SEM) examination in Chapter 4, it can be summarize as follows:

1. The first hypothesis that stated “There is positive influence of playfulness on mobile game loyalty” results significant, which means, playfulness is significantly influence on mobile game loyalty. Both variables, playfulness and mobile game loyalty can be trusted in this analyzes because it results valid and reliable on validity test and reliability test. Therefore, the first hypothesis that stated there is a positive influence of playfulness on mobile game loyalty is accepted.

2. The second hypothesis that stated “There is positive influence of good price on mobile game loyalty” results insignificant, which means, good price is not significantly influence on mobile game loyalty. Both variables, good price and mobile game loyalty can be trusted in this analyzes because it results valid and reliable on validity test and reliability test. Therefore, the second hypothesis that stated there is a positive influence of playfulness on mobile game loyalty is not accepted.

3. The third hypothesis that stated “There is positive influence of reward on mobile game loyalty” results significant, which means, reward is significantly influence on mobile game loyalty. Both variables, reward and mobile game loyalty can be trusted in this analyzes because it results valid and reliable on validity test and reliability test. Therefore, the third

hypothesis that stated there is a positive influence of reward on mobile game loyalty is accepted.

4. The fourth hypothesis that stated “There is positive influence of mobile game loyalty on in-app purchase intention” results significant, which means, mobile game loyalty is significantly influence on in-app purchase intention. Both variables, mobile game loyalty and in-app purchase intention can be trusted in this analyzes because it results valid and reliable on validity test and reliability test. Therefore, the fourth hypothesis that stated there is a positive influence of mobile game loyalty on in-app purchase intention is accepted.

5.2 Limitations of The Research

The limitation of this research is the sample size. The sample size should be more than 179 for a better result such as the adopted research. But, due the limit of time on this, this research were using 179 samples. Other limitations on this research, the respondents should be more diverse such as respondent whose has income, wherein this research respondent dominated by people who are students and 17 - < 25 years old. Therefore, the result expected for next research would be better.

5.3 Suggestions

5.3.1 Academic Suggestion

For further research, all variable such as playfulness, good price, reward, mobile game loyalty and in-app purchase intention can be conducted again. For additional variable it could add variable connectedness as dependent variable or mobile game loyalty also be independent variable such as the conducted research by Hsiao and Chen (2016). For next researchers, it advisable to collect more

respondent than targeted respondent, due to remove bad data respondent by using outlier for a better result.

5.3.2 Practical Suggestion

1. Based on result on Chapter 4, it has proven that playfulness on playing Mobile Legends is the most influence to mobile game loyalty. Hence, Mobile Legends is expected to maintain their quality of playfulness in game by concerning the fun, excitement, enjoyable, and interesting to improve the loyalty on Mobile Legends.
2. Based on this research, good price is not influence to mobile game loyalty. But, even though the result of the price is not influence to loyalty, Mobile Legends still has to set a good price to enhance players to have purchasing. To set a good price, Mobile Legends also needs to consider the exchange rate. It'll also add more income the price were set good as players expected.
3. Reward results significant to mobile game loyalty, therefore, reward is important to build loyalty. For Mobile Legends, it advisable to arrange or offer rewards that make players attractive, such as will increase their performance in game or could offer rewards that what players' wanted.
4. At last, in this research it proves that mobile game loyalty will influence in-app purchase intention. Hence, Mobile Legends has to increase the number of loyalty players to get more income from in-app purchase intention. Furthermore, Mobile Legends needs to increase the intention of players to buy, it could maintain the playfulness of players playing the games and also reward that offered.

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