

**THE INFLUENCE OF PERCEIVED VALUE TO IN-APP PURCHASE INTENTION THROUGH MOBILE GAME LOYALTY OF MOBILE LEGENDS PLAYER**



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**INTERNATIONAL BUSINEES MANAGEMENT STUDY PROGRAM  
FACULTY OF BUSINESS  
WIDYA MANDALA CATHOLIC UNIVERSITY  
SURABAYA  
2018**

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GAME LOYALTY OF MOBILE LEGENDS PLAYER**

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**APPROVAL PAGE**

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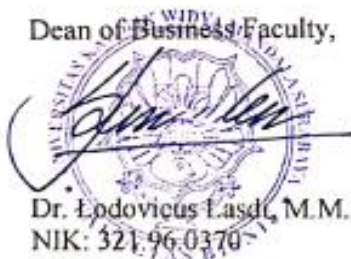
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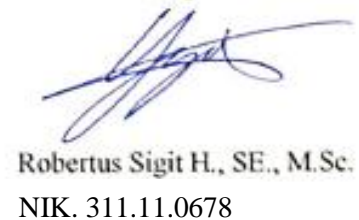
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## FOREWORDS

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**ABSTRACT**

The purpose of this research is to analyze the influence of perceived value that consists of playfulness, good price and reward to in-app purchase intention through mobile game loyalty. The object on this research is Mobile Legends that developed by Moonton, China. The sample on this research are 179 respondents who are lives in Indonesia, at least 17 years old, know or ever played and ever bought using any payment on Mobile Legends.

The result on this research that analyzed by Structural Equation Modeling (SEM) LISREL showed that perceived value, except good price has significant influence to mobile game loyalty and mobile game loyalty significantly influence to in-app purchase intention. Therefore, it's suggested to Mobile Legends to maintain the playfulness of playing games and proposed reward that players wanted to create mobile game loyalty, which also will increase the in-app purchase intention.

**Keywords:** *Playfulness, Good Price, Reward, Mobile Game Loyalty, In-App Purchase Intention*

## ABSTRAK

Tujuan pada penelitian ini adalah untuk menganalisa pengaruh dari *perceived value* yang terdiri dari *playfulness*, *good price* dan *reward* terhadap *in-app purchase intention* melalui *mobile game loyalty*. Objek pada penelitian ini adalah *Mobile Legends* yang berasal dari *Moonton*, Cina. Sampel yang digunakan pada penelitian ini berjumlah 179 responden yang tinggal di Indonesia, berusia minimal 17 tahun, mengetahui atau pernah bermain dan pernah melakukan pembelian dalam metode pembayaran apapun di *Mobile Legends*.

Hasil pada penelitian ini yang di analisa menggunakan *Structural Equation Modeling* (SEM) LISREL menunjukkan bahwa *perceived value*, kecuali *good price* memiliki pengaruh yang signifikan terhadap *mobile game loyalty* dan *mobile game loyalty* memiliki pengaruh yang signifikan terhadap *in-app purchase intention*. Oleh karena itu, disarankan kepada *Mobile Legends* untuk mempertahankan kesenangan bermain yang dirasakan oleh pemain dan memberikan *reward* sesuai pemain inginkan untuk menimbulkan loyalitas, yang juga akan meningkatkan niat membeli pada aplikasi tersebut.

**Keywords:** *Playfulness, Good Price, Reward, Mobile Game Loyalty, In-App Purchase Intention*