

## TABLE OF CONTENTS

<b>ABSTRACT</b> .....	<b>4</b>
<b>ABSTRAK</b> .....	<b>5</b>
<b>TABLE OF CONTENTS</b> .....	<b>6</b>
<b>LIST OF TABLES</b> .....	<b>8</b>
<b>LIST OF FIGURES</b> .....	<b>9</b>
<b>APPENDIX LIST (WIP)</b> .....	<b>11</b>
<b>LIST OF ABBREVIATIONS</b> .....	<b>12</b>
<b>CHAPTER 1</b> .....	<b>13</b>
<b>INTRODUCTION</b> .....	<b>13</b>
1.1 Research Background.....	13
1.2 Problem Statement.....	23
1.3 Research Questions.....	25
1.4 Research Objectives.....	25
1.5 Research Contribution.....	26
1.5.1 Practical Contributions.....	26
1.5.2 Theoretical Contributions.....	27
1.6 Scope of Study.....	28
1.6.1 Research Model.....	28
1.6.2 Research Object.....	29
1.6.3 Research Subject.....	29
1.6.4 Research Location.....	29
1.6.5 Research Timeline.....	30
<b>CHAPTER 2</b> .....	<b>31</b>
<b>LITERATURE REVIEW &amp; HYPOTHESES DEVELOPMENT</b> .....	<b>31</b>
2.1 Literature Review.....	31
2.1.2 Transportation Theory.....	31
2.1.3 In-game Advertising (IGA).....	35
2.1.4 Brand Trust.....	38
2.1.5 Purchase Intention.....	42
2.2 Hypothesis Development.....	44
2.2.1 The Influence of In-game Advertising (IGA) on purchase intentions (PI).....	44
2.2.2 The Influence of In-game Advertising (IGA) on Brand Trust (T).....	45
2.2.3 The Influence of Brand Trust (T) on purchase intentions (PI).....	46
2.2.4 The Influence of In-game Advertising (IGA) on purchase intentions (PI) with Brand Trust (T).....	48



2.3 Research Framework.....	49
<b>CHAPTER 3.....</b>	<b>51</b>
<b>RESEARCH METHODOLOGY.....</b>	<b>51</b>
3.1 Research Design.....	51
3.2 Operational Definitions and Measurements.....	51
3.2.1 In-game Advertising (IGA).....	52
3.2.2 Brand Trust.....	53
3.2.3 Purchase Intention.....	54
3.3 Sampling Design and Respondents.....	55
3.3.1 Population.....	55
3.3.2 Sampling Methods.....	55
3.3.3 Sample Size.....	57
3.3.4 Research Location.....	57
3.4 Research Instruments.....	57
3.4.1 Opening Statements.....	58
3.4.2 Profile of Respondents.....	58
3.4.3 Questions Regarding the Variables.....	58
3.4.4 Closing Statement.....	59
3.5 Data Collection Method.....	59
3.5.1 Primary Data.....	59
3.5.2 Secondary Data.....	59
3.6 Data Analysis Method.....	60
3.6.1 Multiple Regression Path Analysis (MRPA).....	60
3.6.2 Outer Model.....	61
3.6.2.1 Validity Test.....	62
3.6.2.2 Reliability Test.....	62
3.6.3 Inner Model.....	62
3.6.3.1 R-Square.....	63
3.6.3.2 F-Square.....	63
3.6.4 Hypothesis Testing.....	63
<b>CHAPTER 4.....</b>	<b>65</b>
<b>DATA ANALYSIS AND RESULTS.....</b>	<b>65</b>
4.1 Respondent Demographic Profiles.....	65
4.1.1 Gender Demographic Profiles.....	65
4.1.2 Age Demographic Profiles.....	66
4.1.3 Education Level Demographic Profiles.....	66
4.1.4 Employment Demographic Profiles.....	67
4.1.5 Used Gaming Media Demographic Profiles.....	67



4.1.6 Average Game Played per Day Demographic Profile.....	68
4.1.7 Domicile Demographic Profile.....	69
4.1.8 Frequently Played Games Demographic Profile.....	70
4.2 Descriptive Statistics per Variable.....	71
4.3 Correlations between Variables.....	73
4.4 Measurement Assessment (Outer Model).....	74
4.4.1 Validity Test.....	74
4.4.1.1 Convergent Validity.....	75
4.4.1.2 Discriminant Validity.....	77
4.4.2 Reliability Test.....	78
4.4.2.1 Cronbach’s Alpha Testing and Composite Reliability Testing.....	79
4.5 Structural Model Assessment (Inner Model).....	81
4.5.1 R-Squared.....	82
4.5.2 F-Squared.....	83
4.5.3 Goodness of Fit.....	84
4.6 Hypothesis Testing and Discussion.....	86
4.6.1 Direct Effect.....	86
4.6.1.1 In-game Advertising (IGA) has a positive influence on purchase intentions (PI) (H1).....	87
4.6.1.2 In-game Advertising (IGA) has a positive influence on Brand Trust (T) (H2)..	89
4.6.1.3 Brand Trust (T) has a positive influence on purchase intentions (PI) (H3).....	91
4.6.2 Indirect Effect.....	92
4.6.2.1 Trust (T) Mediates In-game Advertising (IGA) and Purchase Intention (PI) (H4).....	94
4.6.2.2 The Sobel Test.....	95
4.7 Summary of Hypothesis Testing.....	96
<b>CHAPTER 5.....</b>	<b>99</b>
<b>CONCLUSION.....</b>	<b>99</b>
5.1 Conclusion.....	99
5.2 Research Implication.....	100
5.2.1 Managerial Implication.....	101
5.2.2 Theoretical Implication.....	106
5.3 Research Limitation.....	108
5.4 Future Research.....	109
<b>BIBLIOGRAPHY.....</b>	<b>113</b>
<b>APPENDIX 1 - Research Questionnaire.....</b>	<b>117</b>
<b>APPENDIX 2 - Results of Measurement Model Testing (Outer Model).....</b>	<b>124</b>
<b>APPENDIX 3 - Results of Structural Model Testing (Inner Model).....</b>	<b>125</b>



UNIVERSITAS  
GADJAH MADA

**In-game Advertising (IGA) Effects on Purchase Intention in Indonesia: Exploring the Mediating Role of Brand Trust**

Jessenia Sarah Aurelia, Rokhima Rostiani, S.E, M.Mgt

Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

**APPENDIX 4 - Primary Data..... 126**