

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kompetensi karakter, nilai virtual item dan kepuasan pada game terhadap intensi pembelian virtual item dalam game online “Mobile Legends”. Penelitian ini merupakan penelitian survei dengan menggunakan kuesioner sebagai instrumennya dan diambil sebanyak 80 responden. Pengumpulan sampel dilakukan dengan teknik non probability sampling dan purposive convenient sampling. Variabel yang digunakan berjumlah 4 butir, yakni kompetensi karakter, nilai virtual item, kepuasan game, dan intensitas pembelian virtual item. Penelitian ini menggunakan alat analisis regresi linier berganda. Hipotesis diuji dengan uji t dan uji F. Hasil pengujian menunjukkan bahwa kompetensi karakter, nilai virtual item dan kepuasan game baik secara parsial maupun simultan berpengaruh positif dan signifikan terhadap intensi pembelian virtual item dalam game online “Mobile Legends”. Variabel-variabel kompetensi karakter, nilai virtual item dan kepuasan game mampu menjelaskan variabel minat beli sebesar 40,2% dan sisanya sebesar 59,8% dapat dijelaskan oleh variabel lain yang tidak dimasukkan dalam model penelitian.

Kata kunci: kompetensi karakter, nilai virtual item, kepuasan game, intensi pembelian, Mobile Legends.

ABSTRACT

This Research aimed to test influence between character competency, the values of virtual item and satisfaction within game toward virtual item's purchasing intention in online game "Mobile Legends". Collecting sample used by non probability sampling and purposive convenient sampling. There are four variables include, character competency, virtual item values, satisfaction to game, and intensity of purchasing virtual items. The research was using questionnaires as instrument with 80 respondents. The research use linier regression analysis. T test and F test are used to test asked hypothesis. This result of partially regression coefficient test shows that character competency, the values of virtual item and satisfaction within game influence positif and significantly to virtual item's purchasing intention in online game "Mobile Legends". The coefficient regression test's result showed that variables of character competency, the values of virtual item and satisfaction within game were able to explain virtual item's purchasing intention in online game "Mobile Legends" variable up to 40,2% and the rest is 59,8% caused by another variable that was not included in the research model.

Keyword: character competency, the values of virtual items, satisfaction within game, purchase intention, Mobile Legends