

ABSTRAK

MENDALAMI PARA GAMERS INDONESIA: PERAN PERSEPSI TERHADAP HARGA, KESENANGAN BERMAIN, DESAIN, PERSEPSI TERHADAP NILAI SOSIAL, DAN MOTIVASI PADA MINAT BELI ULANG

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Penelitian ini bertujuan untuk menganalisis pengaruh persepsi terhadap harga, kesenangan bermain, desain, persepsi terhadap nilai sosial, dan motivasi pada minat beli ulang produk *virtual* Mobile Legends. Penelitian ini menggunakan desain kuantitatif dengan menggunakan teknik *non-probability sampling*. Jumlah sampel pada penelitian ini adalah 125 responden. Jenis pengujian instrumen adalah uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan adalah regresi linier berganda, koefisien determinasi, dan uji T. Hasil penelitian menunjukkan bahwa (1) persepsi terhadap harga berpengaruh positif pada minat beli ulang produk *virtual* Mobile Legends, (2) kesenangan bermain berpengaruh positif pada minat beli ulang produk *virtual* Mobile Legends, (3) desain berpengaruh positif pada minat beli ulang produk *virtual* Mobile Legends, (4) persepsi terhadap nilai sosial tidak berpengaruh pada minat beli ulang produk *virtual* Mobile Legends, (5) motivasi berpengaruh positif pada minat beli ulang produk *virtual* Mobile Legends.

Kata kunci: persepsi terhadap harga, kesenangan bermain, desain, persepsi terhadap nilai sosial, motivasi, minat beli ulang.

ABSTRACT

UNDERSTANDING INDONESIAN GAMERS: THE ROLE OF PRICE PERCEPTION, PLAYING ENJOYMENT, DESIGN, PERCEIVED SOCIAL VALUE, AND MOTIVATION ON REPURCHASE INTENTION

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This study aims to analyze the influence of price perception, playing enjoyment, design, perceived social value, and motivation on intention to repurchase Mobile Legends virtual products. This study uses a quantitative design, samples were taken using the non-probability sampling technique. The number of samples in this study were 125 respondents. Instruments were tested for their validity and reliability. The data analysis techniques used are multiple linear regression, coefficient of determination, and T-test. The results showed that (1) price perception has a positive effect on the intention to repurchase Mobile Legends virtual products, (2) playing enjoyment has a positive effect on the intention to repurchase Mobile Legends virtual products, (3) design has a positive effect on the intention to repurchase Mobile Legends virtual products, (4) perceived social value has no effect on the intention to repurchase Mobile Legends virtual products, (5) motivation has a positive effect on the intention to repurchase Mobile Legends virtual products.

Keywords: price perception, playing enjoyment, design, perceived social value, motivation, repurchase intention