

**PENGARUH *IN-GAME EVENTS* DAN *PERCEIVED PLAYFULNESS*
TERHADAP KEPUTUSAN PEMBELIAN *VIRTUAL GOODS* PADA
PEMAIN *GAME ONLINE* MOBILE LEGENDS: BANG BANG DI
KECAMATAN BULELENG**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *in-game events* dan *perceived playfulness* terhadap keputusan pembelian *virtual goods* pada pemain Mobile Legends: Bang Bang di Kecamatan Buleleng. Penelitian ini menggunakan pendekatan kuantitatif dengan desain kausal. Populasi penelitian adalah seluruh pemain aktif Mobile Legends: Bang Bang di Kecamatan Buleleng, dengan jumlah sampel sebanyak 110 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner yang telah diuji validitas dan reliabilitasnya, serta diukur menggunakan Skala Likert 1-5 (sangat tidak setuju hingga sangat setuju). Teknik analisis data yang digunakan adalah regresi linear berganda dengan bantuan program SPSS versi 26. Hasil penelitian menunjukkan bahwa *in-game events* dan *perceived playfulness* secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian *virtual goods*, dengan nilai F_{hitung} sebesar $114,747 > F_{tabel}$ 3,08 dan tingkat signifikansi $0,000 < 0,05$, sedangkan secara parsial, *in-game events* berpengaruh positif dan signifikan dengan nilai t_{hitung} sebesar $7,567 > t_{tabel}$ 1,98238 dan signifikansi $0,000 < 0,05$, sedangkan *perceived playfulness* juga berpengaruh positif dan signifikan dengan nilai t_{hitung} sebesar $5,524 > t_{tabel}$ 1,98238 dan signifikansi $0,000 < 0,05$. Nilai koefisien determinasi (R^2) sebesar 0,682 menunjukkan bahwa kedua variabel mampu menjelaskan 68,2% variasi keputusan pembelian, sedangkan sisanya yaitu 31,8 % dipengaruhi oleh variabel lain di luar model. Temuan ini mengindikasikan bahwa keputusan pembelian *virtual goods game online* Mobile Legends: Bang Bang tidak hanya dipengaruhi oleh stimulus eksternal, tetapi juga oleh kesenangan bermain yang dirasakan pemain Generasi Z di Kecamatan Buleleng, sejalan dengan teori perilaku konsumen oleh Schiffman dan Kanuk (2019) yang menyatakan bahwa faktor psikologis turut memengaruhi keputusan pembelian. Implikasi penelitian ini menunjukkan bahwa keputusan pembelian dalam konteks digital dipengaruhi oleh faktor internal dan eksternal, sekaligus menekankan pentingnya pengembangan strategi *in-game events* yang menarik serta peningkatan kesenangan bermain oleh pengembang *game*.

Kata-kata kunci: *in-game events*, *perceived playfulness*, keputusan pembelian, Mobile Legends: Bang Bang, *virtual goods*

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ABSTRACT

This study aims to analyze the influence of in-game events and perceived playfulness on virtual goods purchase decisions among Mobile Legends: Bang Bang players in Buleleng Subdistrict. This research employs a quantitative approach with a causal design. The population of this study consists of all active Mobile Legends: Bang Bang players in Buleleng Subdistrict, with a sample size of 110 respondents selected using a purposive sampling technique. Data were collected through a questionnaire that had been tested for validity and reliability, measured using a 1-5 Likert Scale (strongly disagree to strongly agree). The data analysis technique used was multiple linear regression with the assistance of SPSS version 26. The results show that in-game events and perceived playfulness simultaneously have a positive and significant effect on virtual goods purchase decisions, with an F_{count} value of $114.747 > F_{table} 3.08$ and a significance level of $0.000 < 0.05$, while partially, in-game events have a positive and significant effect with a t_{count} value of $7.567 > t_{table} 1.98238$ and a significance of $0.000 < 0.05$, while perceived playfulness also has a positive and significant effect with a t_{count} value of $5.524 > t_{table} 1.98238$ and a significance of $0.000 < 0.05$. The coefficient of determination (R^2) of 0.682 indicates that the two variables are able to explain 68.2% of the variation in purchase decisions, while the remaining 31.8% is influenced by other variables outside the model. These findings indicate that virtual goods purchase decisions in the Mobile Legends: Bang Bang online game are not only influenced by external stimuli, but also by the perceived playfulness experienced by Generation Z players in Buleleng Subdistrict, in line with the consumer behavior theory by Schiffman and Kanuk (2019), which states that psychological factors also influence purchase decisions. The implications of this study indicate that purchase decisions in a digital context are influenced by both internal and external factors, while also emphasizing the importance of developing engaging in-game event strategies and enhancing playfulness by game developers.

Keywords: in-game events, perceived playfulness, purchase decision, Mobile Legends: Bang Bang, virtual goods