

RINGKASAN

Penelitian ini merupakan penelitian berjenis asosiatif kausal yang bertujuan untuk menganalisis pengaruh antara *integrated value of purchasing virtual item* (*functional quality, playfulness, aesthetics, social self-image expression, social relationship support, monetary value*), *character identification*, dan kepuasan *game* terhadap minat beli ulang *virtual item* pada *online mobile game* bergenre *Multiplayer Online Battle Arena* (MOBA) dan *Battle Royale* di Indonesia pada saat pandemi *Covid-19*.

Populasi dalam penelitian ini yaitu konsumen yang pernah melakukan pembelian *virtual item* pada *online mobile games* di Indonesia saat pandemi *Covid-19*. Jumlah responden yang diambil dalam penelitian ini adalah 177 responden dengan *purposive sampling* sebagai teknik pengambilan sampelnya.

Berdasarkan analisis data dan hasil penelitian dengan menggunakan SEM (*Structural Equation Modeling*) menunjukkan bahwa: (1) *Functional quality* berpengaruh positif terhadap *integrated value of purchasing virtual item*, (2) *Playfulness* berpengaruh positif terhadap *integrated value of purchasing virtual item*, (3) *Aesthetics* tidak berpengaruh terhadap *integrated value of purchasing virtual item*, (4) *Social self-image expression* tidak berpengaruh terhadap *integrated value of purchasing virtual item*, (5) *Social relationship support* berpengaruh positif terhadap *integrated value of purchasing virtual item*, (6) *Monetary value* tidak berpengaruh terhadap *integrated value of purchasing virtual item*, (7) *Integrated value of purchasing virtual item* berpengaruh positif terhadap minat beli ulang, (8) *Character identification* tidak berpengaruh terhadap minat beli ulang, (9) Kepuasan *game* tidak berpengaruh terhadap minat beli ulang. Nilai *R Square* pada *integrated value of purchasing virtual item* dapat dijelaskan sebesar 83.9% oleh konstruk *functional quality, playfulness, dan social relationship support*, sisanya dapat dijelaskan oleh konstruk lain tidak termasuk dalam model penelitian ini. Sedangkan proporsi varian pada minat beli ulang dapat dijelaskan sebesar 72.5% oleh konstruk *integrated value of purchasing virtual item*.

Kata kunci: *functional quality, playfulness, aesthetics, social self-image expression, social relationship support, monetary value, integrated value of purchasing virtual item, character identification, kepuasan game, minat beli ulang*

SUMMARY

This research is a causal associative research which aims to analyze the effect of integrated value of purchasing virtual goods (functional quality, playfulness, aesthetics, social self-image expression, social relationship support, monetary value), character identification and game satisfaction against of repurchase intention virtual item in the Multiplayer Online Battle Arena (MOBA) and Battle Royale genre in Indonesia during Covid-19 pandemic.

In our study, we focused on population which is a consumer who have purchased virtual items on mobile games in Indonesia during Covid-19 pandemic. The number of respondents taken in this study were 177 respondents with purposive sampling as the sampling technique.

Based on data analysis and research results using SEM (Structural Equation Modeling) shows that: (1) Functional quality has a positive effect on the integrated value of purchasing virtual items, (2) Playfulness has a positive effect on the integrated value of purchasing virtual items, (3) Aesthetics does not affect the integrated value of purchasing virtual items, (4) Social self-image expression does not affect the integrated value of purchasing virtual items, (5) Social relationship support has a positive effect on the integrated value of purchasing virtual items, (6) Monetary value does not affect the integrated value of purchasing virtual items, (7) Integrated value of purchasing virtual items have a positive effect on repurchase intention, (8) Character identification has no effect on repurchase intention, (9) Game satisfaction has no effect on repurchase intention. R Square value on the integrated value of purchasing virtual items amounted to 83.9% can be explained by the model of functional quality, playfulness, and social relationship support while the rest can be explained by other constructs are not included in this research model. Meanwhile, the proportion of variance in repurchase intention can be explained by 72.5% by the integrated value of purchasing virtual item construct.

Keywords: functional quality, playfulness, aesthetics, social self-image expression, social relationship support, monetary value, integrated value of purchasing virtual item, character identification, game satisfaction, repurchase intention