

RINGKASAN

Penelitian ini dilakukan untuk menganalisis pengaruh motivasi intrinsik, persepsi nilai, dan estetika terhadap minat pembelian skin hero dalam game bang bang mobile legend. Responden penelitian ini sebanyak 108 orang di Indonesia yang bermain game mobile bang bang bang.

Berdasarkan hasil penelitian ini, dapat disimpulkan: 1) motivasi intrinsik berpengaruh positif terhadap minat pembelian, 2) nilai persepsi berpengaruh positif terhadap minat pembelian, 3) estetika berpengaruh positif terhadap minat pembelian.

Kata kunci: Motivasi Intrinsik, Nilai Persepsi, Estetika, dan Minat Pembelian



SUMMARY

This research is performed to analyze the effect of intrinsic motivation, perceived value, and aesthetics toward hero's skin purchasing intention in mobile legend bang bang's game. The respondents of this study as many 108 people in Indonesia whoever play mobile legend bang bang's game.

Based on the result of this research , it has come to the conclusion: 1) intrinsic motivation has positive effect toward purchase intention, 2) perceived value has positive effect toward purchase intention, 3) aesthetics has positive effect toward purchase intention.

Keyword: Intrinsic Motivation, Perceived Value, Aesthetic, and Purchase Intention.

