

## **RANGKUMAN**

*Fanatisme di Indonesia sudah dirasakan oleh masyarakat sejak lama, terlihat jelas dalam olahraga sepak bola Indonesia. Tingkat fanatik orang Indonesia dibuktikan dengan adanya support their team in various ways such as watching the game live or buying their favorite team merchandise. Namun sampai saat ini masih keterbatasan Variabel Fanaticism sebagai variabel moderasi. Penelitian ini bertujuan untuk menganalisis peran moderasi variabel Fanatisme terhadap pengaruh Utilitarian Motivation dan Hedonic Motivation terhadap Niat Beli Produk Unik Digital. Populasi dalam penelitian ini adalah responden yang berumur minimal 17 tahun dan bermain Mobile Legends Bang Bang minimal 2 bulan. Sampel penelitian ini sebanyak 110 responden diambil menggunakan metode purposive sampling.*

*Berdasarkan hasil penelitian dengan menggunakan SEM Moderasi Sub Group dan alat analisis AMOS menunjukkan bahwa variabel Utilitarian dan Hedonic Motivation berpengaruh terhadap Niat Beli. Variabel Fanatisme berhasil memoderasi pengaruh Variabel Hedonic Motivation terhadap Niat Beli, namun tidak berhasil memoderasi pengaruh Utilitarian Motivation terhadap Niat Beli.*

*Moonton sebaiknya fokus terhadap nilai utilitarian motivation seperti, memperhatikan sisi penghematan biaya pengguna dengan lebih sering mengadakan acara flash sale saat event tertentu. Meningkatkan ketersediaan informasi sebuah skin dengan memperpanjang masa uji coba skin. Meningkatkan nilai kegunaan skin dengan lebih fokus dalam memberikan efek damage pada skin dibandingkan dengan nilai keestetikaan dari sebuah skin.*

*Penelitian selanjutnya perlu mengembangkan variable Niat Beli ke tahap Keputusan Pembelian. Hal lainnya juga perlu ditambahkan seperti dalam wilayah penelitian tidak hanya di Indonesia saja, mengingat pentingnya sebuah cross cultural dan Moonton merupakan International Company.*

**Kata kunci:** *Utilitarian Motivation, Hedonic Motivation, Fanatisme, Niat Beli.*

## SUMMARY

Fanaticism in Indonesia has been felt by the public for a long time, clearly seen in the sport of Indonesian football. Fanatical level of Indonesians is evidenced by supporting their team in various ways such as watching the game live or buying their favorite team merchandise. However, until now there are still limitations to the Fanaticism Variable as a moderating variable. This study aims to analyze the moderating role of Fanaticism variables on the effect of Utilitarian Motivation and Hedonic Motivation on Digital Unique Product Purchase Intention. The population in this study were respondents who were at least 17 years old and played Mobile Legends Bang Bang for at least 2 months. The sample of this study was 110 respondents taken using purposive sampling method.

Based on the results of research using SEM Moderation Sub Group and the AMOS analysis tool shows that Utilitarian and Hedonic Motivation variables affect Purchase Intentions. The fanaticism variable was successful in moderating the effect of the Hedonic Motivation Variable on Purchase Intentions, but it failed to moderate the effect of Utilitarian Motivation on Purchase Intentions.

Moonton should focus on the value of utilitarian motivation, such as paying attention to saving user costs by holding flash sales more frequently during certain events. Increase the information availability of a skin by extending the trial period of the skin. Increase the usability value of the skin by focusing more on giving damage effects to the skin compared to the aesthetic value of a skin.

Further research needs to develop the Purchase Intention variable to the Purchase Decision stage. Other things also need to be added such as in the research area not only in Indonesia, given the importance of being cross cultural and Moonton is an International Company.

**Keywords:** Utilitarian Motivation, Hedonic Motivation, Fanaticism, Purchase Intention.