

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

1. Utilitarian motivation has an influence on consumers purchase intentions Evos Harith Skin on Evos Fans
2. Utilitarian motivation has an influence on consumers purchase intentions Evos Harith Skin on non Evos Fans
3. Hedonic motivation has an influence on consumers purchase intentions Evos Harith Skin on Evos Fans
4. Hedonic motivation did not have an influence on consumers purchase intentions Evos Harith Skin on non Evos Fans
5. Fanaticism did not have moderate the influence between utilitarian motivation and purchase intention
6. Fanaticism moderates the influence between hedonic motivation and purchase intention*

Based on the conclusions on the hypothesis, it can be formulated conclusions on the research problem that Fanaticism can moderate Hedonic Motivation but cannot moderate Utilitarian Motivation on Purchase Intention. Its mean that Fanaticism cannot strengthen Hedonic Motivation on Non fans but Fanaticism can strengthen utilitarian motivation on purchase intention because mostly mobile legend users still consider the utility of the product and mostly their respondents income under IDR 1,000,000 which digital products are not their priority to buy. That's mean

fanaticism can be used by business people to increase their income and add segmentation.

B. Implication

1. Managerial Implication

This research is empirical research, so the results of this research can be used by Moonton as material for consideration in making a business strategy, in order to increase the intention to buy a Mobile Legends Bang Bang hero skin and also possibly for various game companies in Indonesia which might also be used as a reference. in improving business strategy. It is written as follows:

a. Based on the analysis result it is concluded that Utilitarian motivation has a positive effect on consumer purchase intentions of Evos fans or non Evos fans for Evos Harith Skin. From these conclusions, the following recommendations can be formulated as follows: To increase the purchase intention of Mobile Legends Bang Bang users, Moonton must increase the utilitarian motivation of users by:

- 1) Paying attention to the cost saving side of users by holding flash sale events more frequently
- 2) Increase the information availability of a skin by lengthening the skin's trial period
- 3) Increases the usefulness value of a skin by dealing damage to a skin compared to an aesthetic skin

b. Based on the analysis result it is concluded that hedonic motivation has a positive effect on consumer purchase intentions of Evos fans for Evos Harith Skin. From these conclusions, the following recommendations can be formulated as follows: To increase the purchase intention of Mobile Legends Bang Bang users, Moonton must increase the hedonic motivation of users by:

- 1) Paying attention to the discovery of trends from a product by innovating every time a new skin is released
- 2) Pay attention to the socialization of mobile legends users so that they can influence each other more by word of mouth for pro players
- 3) Increase the user's sense of adventure by always upgrading the appearance of the Mobile Legends Bang Bang store in apps or giving the challenge to get some diamonds

c. Based on the analysis result it is concluded that Fanaticism did not moderate the influence between utilitarian motivation and purchase intention. From these conclusions, recommendations can be formulated as follows:

Because fanaticism does not succeed in moderating utilitarian motivation for non-Evos fans, this proves that they will still pay attention to the utility value of a product. Therefore, if Moonton wants to expand segmentation or expand segmentation, Moonton must create a skin hero that prioritizes a value. utility compared to

its hedonic value. The way to increase utilitarian motivation is to also increase the value of the utility of the product.

- d. Based on the analysis result it is concluded that Fanaticism can moderate the influence between hedonic motivation and purchase intention. From these conclusions, recommendations can be formulated as follows:

Because fanaticism succeeds in moderating hedonic motivation for non-Evos fans, this proves that fanaticism affects their hedonic motivation towards buying the Evos Harith skin. Therefore, if Moonton wants to use a segmentation method based on fans, Moonton must pay attention to the indicator of fanaticism in order to further strengthen the fanaticism of the fans. This can be done in the following way:

- 1) Increasing enthusiasm by increasing the number of shoots for esport
- 2) Increasing zeal by making it easier for services to watch matches
- 3) Increase excessively by providing e-sport facilities to expand their fame
- 4) Increasing cult even though there is a negative side, this greatly increases people to impulsively buy a product, namely by providing content regarding e-sports
- 5) Increase devotion by e-sports by providing content and events that can increase fan loyalty, for example holding meet and greet

- 6) Increasing inertia, even though there is a negative side, this greatly increases people's impulse to buy a product, namely by providing content regarding e-sports
- 7) Increasing fan self-satisfaction by e-sport providing good service to their fans
- 8) The price here is what is meant by the value paid by the fans, so Moonton or e-sport must pay attention to value of the related product.

2. Theoretical Implication

This research is to complement previous research that examined the Shopping value on consumers Purchase Intentions by adding a Moderation Variable, namely Fanaticism because remembering fanaticism also affects consumers Purchase Intentions and there is no research which make the Fanaticism as variable moderation on research shopping value on purchase intention. The results of this study also show that this study extends the applicability of the Shopping Motivation Theory in integrating the role of Utilitarian Motivation and Hedonic Motivation moderated by Fanaticism in predicting online shopping behavior in the context of Skin Mobile Legends Bang Bang. Based on the problem, this research can also be used as theoretical research because there are still limitations to research regarding fanaticism as a moderating variable.

C. Limitation and Future Research

There are several limitations in this study, including the fact that not a few respondents did not understand the statements carefully so that the answers to the questionnaire were less accurate. The second limitation was that the questionnaire which had been distributed on a national scale returned with respondents who were mostly of the same age and domicile. This phenomenon resulted in a lack of variation in respondents' answers in this study so very much data outliers.

To overcome these obstacles, steps that can be taken for further research are to:

1. Consumers who believe in previous purchase decisions positively influence consumer purchase intentions (Lee & Chow, 2020). Therefore, the authors provide suggestions for further research up to the Purchase Decision stage.
2. In a global context, research on cross-cultural studies also plays an important role in helping people understand the various cultures of other nations. This understanding is needed by students, workers, diplomats, and of course entrepreneurs who interact with citizens of other nations in order to prevent misunderstandings and conflicts (Pardede, 2009). Therefore the authors suggest for further research to research outside Indonesia with contrasting backgrounds and remember that Moonton is also an international company.