

## ABSTRAK

Perkembangan teknologi informasi dan komunikasi membuat banyak orang menggunakan perangkat ponsel pintar sebagai media untuk digunakan pada kegiatan sehari-hari. Ponsel pintar yang terkoneksi internet memberikan akses untuk menikmati berbagai macam hiburan, salah satunya adalah *game online*. Mobile Legends menjadi salah satu *game online* yang digemari di Indonesia. Sejak diluncurkan hingga saat ini, Mobile Legends sudah diunduh lebih dari 100 juta pengguna di ponsel pintar. Mobile Legends selalu berada di peringkat pertama *Top Grossing* di PlayStore dimana menandakan *game* tersebut banyak dimainkan dan banyak pemain mengeluarkan uang di *game* tersebut untuk membeli *game items*. Kecenderungan niat pembelian *game items* dipengaruhi beberapa faktor. Penelitian ini bertujuan untuk menguji kepuasan terhadap *game*, identifikasi karakter, *functional value*, *emotional value*, dan *social value* pada *game* Mobile Legends ketika timbul niat beli *game items* pada pemain.

Responden pada penelitian ini terdiri dari para pemain *game* Mobile Legends yang belum pernah melakukan pembelian *game items*. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 90 orang yang mengetahui dan pernah bermain *game* Mobile Legends. Data yang didapatkan kemudian dianalisis dengan teknik analisis regresi linier berganda dan menggunakan *software* SPSS versi 23.

Hasil penelitian ini mengindikasikan bahwa kepuasan terhadap *game*, identifikasi karakter, *functional value*, dan *social value* berpengaruh positif signifikan terhadap niat beli *game items*. Variabel *emotional value* tidak berpengaruh pada niat beli *game items*.

**Kata kunci:** kepuasan terhadap *game*, identifikasi karakter, *functional value*, *emotional value*, *social value*, niat beli, Mobile Legends

## ABSTRACT

*The development of information and communication technology has made many people use smart phone devices as a medium for use in daily activities. Smart phones that are connected to the internet provide access to various kinds of entertainment, one of which is online games. Mobile Legends is one of the most popular online games in Indonesia. Since its launch until now, Mobile Legends has been downloaded by more than 100 million users on smart phones. Mobile Legends is always in the top rank of Top Grossing on the PlayStore, which indicates that the game is widely played and many players spend money in the game to buy game items. The tendency to purchase game items is influenced by several factors. This study aims to test satisfaction with the game, character identification, functional value, emotional value, and social value in the Mobile Legends game when the player's intention to buy game items arises.*

*Respondents in this study consisted of Mobile Legends game players who had never purchased game items. This study uses a quantitative approach with a sample of 90 people who know and have played the Mobile Legends game. The data obtained were then analyzed using multiple linear regression analysis techniques and using SPSS version 23 software.*

*The results of this study indicate that satisfaction with the game, character identification, functional value, and social value have a significant positive effect on purchase intention of game items. The emotional value variable has no effect on the intention to buy game items.*

**Keywords:** *game satisfaction, character identification, functional value, emotional value, social value, purchase intention, Mobile Legends*