

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *perceived value* terhadap loyalitas pemain dan niat beli *item* dalam *virtual store game* DOTA 2. Pada penelitian ini membagi *perceived value* menjadi empat nilai yaitu *emotional value*, *quality value*, *social value* dan *value for money* dimana dari keempat dimensi tersebut diukur dari tingkat *playfulness*, *access flexibility*, *connectedness*, *good price* dan *reward* dari *game* DOTA 2. Peneliti menggunakan pendekatan kuantitatif dengan sampel sebanyak 157 orang yang mengetahui dan pernah bermain *game* DOTA 2 yang berdomisili di Surabaya. Data yang didapatkan kemudian dianalisis menggunakan AMOS. Hasil penelitian menunjukkan *playfulness*, *connectedness* dan *reward* berpengaruh secara signifikan terhadap loyalitas pemain *game* DOTA 2. Akan tetapi pada hasil uji hipotesis variabel *access flexibility* dan *good price* tidak menunjukkan pengaruh terhadap loyalitas pemain *game* DOTA 2. Selain itu pada penelitian ini juga menunjukkan bahwa *playfulness*, *good price*, *reward* dan loyalitas berpengaruh secara signifikan terhadap niat beli *item* dalam *virtual store game* DOTA 2, namun *access flexibility* dan *connectedness* tidak memberikan pengaruh yang signifikan terhadap niat beli *item* pada *game* DOTA 2.

**Kata kunci** : *perceived value*, loyalitas, niat beli, DOTA 2, AMOS

## ABSTRACT

This research is aimed to examine perceived value towards players' loyalty and purchase intention in virtual game store of DOTA 2. In this study, perceived value is divided into four values including emotional value, quality value, social value and value for money. Those values are measured from the level of playfulness, access flexibility, connectedness, good price and reward generated from DOTA 2. A total of 157 questionnaires were collected from DOTA 2 players in Surabaya, and the collected data were then analysed using AMOS 22. The results indicated that playfulness, connectedness, and reward significantly affected DOTA 2 players' loyalty. However, the results of hypothesis test on variables access flexibility and good price did not affect DOTA 2 players' loyalty. In addition, this study found that playfulness, good price, reward and loyalty significantly affected purchase intention in virtual game store of DOTA 2, but variables of access flexibility and connectedness did not significantly affected purchase intention.

**Keywords:** AMOS, DOTA 2, loyalty, perceived value, purchase intention

