

ABSTRAK

Semakin berkembangnya industri permainan video global juga mempengaruhi pasar permainan video di Indonesia untuk turut berkembang. Melihat adanya potensi pasar untuk menjadi lebih besar, pemasar di industri tersebut perlu memahami faktor-faktor yang dapat meningkatkan pendapatan dan sekaligus meningkatkan besarnya pasar permainan video di Indonesia dan salah satu faktor yang dipercaya dapat mempengaruhi kedua hal tersebut adalah tribalisme yang dirasakan pemain. Tujuan dilakukannya penelitian ini adalah untuk mengetahui anteseden yang mempengaruhi *brand tribalism*, seperti *challenge*, *telepresence*, *cognitive* dan *affective involvement* serta melihat efektivitas *brand tribalism* terhadap *purchase intention*, *recruitment*, dan *word-of-mouth intention* pada komunitas pemain permainan video di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif survei dengan menggunakan uji SEM-PLS melalui SmartPLS. Responden penelitian ini adalah pemain Final Fantasy XIV yang tergabung dalam komunitas “Final Fantasy XIV Indonesia” dengan jumlah 192 responden yang telah melalui proses *screening*. Hasil dari penelitian ini menunjukkan bahwa variabel *challenge* dan *telepresence* memiliki pengaruh positif terhadap *brand tribalism*, sedangkan *cognitive* dan *affective involvement* hanya memiliki pengaruh positif apabila dimediasi oleh *commitment*. Adapun *brand tribalism* kemudian memiliki pengaruh positif terhadap *purchase intention*, *recruitment*, dan *word-of-mouth*.

Kata Kunci: *brand tribalism*, *purchase intention*, *recruitment*, *word-of-mouth intention*, MMORPG.

ABSTRACT

The recent growth in the global video game industry has also affected the growth of video game market in Indonesia. Considering the potential for the current market to further grow, it is imperative for marketers in said industry to understand the factors that may not only increase sales but also nurture the industry in Indonesia to further expand its size. One of such factor is believed to be the tribalism that players feel. The aim of this study is to first understand the antecedents of brand tribalism, such as challenge, telepresence, cognitive and affective involvement and then measure the effectiveness of brand tribalism toward purchase intention, recruitment intention, and word-of-mouth intention in the Indonesian gaming community. This study is conducted through the use of quantitative survey approach and uses SEM-PLS through SmartPLS. The respondents that are used in this study are players of Final Fantasy XIV that joins the “Final Fantasy XIV Indonesia” community with a total of 192 respondents that has gone through the screening process. The result shows that while both challenge and telepresence positively affected brand tribalism directly, cognitive and affective involvement were only able to positively affect brand tribalism through commitment as mediator. Additionally, the result also shows that brand tribalism positively affect purchase intention, recruitment intention, and word-of-mouth intention.

Keywords: *brand tribalism, purchase intention, recruitment, word-of-mouth intention, MMORPG.*