

**PENGARUH EMOTIONAL VALUE, PERFORMANCE/QUALITY  
VALUE, PRICE VALUE TERHADAP IN APP PURCHASE INTENTION  
( STUDI PENGGUNA GAME HIGGS DOMINO GRESIK )**

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**ABSTRAK**

Penelitian ini bertujuan untuk membuktikan pengaruh antara *Emotional value*, *Performance/Quality Value*, *Price Value* terhadap *In App Purchase Intention* pada pengguna *game Higgs Domino* di Gresik. Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling* yang merupakan teknik pengambilan sampel berdasarkan pertimbangan atau penilaian pribadi peneliti terkait dengan karakteristik populasi yang sesuai untuk dijadikan sampel penelitian. Adapun karakteristiknya yaitu responden yang pernah bermain *game Higgs Domino* di Gresik. Responden dalam penelitian ini berjumlah 272 orang. Metode yang digunakan dalam penelitian ini adalah analisis regresi linier berganda. Berdasarkan hasil pengujian hipotesis secara parsial menunjukkan bahwa variabel *Emotional Value* (X1) dan *Performance/Quality* (X2) tidak berpengaruh *In App Purchase Intention* dan pada variabel *Price Value* (X3) berpengaruh *In App Purchase Intention*.

**Kata kunci:** *Emotional Value, Performance/Quality Value, Price Value, In App Purchase Intention*

***EFFECT OF EMOTIONAL VALUE, PERFORMANCE/QUALITY VALUE,  
PRICE VALUE ON IN APP PURCHASE INTENTION  
( USER STUDY OF THE GRESIK DOMINO HIGGS GAME )***

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***ABSTRACT***

*This study aims to prove the effect of Emotional value, Performance/Quality Value, Price Value on In App Purchase Intention to Higgs Domino game users in Gresik. The type of research used is causal research with a quantitative approach. This study uses a purposive sampling approach which is a sampling technique based on the researcher's personal considerations or judgments related to the characteristics of the population that are suitable to be used as research samples. The characteristics are respondents who have played the game Higgs Domino in Gresik. Respondents in this study amounted to 272 people. The method used in this research is multiple linear regression analysis. Based on the results of partial hypothesis testing, it shows that the Emotional Value (X1) and Performance/Quality (X2) variables have no effect on In App Purchase Intention and the Price Value (X3) variable has an effect on In App Purchase Intention.*

***Keywords: Emotional Value, Performance/Quality Value, Price Value, In App Purchase Intention***