ANALISA *GAME QUALITY* TERHADAP MINAT BELI MELALUI *INTENTION TO PLAY*

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ABSTRAK

Perkembangan teknologi, konektivitas internet, dan *broadband* akses di Indonesia menajadi faktor penyebab kenaikan pengguna internet, yang secara tidak langsung berdampak pada peningkatan jumlah pemain *online game* di Indonesia. Kebanyakan *online game* yang terdapat di Indonesia memakai model *free-to-play* atau dengan kata lain bias dimainkan secara gratis dan pendapatan yang terbesar berasal dari penjualan produk virtual atau yang biasa disebut dengan *micro-transaction*. Perbedaan mencolok antara kedua jenis pendapatan *publisher* adalah fitur (*game quaity*) yang ditawarkan. *Game quality* yang meliputi *Game Story*, *Game Graphic*, *Game Challange* dan *Game Lenght* akan mempengaruhi tingkat minat beli melalui *intention to play* para pemain. Memahami faktor-faktor tersebut, *publisher* dapat lebih efektif merancang dan mengembangkan *online game* yang sesuai dengan kebutuhan dan keinginan konsumen di Gresik, Jawa Timur, Indonesia.

Penelitian ini bertujuan untuk menguji hubungan antara variabel game quality terhadap minat beli melalui intention to play yang dapat membentuk minat pembelian produk virtual dalam online game serta game itu sendiri. Penelitian ini merupakan penlitian kuantitatif dengan metode analisis jalur untuk menguji hipotesis. Program yang digunakan adalah SPSS AMOS 22. Jumlah sampel yang diperlukan sebanyak 108 responden yang berasal dari kota Gresik. Pengambilan sampel dilakukan dengan teknik *simple random sampling*.

Hasil penelitian yang pertama menyatakan bahwa *game quality* berpengaruh terhadap minat beli produk *game* (p: 0,00 CR: 4,97). Kedua, *game quality* memiliki pengaruh lebih besar terhadap minat beli ketika terdapat mediasi oleh *intenton to play* (p: 0,00 CR: 2,92).

Kata kunci: Analisis Jalur, Kualitas Game, Minat Beli, *Online Game*

QUALITY GAME ANALYSIS ON BUYING INTEREST
THROUGH INTENTION TO PLAY

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ABSTRACT

The development of technology, internet connectivity and broadband access in Indonesia are the factors causing the increase in internet users, which indirectly has an impact on the increasing number of online game players in Indonesia. Most online games in Indonesia use the free-to-play model, or in other words, they can be played for free and the largest income comes from selling virtual products or what is commonly known as micro-transactions. A striking difference between the two types of publisher income is the features (game quality) offered. Game quality includes Game Story, Graphic Game, Game Challange and Game Lenght, it will affect the level of buying interest through the intention to play of the players. Understanding these factors, publishers can more effectively design and develop online games that fit the needs and desires of consumers in Gresik, East Java, Indonesia.

This study aims to examine the relationship between game quality variables on purchase intention through intention to play which can shape the interest in purchasing virtual products in online games and the game itself. This research is a quantitative research with path analysis method to test the hypothesis. The program used was SPSS AMOS 22. The number of samples required was 108 respondents from the city of Gresik. Sampling was done by using simple random sampling technique.

The first research result states that game quality has an effect on buying interest in game products (p: 0.00 CR: 4.97). Second, game quality has a greater influence on buying interest when there is mediation by intenton to play (p: 0.00 CR: 2.92).

Keywords: Path Analysis, Game Quality, Buying Interest, Online Games