



**KEPUTUSAN DEKAN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS BUDI LUHUR
NOMOR : K/UBL/FEB/000/043/10/22**

TENTANG

**PENUNJUKAN DOSEN PEMBIMBING TUGAS AKHIR (TESIS) PROGRAM MAGISTER (S-2)
FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS BUDI LUHUR
SEMESTER GASAL TAHUN AKADEMIK 2022/2023**

DEKAN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS BUDI LUHUR,

- Menimbang : a) Bahwa untuk meningkatkan kualitas hasil tugas akhir mahasiswa Fakultas Ekonomi dan Bisnis Universitas Budi Luhur perlu diberikan bimbingan yang cermat dan intensif;
b) Bahwa dalam hubungan ini, dipandang perlu mengangkat Dosen Pembimbing Tugas Akhir(Tesis) Semester Genap Tahun Akademik 2021/2022 bagi mahasiswa Fakultas Ekonomi dan Bisnis Universitas Budi Luhur;
- Mengingat : 1. Undang-Undang Republik Indonesia Nomor 20 Tahun 2003 tentang Sistem Pendidikan Nasional;
2. Undang-Undang Republik Indonesia Nomor 12 Tahun 2012 tentang Pendidikan Tinggi;
3. Keputusan Menteri Pendidikan Nasional Republik Indonesia No. 114/D/O/2002 tentang Penggabungan 4 (Empat) Sekolah Tinggi Menjadi Universitas Budi Luhur, yang diselenggarakan oleh Yayasan Pendidikan Budi Luhur;
4. Peraturan Menteri Pendidikan dan Kebudayaan Republik Indonesia No. 3 Tahun 2020 tentang Standar Nasional Pendidikan Tinggi
5. Akta Pendirian Yayasan Pendidikan Budi Luhur, tanggal 23 Desember 1991;
6. Statuta Universitas Budi Luhur;
7. Keputusan Ketua Yayasan Pendidikan Budi Luhur No. K/YBL/KET/00/014/01/10, tentang Organisasi dan Tatakerja Universitas Budi Luhur;
8. Keputusan Pengurus Yayasan Pendidikan Budi Luhur Cakti Nomor : K/YBLC/KET/000/051/03/21 tanggal 15 Maret 2021 tentang Pembeastugasan dan Pengangkatan Kembali Para Pejabat Universitas Budi Luhur;

MEMUTUSKAN

- Menetapkan :
Pertama : Menunjuk Dosen Fakultas Ekonomi dan Bisnis Program Magister (S2) Universitas Budi Luhur yang namanya tercantum pada lampiran surat keputusan ini sebagai Dosen Pembimbing Tugas Akhir (Tesis) Semester Gasal 2022/2023.
Kedua : Tugas pokok Dosen Pembimbing Tugas Akhir adalah memberikan pertimbangan dan saran substansial, memberikan arahan teknis penulisan dan memberikan persetujuan terhadap Tugas akhir yang layak diajukan ke sidang tugas akhir.
Ketiga : Dalam meaksanakan tugasnya Dosen Pembimbing Tugas Akhir bertanggung jawab kepada Dekan Fakultas Ekonomi dan Bisnis Universitas Budi Luhur melalui Ketua Program Studi.
Keempat : Keputusan ini berlaku sejak tanggal ditetapkan dan akan diubah sebagaimana mestinya apabila di kemudian hari diketahui terdapat kekeliruan

Ditetapkan di : Jakarta

Pada tanggal : 4 Oktober 2022

Di Ruang Fakultas Ekonomi dan Bisnis


Prof. Dr. H. Arief Wibowo, M.Kom



Lampiran 1 Surat Keputusan Dekan

Nomor : K/UBL/FEB/000/043/10/22

**Tentang : Penunjukan Dosen Pembimbing Tugas Akhir (Tesis) Program Studi Magister (S-2)
Fakultas Ekonomi Dan Bisnis Universitas Budi Luhur Semester Gasal 2022/2023**

No	NIP	Nama Dosen	Magister
1.	100032	Dr. C. Zurnali, S.E, M.Si	Manajemen
2.	100025	Dr. Heni Iswati, S.E., M.M.	Manajemen
3.	020004	Dr. Ir. Arief Wibowo, S.Kom., M.Kom.	Manajemen
4.	960012	Dr. Ir. Deni Mahdiana, S.Kom., M.M., M.Kom	Manajemen
5.	850005	Dr. Ir. Wendi Usino, M.Sc., M.M	Manajemen
6.	000030	Dr. Kartini Istikomah, S.E, M.M	Manajemen
7.	100031	Dr. Nora Andira Brabo, MBA	Manajemen
8.	990026	Dr. Suhartono, M.B.A, M.A	Manajemen
9.	210009	Prof. Dr. Drs. Selamat Riyadi, M.Si	Manajemen
10.	150014	Prof. Dr. Drs. Sundring Pantja Djati, M.Si., MA.Min	Manajemen
11.	840002	Prof. Dr. Setyani Dwi Lestari, M.E	Manajemen
12.	030577	Prof. Dr., Ir. Ahmad Rodoni, M.M	Manajemen
13.	170020	Dr. Agoestina Mappadang, S.E, M.M	Akuntansi
14.	120060	Dr. Ali Sandy Mulya, S.E, M.Si	Akuntansi
15.	000047	Dr. Amir Indrabudiman, S.E, M.M	Akuntansi
16.	840008	Dr. Drs. Sugeng Riyadi, Ak., M.Si	Akuntansi
17.	090073	Dr. Endah Sri Wahyuni, M.Si, AK, CA,CPMA,CPRM	Akuntansi
18.	080052	Dr. Puspita Rani, SE., M.Ak	Akuntansi

Ditetapkan di : Jakarta

Pada tanggal : 4 Oktober 2022

Dekan Fakultas Ekonomi dan Bisnis



Dr. Arief Wibowo, M.Kom



UNIVERSITAS BUDI LUHUR

FAKULTAS TEKNOLOGI INFORMASI | FAKULTAS EKONOMI & BISNIS | FAKULTAS ILMU SOSIAL & ILMU POLITIK
FAKULTAS TEKNIK | FAKULTAS ILMU KOMUNIKASI

Kampus Pusat : Jl. Raya Ciledug - Petukangan Utara - Jakarta Selatan 12260
Telp : 021-5853753 (hunting), Fax : 021-5853489, <http://www.budiluhur.ac.id>

BERITA ACARA PROPOSAL

S/UBL/PPS/301/0406/II/23

Pada hari ini Kamis tanggal 08 Desember 2022, telah dilaksanakan Ujian Sidang Proposal sebagai berikut:

Judul: THE IMPACT OF PERCEIVED VALUES AND PEER INFLUENCES TOWARD IN-APP PURCHASE INTENTION IN MOBILE GAME

1. Nama : Aditya Eka Pranandiansyah
2. NIM : 2131600948
3. Kosentrasi : Manajemen Pemasaran
4. Program Studi : Magister Manajemen
5. Pembimbing Utama : Dr. Nora Andira Brabo, MBA
6. Pembimbing Pendamping:

Berdasarkan penilaian pada Perumusan Masalah, Relevansi Teori dan Bidang Kajian, Metodologi dan Instrument Penelitian, Logika, Penulisan dan Pembahasan, Orisinalitas, dan Penyajian Materi, Maka Mahasiswa tersebut dinyatakan :

LULUS

dengan nilai angka: 95 huruf: A

Mahasiswa tersebut di atas wajib menyerahkan hasil perbaikan Proposal dalam bentuk terjilid sesuai dengan Panduan Revisi Proposal, selambat-lambatnya tanggal 07 Januari 2023

Panitia Penguji:

1. Ketua Penguji Prof. Dr. Setyani Dwi Lestari, M.E (840002)
2. Anggota Penguji Dr. Kartini Istikomah, S.E, M.M (000030)
3. Moderator (Pembimbing) Dr. Nora Andira Brabo, MBA (100031)

Keterangan:

Nilai Huruf: A:90-100 A-:85-89,99 B+:80-84,99 B:75-79,99 B-:70-74,99 C+:65-69,99 C:60-64,99 C-:50-59,99 D:40-49,99 E:0-39,99



PROGRAM STUDI MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS BUDI LUHUR

LEMBAR PENGESAHAN

Nama	: Aditya Eka Pranandiansyah
Nomor Induk Mahasiswa	: 2131600948
Program Studi	: Magister Manajemen
Bidang Peminatan	: Manajemen Pemasaran
Jenjang Studi	: Strata 2
Judul	: THE IMPACT OF PERCEIVED VALUES AND PEER INFLUENCES TOWARD IN-APP PURCHASE INTENTION IN MOBILE GAME



Laporan Tugas Akhir ini telah disetujui, disahkan dan direkam secara elektronik sehingga tidak memerlukan tanda tangan tim penguji.

Jakarta, Jumat 10 Februari 2023

Tim Penguji:

Ketua	: Prof. Dr. Setyani Dwi Lestari, M.E
Anggota	: Dr. Kartini Istikomah, S.E, M.M
Pembimbing	: Dr. Nora Andira Brabo, MBA
Ketua Program Studi	: Prof. Dr. Setyani Dwi Lestari, M.E

**THE IMPACT OF PERCEIVED VALUES AND PEER INFLUENCES TOWARD
IN-APP PURCHASE INTENTION IN MOBILE GAME**

THESIS



By:

ADITYA EKA PRANANDIANSYAH

2131600948

PROGRAM STUDI MAGISTER MANAJEMEN

FAKULTAS EKONOMI DAN BISNIS

UNIVERSITAS BUDI LUHUR

JAKARTA

2022

FOREWORD

First of all, I would like to offer my eternal gratitude towards Allah SWT who give me strength to keep moving forward to the finish line of this thesis, a feat deemed to be impossible for me, if not for His Graces. This thesis was written as part of the requirements to attain the degree of Magister Management in Faculty of Economics and Business Universitas Budi Luhur, under the title of “The Impact of Perceived Values and Peer Influences Toward In-App Purchase Intention in Mobile Game”. I would like to offer my thanks for all those who have contributed in various ways in order to complete this thesis. For this, I would like to express my gratitude to:

1. **Dr. Ir. Wendi Usino, M.Sc., M.M.**, as the rector of Universitas Budi Luhur.
2. **Dr. Arief Wibowo, S.Kom., M.Kom**, as the dean of Faculty of Economics and Business Universitas Budi Luhur.
3. **Prof. Dr. Setyani Dwi Lestari, M.E**, as the head of Magister Management study program, and also the head of thesis examiner team.
4. **Dr. Kartini Istikomah, S.E, M.M**, as the thesis examiner team.
5. **Dr. Nora Andira Brabo, MBA**, as my thesis supervisor, who gives invaluable insights and constructive inputs during the writings of the thesis.
6. All of the lecturers from the Faculty of Economics and Business Universitas Budi Luhur.
7. My families, especially my parents, **Mrs. Lilies Ainany, SE., MM**, and **Mr. Agus Sugeng Prayitno**, and my sister, **Anindhita Dwi Saraswati S.Kom**. who always prays for author’s success.
8. Everyone in the class of 58th Batch of Magister Management Universitas Budi Luhur, whom I cannot specifically mentioned one by one.
9. Last but not least, a girl whom author hold dear, **Tarani Girindraswari, S.Hum**. who roots for author wholeheartedly.

Author realizes that this thesis is far from perfect and still has many flaws and imperfections due to the limitations of author’s knowledge and lack of mastery over the subjects. For that reason, with all humilities, author will receive any critics and suggestions from all parties and reader that are constructive in nature. Author hopes that this research will bring contributions and advancement towards the marketing field, and bringing insights for everyone who reads this thesis.

Bekasi, February 14th

Aditya Eka Pranandiansyah

ABSTRACT

2131600948

ADITYA EKA PRANANDIANSYAH

THE IMPACT OF PERCEIVED VALUES AND PEER INFLUENCES TOWARD IN-APP PURCHASE INTENTION IN MOBILE GAME

The mobile gaming industry has taken place as one of the most rapid growing sectors in global market. Nowadays, many mobile games utilize the monetization model where players use real money for virtual goods. There are several monetization model that is widely implemented in mobile games, some of them including: freemium, microtransactions, and loot box mechanism, or in Japanese term are referred to as “Gacha”. This research intends to identify the driving factors based on the existing values (perceiving values and peer influence), that affects in-app purchase intention in online mobile game players. This research is done by quantitative manner, with a sample of 157 mobile game players. This research uses Multiple Linear Regression to analyze whether there are relations between hedonic value, utilitarian value, economic value, and peer influences over in-app purchase intentions. The research results shows that some part of perceived value, such as hedonic value does not influence in-app purchase intentions, while other parts of the perceived value such as utilitarian value and economic value influences in-app purchase intentions. Peer influence also influences in-app purchase intentions. Other implications also included and further elaborated in this research.

Keywords: Perceived Value, Peer Influence, Mobile Game, In-App Purchase Intention

TABLE OF CONTENTS

FOREWORD	1
ABSTRACT	4
TABLE OF CONTENTS	5
LIST OF FIGURES	Error! Bookmark not defined.
LIST OF TABLES	Error! Bookmark not defined.
CHAPTER I INTRODUCTION	Error! Bookmark not defined.
1.1 Research Background	Error! Bookmark not defined.
1.2 Problem Identifications	Error! Bookmark not defined.
1.3 Research Limitations	Error! Bookmark not defined.
1.4 Problem Formulations	Error! Bookmark not defined.
1.5 Research Objectives	Error! Bookmark not defined.
1.6 Research Contributions	Error! Bookmark not defined.
1.7 Writing Systematics	Error! Bookmark not defined.
CHAPTER II LITERATURE REVIEW	Error! Bookmark not defined.
2.1 Theoretical Foundations	Error! Bookmark not defined.
2.1.1 Mobile Games	Error! Bookmark not defined.
2.1.2 Freemium Business Model	Error! Bookmark not defined.
2.1.3 Gacha Mechanism	Error! Bookmark not defined.
2.1.4 Implementations of Gacha Mechanism and Virtual Currency in Mobile Games	Error! Bookmark not defined.
2.1.5 In-App Purchase Intention	Error! Bookmark not defined.
2.1.6 Perceived Values	Error! Bookmark not defined.
2.1.7 Peer Influence	Error! Bookmark not defined.
2.2 Results of Previous Researches	Error! Bookmark not defined.
2.3 Framework of Mind	Error! Bookmark not defined.
2.4 Research Hypothesis Development	Error! Bookmark not defined.
CHAPTER III RESEARCH METHODOLOGY	Error! Bookmark not defined.
3.1 Research Method	Error! Bookmark not defined.
3.2 Populations and Samples of the Research	Error! Bookmark not defined.
3.3 Research Model	Error! Bookmark not defined.

3.4 Variables Operationalizations	Error! Bookmark not defined.
3.5 Data Analysis Technique	Error! Bookmark not defined.
CHAPTER IV RESEARCH RESULTS AND INTERPRETATIONS	Error! Bookmark not defined.
4.1 Descriptive Analysis	Error! Bookmark not defined.
4.1.1 Descriptions of Research Objects	Error! Bookmark not defined.
4.1.2 Respondent Characteristics	Error! Bookmark not defined.
4.2 Questionnaire Results	Error! Bookmark not defined.
4.3 Hypotheses Testing and Analysis	Error! Bookmark not defined.
4.3.1 Instrument Testing	Error! Bookmark not defined.
4.3.2 Classical Assumption Testing	Error! Bookmark not defined.
4.3.3 Hypotheses Testing	Error! Bookmark not defined.
4.4 Partial Hypothesis Test Results	Error! Bookmark not defined.
4.4.1 Impact of Hedonic Value (X1) towards In-App Purchase Intention (Y)	Error! Bookmark not defined.
4.4.2 Impact of Utilitarian Value (X2) towards In-App Purchase Intention (Y)	Error! Bookmark not defined.
4.4.3 Impact of Economic Value (X3) towards In-App Purchase Intention (Y)	Error! Bookmark not defined.
4.4.4 Impact of Peer Influence (X4) towards In-App Purchase Intention (Y)	Error! Bookmark not defined.
4.5 Simultaneous Hypothesis Test Results	Error! Bookmark not defined.
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS	Error! Bookmark not defined.
5.1 Conclusions	Error! Bookmark not defined.
5.2 Research Implications	Error! Bookmark not defined.
5.3 Research Limitations	Error! Bookmark not defined.
5.4 Recommendations for Future Researches	Error! Bookmark not defined.
REFERENCES	7
APPENDIX I – PROPOSED QUESTIONNAIRE	Error! Bookmark not defined.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections. *Psychology and Health*, 26(9), 1113–1127. <https://doi.org/10.1080/08870446.2011.613995>
- Al-Sa'di, A., Parry, D., & Carter, P. D. (2018). User interface preferences of young Jordanians using tablet devices. *International Journal of Technology Enhanced Learning*, 10(3), 202–217. <https://doi.org/10.1504/IJTEL.2018.092703>
- Aldakhil, S., Taleb, E. Al, Ghamlas, M. Al, & Al-Megren, S. (2019). Assessing the Usability of a Tangible Educational Game for Children. *2nd International Conference on Computer Applications and Information Security, ICCAIS 2019*, 1–5. <https://doi.org/10.1109/CAIS.2019.8769450>
- Angelia, C., Hutabarat, F. A. M., Nugroho, N., Arwin, A., & Ivone, I. (2021). Perilaku Konsumtif Gamers Genshin Impact terhadap Pembelian Gacha. *Journal of Business and Economics Research (JBE)*, 2(3), 61–65. <https://doi.org/10.47065/jbe.v2i3.909>
- Balakrishnan, J., & Griffiths, M. D. (2018). Loyalty towards online games, gaming addiction, and purchase intention towards online mobile in-game features. *Computers in Human Behavior*, 87, 238–246. <https://doi.org/10.1016/j.chb.2018.06.002>
- Boksberger, P. E., & Melsen, L. (2011). Perceived value: A critical examination of definitions, concepts and measures for the service industry. *Journal of Services Marketing*, 25(3), 229–240. <https://doi.org/10.1108/08876041111129209>
- CESA. (2016). *CESAが有料ガチャのガイドラインを発表。各社の取り組みも紹介*. <https://dengekionline.com/elem/000/001/265/1265019/>
- Cheng, H. H., & Lin, K. C. (2017). The determinants of online game purchase intention: The perspectives of acquisition utility and perceived value. *ACM International Conference Proceeding Series, Part F1309*, 15–19. <https://doi.org/10.1145/3133811.3133822>
- Chow, K. M. (2021). Relationship between Peer Influence and Gamer's Satisfaction in Purchasing

- Virtual Items for Online Mobile Games: Mediating Role of Hedonic Value. *Asian Journal of Economics, Business and Accounting*, 21(21), 11–25.
<https://doi.org/10.9734/ajeba/2021/v21i2130515>
- Chuang, Y.-W. (2020). Why do you buy digital goods in the mobile game? The value perspective. *Advances in Management & Applied Economics*, 10(1), 1792–7552.
- Creswell, J. W., & Creswell, J. D. (2009). Research Design Qualitative, Quantitative, and Mixed Methods Approaches, 3rd Ed. In *SAGE Publications, Inc.*
- Dreier, M., Wölfling, K., Duven, E., Giralt, S., Beutel, M. E., & Müller, K. W. (2017). Free-to-play: About addicted Whales, at risk Dolphins and healthy Minnows. Monetization design and Internet Gaming Disorder. *Addictive Behaviors*, 64, 328–333.
<https://doi.org/10.1016/j.addbeh.2016.03.008>
- EXCEL COANANDA. (2021). *Monkeygate, Skandal Gacha yang Melahirkan Sistem Pity*. Risamedia.Com. <https://www.risamedia.com/monkeygate-skandal-gacha-yang-melahirkan-sistem-pity/>
- George-Gabriel, R., & Anastasia, K. (2022). *What Aspects of Gacha Games Keep the Players Engaged? June*. <http://urn.kb.se/resolve?urn=urn:nbn:se:uu:diva-475987>
- Ghazali, E., Mutum, D. S., & Woon, M. Y. (2019). Exploring player behavior and motivations to continue playing Pokémon GO. *Information Technology and People*, 32(3), 646–667.
<https://doi.org/10.1108/ITP-07-2017-0216>
- Ghozali, I. (2006). *Aplikasi analisis multivariate dengan program SPSS*. Badan Penerbit Universitas Diponegoro.
- Giddings, S., & Harvey, A. (2018). Introduction to Special Issue Ludic Economies: Ludic Economics 101. *Games and Culture*, 13(7), 647–651.
<https://doi.org/10.1177/1555412018755912>
- Guardiola, E. (2016). The gameplay loop: A player activity model for game design and analysis. *ACM International Conference Proceeding Series*. <https://doi.org/10.1145/3001773.3001791>
- Hamari, J. (2015). Why do people buy virtual goods? Attitude toward virtual good purchases

- versus game enjoyment. *International Journal of Information Management*, 35(3), 299–308. <https://doi.org/10.1016/j.ijinfomgt.2015.01.007>
- Hanner, N., & Zarnekow, R. (2015). Purchasing behavior in free to play games: Concepts and empirical validation. *Proceedings of the Annual Hawaii International Conference on System Sciences, 2015-March*, 3326–3335. <https://doi.org/10.1109/HICSS.2015.401>
- Hellsten, J. (2019). *How Functional and Aesthetic Virtual Goods Influence the Purchase Motivations and Attitudes*. April. <http://web.lib.aalto.fi/en/helevoc/pdf/>
- Hiramatsu, A. (2019). A Research of Social Game Users' Attitude to "Gacha" Probability Announcement. *Proceedings - 2019 8th International Congress on Advanced Applied Informatics, IIAI-AAI 2019*, 115–120. <https://doi.org/10.1109/IIAI-AAI.2019.00033>
- Hsiao, K. L., & Chen, C. C. (2016). What drives in-app purchase intention for mobile games? An examination of perceived values and loyalty. *Electronic Commerce Research and Applications*, 16, 18–29. <https://doi.org/10.1016/j.elerap.2016.01.001>
- Hsieh, J. K., & Tseng, C. Y. (2018). Exploring social influence on hedonic buying of digital goods - Online games' virtual items. *Journal of Electronic Commerce Research*, 19(2), 164–185.
- Hsu, C. L., & Lin, J. C. C. (2016). Effect of perceived value and social influences on mobile app stickiness and in-app purchase intention. *Technological Forecasting and Social Change*, 108, 42–53. <https://doi.org/10.1016/j.techfore.2016.04.012>
- Huberman, A. M., & Miles, M. B. (1994). An expanded sourcebook: Qualitative data analysis. *Sage Publications. USA*, 300, 13–25.
- Huizenga, J., Admiraal, W., Akkerman, S., & Ten Dam, G. (2009). Mobile game-based learning in secondary education: engagement, motivation and learning in a mobile city game: Original article. *Journal of Computer Assisted Learning*, 25(4), 332–344. <https://doi.org/10.1111/j.1365-2729.2009.00316.x>
- KEMP, S. (2022). *DIGITAL 2022: OCTOBER GLOBAL STATSHOT REPORT*. <https://datareportal.com/reports/digital-2022-october-global-statshot>
- Kim, H. W., Gupta, S., & Koh, J. (2011). Investigating the intention to purchase digital items in

- social networking communities: A customer value perspective. *Information and Management*, 48(6), 228–234. <https://doi.org/10.1016/j.im.2011.05.004>
- Koeder, M., Tanaka, E., & Hitoshi, M. (2018). Exploring the Game-of-Chance Elements in Japanese F2P Mobile Games. *DHU Journal*, 5(November), 16–28.
- Köhler, C. F., Rohm, A. J., de Ruyter, K., & Wetzels, M. (2011). Return on Interactivity: The Impact of Online Agents on Newcomer Adjustment. *Journal of Marketing*, 75(2), 93–108. <https://doi.org/10.1509/jm.75.2.93>
- Li, E. C., Liang, Y. W., Lu, H. N., & Chen, J. Y. (2019). The Effect of Character Design on Character Identification for Mobile Games. In *Advances in Intelligent Systems and Computing* (Vol. 824). Springer International Publishing. https://doi.org/10.1007/978-3-319-96071-5_11
- Lynkova, D. (2022). *How Many People Play Mobile Games in 2022 - Everything You Need To Know*. TechJury. <https://techjury.net/blog/mobile-gaming-demographics/>
- Mobile Games - Worldwide*. (2022). Statista.Com. <https://www.statista.com/outlook/dmo/digital-media/video-games/mobile-games/worldwide>
- Moschis, G. P., & Churchill, G. A. (1978). Consumer Socialization: A Theoretical and Empirical Analysis. *Journal of Marketing Research*, 15(4), 599. <https://doi.org/10.2307/3150629>
- Nakamura, Y. (2022). *\$6,065 Spent in One Night Shows Dark Side of Japan's Mobile Games*. <https://www.bloomberg.com/news/articles/2016-03-09/-6-065-hunt-for-blonde-avatar-exposes-dark-side-of-japan-gaming>
- Niedenthal, S. (2009). What we talk about when we talk about game aesthetics. *Breaking New Ground: Innovation in Games, Play, Practice and Theory - Proceedings of DiGRA 2009*, May.
- Nielsen, R. K. L., & Grabarczyk, P. (2019). Are loot boxes gambling? *Transactions of the Digital Games Research Association*, 4(3), 171–207. <https://www.eurogamer.net/articles/2017-10-11-are-loot-boxes-gambling>
- Oh, Y. K., & Min, J. (2015). The mediating role of popularity rank on the relationship between

- advertising and in-app purchase sales in mobile application market. *Journal of Applied Business Research*, 31(4), 1311–1322. <https://doi.org/10.19030/jabr.v31i4.9318>
- Paavilainen, J., Hamari, J., Stenros, J., & Kinnunen, J. (2013). Social Network Games: Players' Perspectives. *Simulation and Gaming*, 44(6), 794–820. <https://doi.org/10.1177/1046878113514808>
- Perdomo, P. (2021). *Grinding from a Player's and Game Designer's Point of View*. <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1564771&dsid=8586>
- Purnami, L. D., & Agus, A. A. (2020). the Effect of Perceived Value and Mobile Game Loyalty on in-App Purchase Intention in Mobile Game in Indonesia (Case Study: Mobile Legend and Love Nikki). *ASEAN Marketing Journal*, 12(1). <https://doi.org/10.21002/amj.v12i1.12887>
- Rahiem, V. A., & Fitrananda, C. A. (2021). Persepsi Gamers tentang Aktivitas Microtransactions di Virtual Goods Marketplace Itemku.com. *CoverAge: Journal of Strategic Communication*, 11(2), 103–112. <https://doi.org/10.35814/coverage.v11i2.2018>
- Reime, E. V. (2011). *Exploring the Freemium Business Model MSc in Innovation and Entrepreneurship*.
- Reogma. (2022). *Mobile games market in Indonesia to reach USD 2.188 billion by 2025*. Reogma.Com. <https://www.reogma.com/industry-reports/mobile-games-market-in-indonesia-to-reach-usd-2-188-billion-by-2025/>
- Rezaei, S., & Ghodsi, S. S. (2014). Does value matters in playing online game? An empirical study among massively multiplayer online role-playing games (MMORPGs). *Computers in Human Behavior*, 35, 252–266. <https://doi.org/10.1016/j.chb.2014.03.002>
- Rijali, R. (2018). *Pengaruh Functional Value...*, Rehan Rijali, Ma.-IBS, 2018.
- Sepúlveda, F. G. S. (2020). *Visual Aesthetics in Video Games and*.
- Shapiro, J. M. (2014). Impulse Buying: A New Framework. *Proceedings of the 1992 Academy of Marketing Science (AMS) Annual Conference*, 6–10. https://doi.org/10.1007/978-3-319-13248-8_16
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of

- consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Shibuya, A., Teramoto, M., Shoun, A., & Akiyama, K. (2019). Long-Term Effects of In-Game Purchases and Event Game Mechanics on Young Mobile Social Game Players in Japan. *Simulation and Gaming*, 50(1), 76–92. <https://doi.org/10.1177/1046878118819677>
- Statista.com. (2022). *Mobile Games - Indonesia*. Statista.Com. <https://www.statista.com/outlook/dmo/digital-media/video-games/mobile-games/indonesia>
- Sugiyono, P. (2011). Metodologi penelitian kuantitatif kualitatif dan R\&D. *Alfabeta, Bandung*, 62–70.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Syvetsen, A., Ortiz de Gortari, A. B., King, D. L., & Pallesen, S. (2022). Problem mobile gaming: The role of mobile gaming habits, context, and platform. *NAD Nordic Studies on Alcohol and Drugs*, 39(4), 362–378. <https://doi.org/10.1177/14550725221083189>
- Terlutter, R., & Capella, M. L. (2013). The Gamification of Advertising: Analysis and Research Directions of In-Game Advertising, Advergaming, and Advertising in Social Network Games. *Https://Doi.Org/10.1080/00913367.2013.774610*, 42(2–3), 95–112. <https://doi.org/10.1080/00913367.2013.774610>
- Tirtasamita, R. P. (2020). *In-app purchases on mobile gaming: what makes player willing to pay based on perceived values*. 193.
- Titov, A. (2022). *WHY IS MOBILE THE MOST PROFITABLE GAME DEVELOPMENT MARKET?* Stepico.Com. <https://stepico.com/blog/why-is-mobile-the-most-profitable-game-development-market/>
- Tjhin, V. U., & Hendratno, S. P. (2021). Factors Affecting Players to Pay Online Games. *Journal of Physics: Conference Series*, 1898(1). <https://doi.org/10.1088/1742-6596/1898/1/012015>
- Vallerand, R. J. (1997). Toward A Hierarchical Model of Intrinsic and Extrinsic Motivation.

- Advances in Experimental Social Psychology*, 29(C), 271–360.
[https://doi.org/10.1016/S0065-2601\(08\)60019-2](https://doi.org/10.1016/S0065-2601(08)60019-2)
- Van Der Heijden, H. (2004). Van der Heijden/Hedonic Information Systems v i i c i r c i v research n?te User Acceptance of Hedonic information systems1. *Source: MIS Quarterly*, 28(4), 695–704.
- Ward, S. (1974). Consumer Socialization. *Journal of Consumer Research*, 1(2), 1.
<https://doi.org/10.1086/208584>
- Wei, P. S., & Lu, H. P. (2014). Why do people play mobile social games? An examination of network externalities and of uses and gratifications. *Internet Research*, 24(3), 313–331.
<https://doi.org/10.1108/INTR-04-2013-0082>
- Wijman, T. (2022). *The Games Market Will Show Strong Resilience in 2022, Growing by 2.1% to Reach \$196.8 Billion*. Newzoo. <https://newzoo.com/insights/articles/the-games-market-will-show-strong-resilience-in-2022>
- Xiao, L. Y., Henderson, L. L., Nielsen, R. K. L., Grabarczyk, P., & Newall, P. W. S. (2022). Loot Boxes: Gambling-Like Mechanics in Video Games. *Encyclopedia of Computer Graphics and Games, November*, 1–7. https://doi.org/10.1007/978-3-319-08234-9_459-1
- Xu, X., Yang, X., Lu, J., Lan, J., Peng, T.-Q., Wu, Y., & Chen, W. (2017). Examining the effects of network externalities, density, and closure on in-game currency price in online games. *Internet Research*, 27(4), 924–941. <https://doi.org/10.1108/IntR-07-2016-0201>
- Yamaguchi, S., Iyanaga, K., Sakaguchi, H., & Tanaka, T. (2017). The Substitution Effect of Mobile Games on Console Games: An Empirical Analysis of the Japanese Video Game Industry. *The Review of Socionetwork Strategies*, 11(2), 95–110.
<https://doi.org/10.1007/s12626-017-0014-1>
- Yang, Y.-C., Huang, L.-T., & Su, Y.-T. (2017). Are Consumers More Willing to Pay for Digital Items in Mobile Applications? Consumer Attitudes toward Virtual Goods. *Pacific Asia Journal of the Association for Information Systems*, 9(4), 51–64.
<https://doi.org/10.17705/1pais.09403>
- Yuan, L. (Ivy), & Dennis, A. R. (2019). Acting Like Humans? Anthropomorphism and

Consumer's Willingness to Pay in Electronic Commerce. *Journal of Management Information Systems*, 36(2), 450–477. <https://doi.org/10.1080/07421222.2019.1598691>

Zanna, M. P., & Rempel, J. K. (1988). Attitudes: A new look at an old concept. In *The social psychology of knowledge*. (pp. 315–334). Editions de la Maison des Sciences de l'Homme.