ABSTRACT

ANALYSIS OF THE EFFECT OF ADDICTION AND LOYALTY ON INTENTION TO BUY THE PUBG GAME APPLICATION USING CONCEPTUAL MODEL

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People are increasingly turning to online games. A smartphone and the Internet make up an online game. Despite their fun, online games can lead to addiction. In 2018, the International Classification of Diseases (ICD-11) classifies online gaming addiction as a mental health disorder. The amount of time spent playing online games has an impact on online game purchasing decisions. The more people who become addicted to online games, the more money they spend to buy game items. high-behavior spending on in-game items can have a negative effect on online game purchases, including purchase items. Having the intention to buy something is a behavior that requires skill and drive. Inner loyalty games can also increase as a result of addiction or addiction. Addiction can also result in loyalty over time. This study aims to determine the variable relationship between game addiction to online PUBG Mobile and the intention to buy in-game features, as well as the relationship between loyalty and the intention to buy features in the PUBG Mobile game. The analytical tool is SEM-PLS/SmartPLS (Structural Equation Modeling Partial Least Square), and the model is the Comceptual Model. The findings of this study indicate that addiction has a significant impact on the intention to buy PUBG Mobile features, addiction has a significant impact on loyalty, and loyalty has a significant impact on the intention to buy features in the PUBG Mobile online game.

Keyword : ***Addiction, Purchase Intention, Loyalty, SEM***