

# **FACTORS INFLUENCING IN-APP PURCHASE INTENTION IN MOBILE LEGENDS AMONG GENERATION Z**

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**BUSINESS STUDY PROGRAM  
SCHOOL OF BUSINESS  
IPB UNIVERSITY  
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## ABSTRACT

AUDITHA IRBAH DHYA'A PUTRI. Factors Influencing In-App Purchase Intention in Mobile Legends among Generation Z. Supervised by ZENAL ASIKIN and SITI JAHROH.

The rise of mobile games like MLBB has boosted in-app purchase activities among Generation Z in Indonesia. This study first aims to investigate the impact of playfulness on addiction. This study further examines the effects of playfulness, addiction, and price perception on loyalty and analyzed how these factors, along with loyalty, influenced in-app purchase intention. The research was conducted from February to July 2025. A quantitative method was applied using an online survey with 150 Generation Z respondents selected through convenience sampling, and analyzed through SEM-PLS. Playfulness had a strong impact on addiction, supporting the idea that enjoyable gameplay increased user attachment and repeated engagement. All three variables significantly affected both loyalty and purchase intention. Addiction had the strongest impact on loyalty, suggesting that repeated engagement reinforced user commitment. Playfulness encouraged to higher loyalty and purchase behavior, while price perception influenced spending decisions through affordable bundles. These findings highlighted the need for developers to balance entertainment and ethical engagement to drive sustained in-app purchasing.

Keywords: addiction, loyalty, playfulness, price perception, SEM-PLS

## ABSTRAK

AUDITHA IRBAH DHYA'A PUTRI. *Faktor-Faktor yang Memengaruhi Niat Pembelian dalam Aplikasi Mobile Legends di antara Generasi Z. Dibimbing oleh ZENAL ASIKIN dan SITI JAHROH.*

*Meningkatnya mobile games seperti MLBB telah mendorong aktivitas pembelian dalam aplikasi di antara Generasi Z di Indonesia. Studi ini bertujuan untuk menyelidiki dampak kesenangan bermain terhadap kecanduan. Studi ini selanjutnya menganalisis pengaruh kesenangan bermain, kecanduan, dan persepsi harga terhadap loyalitas, dan menganalisis bagaimana faktor-faktor ini, bersama dengan loyalitas, memengaruhi niat pembelian dalam aplikasi. Penelitian ini dilakukan dari bulan Februari sampai dengan Juli 2025. Metode kuantitatif diterapkan dengan survei daring pada 150 responden Generasi Z yang dipilih melalui convenience sampling, dan dianalisis melalui SEM-PLS. Kesenangan bermain memiliki dampak yang kuat terhadap kecanduan, mendukung gagasan bahwa permainan yang menyenangkan meningkatkan keterikatan pengguna dan keterlibatan berulang. Ketiga variabel tersebut secara signifikan memengaruhi loyalitas dan niat pembelian. Kecanduan memiliki dampak paling kuat terhadap loyalitas, menunjukkan bahwa keterlibatan berulang memperkuat komitmen pengguna. Kesenangan bermain mendorong loyalitas dan perilaku pembelian yang lebih tinggi, sementara persepsi harga memengaruhi keputusan belanja melalui paket yang terjangkau. Temuan ini menyoroti perlunya pengembang untuk menyeimbangkan hiburan dan keterlibatan etis untuk mendorong pembelian dalam aplikasi yang berkelanjutan.*

*Kata Kunci: adiksi, kesenangan, loyalitas, persepsi harga, SEM-PLS*



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**AUDITHA IRBAH DHYA'A PUTRI**

Thesis  
as one of the requirements of obtaining a degree  
Bachelor of Business at  
Business Study Program

**BUSINESS STUDY PROGRAM  
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Bogor, August 15<sup>th</sup> 2025

*Auditha Irbah Dhya'a Putri*

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