ANALISIS PENGARUH *EVENT* DAN *REWARD* TERHADAP KETERLIBATAN PEMAIN SERTA NIAT BELI DI *MOBILE LEGENDS* MENGGUNAKAN *STIMULUS ORGANISM RESPONSE*

ABSTRAK

Perkembangan game seluler seperti *Mobile Legends: Bang Bang* (MLBB) telah memicu munculnya kebiasaan membeli *item virtual (in-app purchase)* di kalangan pemain, terutama generasi muda. Hasil survei awal terhadap mahasiswa Universitas Malikussaleh menunjukkan bahwa lebih dari 50% responden aktif bermain MLBB, dan 50,4% dari mereka melakukan top up setidaknya sekali dalam sebulan. Meski begitu, penelitian sebelumnya masih jarang meneliti secara terpisah pengaruh kualitas *event system* dan *mekanisme reward* terhadap niat beli dengan keterlibatan pemain sebagai variabel mediasi. Penelitian ini bertujuan menganalisis pengaruh kualitas *event system* dan *mekanisme reward* terhadap keterlibatan pemain, serta pengaruh keterlibatan pemain terhadap niat pembelian item dalam *game*, menggunakan kerangka teori *Stimulus-Organism-Response* (SOR). Penelitian ini memakai pendekatan kuantitatif dengan desain survei yang bersifat *explanatory research*. Data dikumpulkan lewat kuesioner daring yang dibagikan kepada 500 mahasiswa aktif Universitas Malikussaleh menggunakan teknik *purposive sampling*, lalu dianalisis dengan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM) menggunakan perangkat lunak *SmartPLS* 4. Hasil penelitian mengungkapkan bahwa kualitas *event system* dan *mekanisme reward* masing-masing berpengaruh positif dan signifikan terhadap keterlibatan pemain ($\beta = 0{,}333$; $T = 6{,}711$; $p = 0{,}000$ dan $\beta = 0{,}219$; $T = 3{,}936$; $p = 0{,}000$), serta keterlibatan pemain berpengaruh positif dan signifikan terhadap niat beli ($\beta = 0{,}760$; $T = 32{,}501$; $p = 0{,}000$). Model penelitian mampu menjelaskan 25,3% variasi keterlibatan pemain dan 57,7% variasi niat beli ($R^2 = 0{,}253$ dan $R^2 = 0{,}577$). Selain itu, keterlibatan pemain terbukti menjadi mediator penuh (*full mediation*) dalam menjembatani pengaruh kedua stimulus tersebut terhadap niat beli. Temuan ini menegaskan bahwa peningkatan kualitas *event* dan *reward* perlu difokuskan untuk memperkuat keterlibatan pemain terlebih dahulu agar dapat mendorong niat pembelian item dalam *game* secara efektif.

Kata kunci*: event system*, *reward*, keterlibatan pemain, niat beli, *Stimulus-Organism-Response*, PLS-SEM, *Mobile Legends*

ANALYSIS OF THE IMPACT OF EVENTS AND REWARDS ON PLAYER ENGAGEMENT AND PURCHASE INTENTION IN MOBILE LEGENDS USING THE STIMULUS ORGANISM RESPONSE FRAMEWORK

ABSTRACT

The growth of mobile games like Mobile Legends: Bang Bang (MLBB) has fostered a habit of purchasing virtual items (in-app purchases) among players, particularly the younger generation. Preliminary survey results involving Universitas Malikussaleh students indicate that over 50% of respondents actively play MLBB, with 50.4% making in-game purchases (topping up) at least once a month. However, previous studies have rarely examined the distinct effects of event system quality and reward mechanisms on purchase intention with player engagement acting as a mediating variable. This study aims to analyze the impact of event system quality and reward mechanisms on player engagement, as well as the influence of player engagement on the intention to purchase in-game items, utilizing the Stimulus-Organism-Response (SOR) theoretical framework. A quantitative approach with an explanatory survey design was employed. Data were collected via online questionnaires distributed to 500 active Universitas Malikussaleh students using purposive sampling and subsequently analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with SmartPLS 4 software. The results reveal that event system quality and reward mechanisms both exert a positive and significant influence on player engagement ($\beta = 0.333$; $T = 6.711$; $p = 0.000$ and $\beta = 0.219$; $T = 3.936$; $p = 0.000$, respectively), while player engagement positively and significantly influences purchase intention ($\beta = 0.760$; $T = 32.501$; $p = 0.000$). The research model explains 25.3% of the variance in player engagement and 57.7% of the variance in purchase intention ($R^2 = 0.253$ and $R^2 = 0.577$). Furthermore, player engagement was found to act as a full mediator in bridging the effects of these two stimuli on purchase intention. These findings confirm that efforts to improve the quality of events and rewards should focus on strengthening player engagement first, in order to effectively drive the intention to purchase in-game items.

Keywords: event system, reward, player engagement, purchase intention, Stimulus-Organism-Response, PLS-SEM, Mobile Legends