

ABSTRAK

**Pengaruh Persepsi Kemudahan, Persepsi Kesenangan dan Kepuasan
Konsumen Terhadap Minat Pembelian *Virtual Item Game Online Mobile
Legends*
(Studi pada pemain *game online* di grup Facebook Mobile Legends Bandar
Lampung)**

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Penelitian ini menjelaskan tentang Pengaruh Persepsi Kemudahan, Persepsi Kesenangan dan Kepuasan Konsumen Terhadap Minat Pembelian *Virtual Item Game Online Mobile Legends* (Studi pada pemain *game online* di grup Facebook Mobile Legends Bandar Lampung). Jenis penelitian *explanatory research* dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah anggota grup Facebook Mobile Legends Bandar Lampung. Data tersebut diperoleh dari kuesioner yang diisi secara online, teknik pengambilan sampel dalam penelitian ini yaitu *nonprobability sampling* dengan teknik *purposive sampling* dengan jumlah sampel sebanyak 100 responden. Analisis data dalam penelitian ini menggunakan analisis deskriptif dan analisis regresi linear berganda. Pengujian hipotesis menggunakan uji t, uji F dan uji R^2 dengan alat bantu software SPSS 26.0. Berdasarkan hasil penelitian dan analisis data menunjukkan bahwa pengaruh persepsi kemudahan, persepsi kesenangan dan kepuasan konsumen secara simultan berpengaruh terhadap keputusan pembelian sebesar 80,2%. Sedangkan hasil pengujian secara parsial masing-masing variabel menunjukkan bahwa persepsi kemudahan berpengaruh signifikan terhadap minat pembelian sebesar 36,6%, persepsi kesenangan berpengaruh tidak signifikan terhadap minat pembelian sebesar 16,7% dan kepuasan konsumen berpengaruh signifikan terhadap minat pembelian sebesar 41,5%.

**Kata Kunci: Persepsi Kemudahan, Persepsi Kesenangan, Kepuasan Konsumen,
dan Minat Pembelian**

ABSTRACT

***The Influence of Perceived Ease of Use, Perceived Enjoyment, and Customer Satisfaction on the Purchase Intention of Virtual Items in the Online Game Mobile Legends
(A Study on Online Game Players in the Mobile Legends Bandar Lampung Facebook Group)***

By

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This study examines the influence of perceived ease of use, perceived enjoyment, and customer satisfaction on the purchase intention of virtual items in the online game Mobile Legends. It employs explanatory research with a quantitative approach. The population of this study consists of members of the Mobile Legends Bandar Lampung Facebook group. Data were collected through an online questionnaire, and the sampling technique used was nonprobability sampling with purposive sampling, with a sample size of 100 respondents. Data analysis includes descriptive analysis and multiple linear regression analysis. Hypothesis testing was conducted using t-test, F-test, and R² test with the assistance of SPSS 26.0 software. Based on the research findings and data analysis, it is revealed that the combined influence of perceived ease of use, perceived enjoyment, and customer satisfaction on purchase intention is 80.2%. Furthermore, the partial analysis results show that perceived ease of use has a significant influence on purchase intention by 36.6%, perceived enjoyment does not have a significant influence on purchase intention by 16.7%, and customer satisfaction has a significant influence on purchase intention by 41.5%.

Keywords: Perceived Ease of Use, Perceived Enjoyment, Customer Satisfaction, and Purchase Intention.