

ABSTRACT

The development of science and technology has developed rapidly and made many changes, especially the internet. Internet service is a vital tool for gaming companies, because with internet service players can play with other players directly. One of the online games favored by Indonesians is Mobile Legends: Bang Bang. Online game Mobile Legends: Bang Bang provides virtual goods for players. Virtual goods have various functions such as adding strength, providing customization, and enhancing self-image. Sales of virtual goods have an important role in the revenue of the Mobile Legends game: Bang Bang. Therefore, we need virtual goods that are as attractive as possible so that consumers buy virtual goods. This study aims to examine the effect of the functional value, emotional value, and social value variables on purchase intentions of virtual goods. This research was conducted on users of the Mobile Legends: Bang Bang game in Semarang City.

The population in this study are mobile legends players who have never purchased virtual goods in Semarang City. The sample used in this study were 120 respondents selected by purposive sampling technique through a questionnaire. The data obtained is then processed and analyzed using the SPSS program.

The results showed that the variable price utility, aesthetics, and playfulness influenced the purchase intention of virtual goods while functional quality, social self image expression and social relationship support did not affect the purchase intention of virtual goods.

Keywords: Product Value, Consumer Behavior, Digital Product, Multiplayer Online Battle Arena (MOBA).