

Determination Of Attitude Using Games And Purchase Intentions In E-Commerce

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Abstract: This study aims to analyze the determinants of the use of games and the intention of buying in e-commerce. The data used is quantitative, with the population of Indonesian people who have played games in e-commerce. The data was collected using the nonprobability sampling method through the Google Form of 300 respondents. This study used Structural Equation Modeling (SEM) with the Lisrel version 8.80. To produce a fit model, this correlated study errors based on modification indices. Thus, the study concluded that utilitarian benefits and time/effort do not affect their attitude toward gaming use, but hedonic benefits and social values do affect their attitude toward gaming use, and the attitude toward gaming use has a positive effect on the intention of buying.

Keywords: Hedonic Benefits; Social Value; Attitude to Use; TPB; SEM.

Abstrak: Penelitian ini bertujuan untuk menganalisis determinan sikap penggunaan game dan niat membeli di e-commerce. Data yang digunakan merupakan data kuantitatif, dengan populasi masyarakat Indonesia yang pernah bermain game di e-commerce. Dikumpulkan menggunakan metode non probability sampling melalui kuesioner Google form sebanyak 300 responden. Penelitian ini menggunakan alat analisis Structural Equation Modeling (SEM) dengan program Lisrel versi 8.80. Untuk menghasilkan model yang fit, penelitian ini mengkorelasikan error berdasarkan modification indices. Sehingga penelitian ini mendapatkan kesimpulan bahwa variabel manfaat utilitarian dan waktu/upaya tidak berpengaruh terhadap sikap penggunaan game, namun manfaat hedonis dan nilai sosial berpengaruh positif terhadap sikap penggunaan game, serta sikap penggunaan game berpengaruh positif terhadap niat membeli.

Kata Kunci: Manfaat Hedonis; Nilai Sosial; Sikap Penggunaan; TPB; SEM.

INTRODUCTION

Today's technology development in Indonesia is becoming increasingly advanced. According to data from the Internet World State, Internet users in Indonesia in March 2021 reached 212.35 million, which makes Indonesia rank 15 for Internet user penetration in Asia (Kusnandar, 2021). The high use of the Internet in Indonesia is because the cost of the internet is affordable, and the number of people who use smartphones is 167 million people, or 89 per cent of the total population (Media Indonesia, 2021).

According to We Are Social data, 88.1 per cent of Internet users in Indonesia use e-commerce to conduct buying and selling transactions. The data shows that internet use contributes to a rise in economic growth technology in Indonesia, where Internet users and smartphones are on the rise (Lidwina, 2021). Digital technology supports operational or strategic decisions, where changes in business models are currently being adopted by the use of e-commerce media and leads to electronic transactions. E-commerce is one of the business transactions created using internet technology (Taruli et al., 2020).



Based on (Lestarini, 2021), according to (Iprice.co.id, 2021) and (Similarweb, 2021) as of August 2021, the most visited e-commerce sites in Indonesia, based on the number of e-commerce users, can be seen in **Table 1**.

Table 1. Most Visited E-commerce

E-Commerce	Webpage (Million)	Application (Million)	Total (Million)
Shopee	126.990	834.520	961.510
Tokopedia	147.990	244.340	392.130
Lazada	22.670	349.470	377.040
Bukalapak	29.460	49.720	79.180

Source: Iprice.co.id (2021) and Similarweb (2021)

Table 1 show, it can be concluded that the Shopee e-commerce platform ranks first in the number of monthly visitors through websites and applications, which are 961.510 million users. Then in second place, followed by Tokopedia with 392.130 million visitors. The third rank was filled by e-commerce Lazada with a total of 377.040 million visitors, and the fourth rank was filled by e-commerce Bukalapak with a total of 79.180 million visitors.

Amid much competition, increasing innovation is an important thing to take note of. According to (Zainuddin et al., 2020), Gamification is a method of using game elements in a non-game context; where at the moment, Gamification has been applied to various e-commerce applications such as by giving points, vouchers, etc., but in recent years Gamification has been used to more attractive mini-games, through which this user will receive reward points or coupons that are available online for shopping.

Game features or entertainment provided by the platform e-commerce certainly generate a variety of positive or negative attitudes by users; as explained by Planned Behavior Theory, attitude is a state in a person that affects positive or negative actions towards a particular object, person, or event that a positive attitude is an attitude that shows acceptance, acknowledgement, or approval of the prevailing norms. At the same time, a negative attitude is an attitude that shows rejection. In this study, when an e-commerce game user takes positive action against an existing game, it will lead to a positive attitude, namely the behaviour of buying intentions on the e-commerce platform.

Before the occurrence of an attitude, several value attributes can lead to positive or negative attitude changes; according to (Khoi et al., 2018) that the value, attitude, and behaviour hierarchy framework or VAB shows that there are explicit and implicit values that determine consumer attitudes and behaviour. In other words, an attitude can change because it is caused by values and value orientation. Similar to online games, the use of Gamification in the form of games on e-commerce platforms also creates a sense of fun and emotion that comes from the experience of playing the game. This is one form of the hedonic attribute; according to (Tchetchik et al., 2020) that the hedonic perspective also allows the experience of multisensory impulses, in which individuals not only respond to multisensory external stimuli but also produce multisensory images in consumers.

The utilitarian attribute in the use of games on e-commerce platforms occurs when consumers feel a benefit in terms of usability, efficiency, and economic value (Almaida and Saputra, 2021), efficiency or an economic value obtained by game users on e-



commerce platforms is when consumers get rewards in the form of points or vouchers that can be used for shopping so that it is expected to affect an attitude either positively or negatively.

For some consumers, the pressure of time and effort in obtaining a service is considered a sacrifice (Yu and Huang, 2021). However, games or entertainment on e-commerce platforms are relatively simple and easy to use, so game users on e-commerce platforms can save time/effort in getting a gift or award.

The gamification elements found in e-commerce platforms reward consumers by encouraging communication participation between users, exchanging ideas, and increasing social interaction (Rauschnabel et al., 2017; Yu and Huang, 2021), where game/entertainment users are on an e-commerce platform is interconnected with other users, and it creates social interaction between users in helping or exchanging ideas to get a gift.

The reason this research was conducted is that there is still limited research that discusses e-commerce platform games in Indonesia, especially from the perspective of consumer benefits, time/effort, and social values, which are discussed using the theory of planned behaviour. In addition, there are differences in the results of previous studies regarding attitudes, where research conducted by (Putra et al., 2020) explains that attitudes do not have a direct effect on behavioural intentions in the context of premium game services. This is contrary to the theory of planned behaviour (Theory of Planned Behavior) and research conducted by (Anshu et al., 2021), which states that attitudes have a direct effect on intentions in the context of using technology services.

From this discussion, it is necessary to research the use of attitude formation factors using a consumer perspective in the form of planned behaviour theory to determine the effectiveness of e-commerce games on attitudes and purchase intentions. The purpose of this research is to find out and analyze the utilitarian benefits, hedonic benefits, less time/effort, and social values that affect the attitude of using games and to find out and analyze the attitudes of using games to purchase intentions in e-commerce.

THEORETICAL REVIEW

Utilitarian benefits. Utilitarian benefits are defined as those that assist consumers in maximizing utility, efficiency, and economic value (Almaida and Saputra, 2021). The thing that causes a utilitarian value to be a determining factor driving behavioural interest is that consumers make rational judgments and calculations between benefits and functional products with sacrifices that must be incurred to get them. These objective and rational considerations encourage consumers to tend to choose products or services with high utilitarian values (Trisnawati and Ferdinand, 2018). According to (Alhassan et al., 2020) that utilitarian benefits have a positive effect on a service, where when it is associated with the use of games on e-commerce when users feel useful by playing existing games, it will affect the efficiency and use of games. The then research from (Khoi et al., 2018) revealed that utilitarianism also has a positive effect on attitudes, where utilitarianism is the strongest effect in influencing attitude variables in the context of using mobile e-commerce services. This is similar to what (Hsu and Lin, 2016) stated, that the utilitarian dimension plays an important role in predicting positive consumer attitudes. In addition, (Pang, 2021) also found that utilitarianism has a positive and significant effect



on usage attitudes. Based on the description above. This description leads to the following first hypotheses:

H1: Utilitarian benefits have a positive effect on attitudes toward using games.

Hedonic benefits. Hedonic benefits are benefits that involve emotions, feelings, and experiences (Kartini Sari Putri et al., 2021). According to (Huber et al., 2018), the hedonic benefits are also connected to the quality and symbolic brand personality, adjustment to emotional brand attraction, and the motivational power of each difference. That hedonic benefits can be measured by several indicators, including product design, advertising and promotions, and consumption habits. Games as a form of entertainment unquestionably have associated values that make players feel good while playing them and usefulness values that let players experience the advantages of the game. The research of (Ma et al., 2018) found customers will respond positively once they are pleased with a service; this is also in line with the research by (Alhassan et al., 2020) that hedonics significantly alter attitudes favourably. In addition, research conducted by (Pang, 2021) found that hedonic value is the most influential variable on attitudes in the context of social media. This description leads to the identification second hypothesis:

H2: The hedonic benefits have a positive effect on attitudes toward using games.

Time/effort. According to (Krishnan at Amanda et al., 2020) state that effort consists of varying amounts of time and energy a person spends in completing a task. A study by (Badri, 2020) showed that the ease of using services positively affects an attitude. In line with that, research by (Arianto, 2020) and (I'tishom et al., 2020) found that ease positively and significantly impacted attitudes. Ease of use here will reduce the effort either time or effort (Selvira et al., 2020). Here, simplicity of use will require less time and effort. This description leads to the third hypothesis, which is:

H3: less time/effort has a positive effect on the attitude toward using the game.

Social value. Social value is the value generated by the ability of a product or service to increase users' social interactions (Adhari, 2021). In this context, e-commerce games provide an award to consumers by encouraging participation which creates social value. In a competitive marketing environment, a business needs to understand consumer behaviour and make appropriate decisions so that consumers make sustainable purchases based on what they want from a product (Kanten and Dama, 2017; Wahyuni and Darma, 2019). consumerism and seeking status before purchasing a product. According to O'Cass and Frost, quoted from (Wahyuni and Darma, 2019) said that a consumer tends to seek prestige and recognition about certain products that are widely known, which illustrates that a consumer can be influenced by social recognition in terms of prestige when choosing a product. Product. In other words, consumer decisions in choosing products are influenced by social influences, which include social Image and status, individual thoughts, and perceptions of others towards themselves. A study by (Khoi et al., 2018) found that social values significantly positively affect usage attitudes. This is also stated by (Sun and Chi, 2017) found that social values have an impact on attitudes. In another study, the results showed that social values had a positive effect on usage attitudes in the context of luxury



goods marketing (Ajitha and Sivakumar, 2017; and Jain, 2021). This description leads to the following fourth hypothesis:

H4: Social Values have a positive effect on the attitude toward using the game.

The attitude of using the game. Attitude is an activity in assessing all products that allow someone to respond to the product (Wahyuni and Darma, 2019). then according to (Kotler and Armstrong, 2018) suggests that attitude is a consistent evaluation, feeling, and the tendency of a person's likes or dislikes towards an object, and is one of the variables that make up the Planned Behavior theory. Whereas Davis, quoted from (Rijatullah et al., 2020), says that the attitude of use is a feeling that a person gives off, either positive or negative when he has to carry out the behaviour to be determined, where a person's attitude is in liking or disliking the product and service attitude in implementing the product. In addition, (Sakarji et al., 2019) define the attitude of using technology as an assessment of users or users in a system.

Purchase intention is a response that appears after seeing an object that has an interest (Philip and Keller, 2016). Meanwhile, according to (Schiffman and Wisenblit, 2019), that purchase intention can be referred to as a cognitive component related to attitudes to purchasing products. Based on the opinions of experts, it can be concluded that purchase intention is a consumer's desire to purchase a product or service.

According to (Trisnawati and Ferdinand, 2018), purchase intentions can be identified through several indicators, including transactional, referral, preferential, and explorative. Transactional is a person's desire or tendency to buy a certain product, where consumers already have the intention to buy the desired product. A referral is a person's tendency to refer products to others, preferential is an intention that describes the behaviour of a person who has a primary preference for the product, and explorative is an intention that describes the behaviour of someone who is always looking for information about the product he is interested in to support positive traits.

(Huotari and Hamari, 2017) that the use of gamification services can trigger psychological reactions, thereby creating certain behaviours such as buying or repurchasing attitudes and brand involvement. (Khoi et al., 2018) proved in their research that, in Theory, Planned Behavior and attitudes have a strong positive impact on intentions. The theory of planned behaviour in the book Attitudes, Personality, and behaviour explain the theory based on the assumption that humans will usually behave in a reasonable way, where they will take into account the information available implicitly or explicitly to consider the implications of the action. In addition, the theory of planned behaviour, intention, and behaviour are functions of three basic determinants consisting one is personal; one reflects the social influence and the third deals with control issues where personal factors are individual attitudes towards positive or negative judgments in carrying out their behaviour, where individuals will behave well if they get good grades and will feel that they have a positive impact.

Then the function of the second basic determinant is a person's perception of social pressure to carry out the behaviour under consideration, where it is related to normative perceptions; it is called subjective norm. And the third determinant is behavioural control which is a sense of self-efficacy or ability to perform attractive behaviours, where the perceived ease or violence of behavioural performance can reflect the experience and anticipate obstacles. The results of this study are also supported by (Anshu et al., 2021)



and (Banovic et al., 2021) that attitude has a positive and significant effect on purchase intention. Based on this description, the fifth hypothesis is

H5: The attitude of using the game positively affects purchase intention in e-commerce.

From the development of the hypothesis, the research framework is structured as follows:

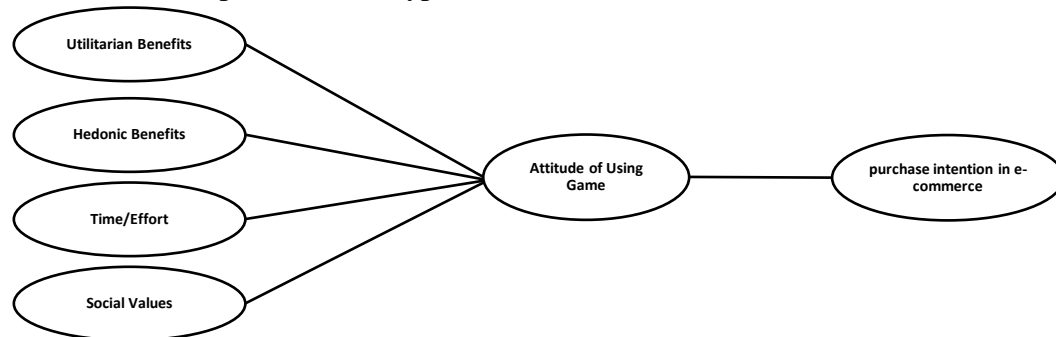


Figure 1. Conceptual Framework

The hypothesis framework is the relationship of each variable developed and modified from the research of (Yu and Huang, 2021).

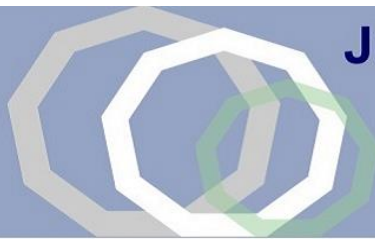
METHODS

This study uses quantitative methods. The sample of this study is from generations Y and Z of Indonesia, who have played games on e-commerce applications. According to (Hastini et al., 2020), Generation Y or the millennial generation was born between 1980 and 1995, and Generation Z is someone who was born between 1995 and 2012, so the age range of this research sample is 41 until 11 years. This study uses the non-probability method through a google form questionnaire using a 6-point Likert measurement scale, and for the number of samples will use the statement from (Hair et al., 2019) explains that the sample must be adjusted to the number of indicators used as questionnaire questions. To measure variables, the study uses some indicators adaptive and modified from previous studies indicated in the following table.

Table 2. Indicators Variable

No	Variable	Item	Adapted from
1.	Utilitarian Benefits	4	(Yu and Huang, 2021)
2.	Hedonic Benefits	4	(Khoi et al., 2018)
3.	Time/Effort	3	(Yu and Huang, 2021)
4.	Social Values	4	(Raman, 2020; Yu and Huang, 2021)
5.	Attitude of Using Game	4	(Khoi et al., 2018; Rauschnabel et al., 2017)
6.	Purchase Intention	4	(Yu and Huang, 2021)

Table 2 show, the study uses 23 indicators adaptive and modified from previous research to quantify variables, and this study took a sample of 300 respondents. The test



was carried out using the SEM method using the Lisrel 8.80 application. At the initial stage, a pilot test with 40 samples will be conducted to test the validity and reliability of the research instruments used.

The validity test is used to measure a valid or invalid consequence of a questionnaire. The data is said to be valid if a statement on the questionnaire is capable of revealing something that will be measured by the questionnaire (Ghozali, 2016). Testing uses a product moment Pearson (r) product correlation method that will be calculated using version 26 of the SPSS program. Testing validity using this method will be done by correlating the answer scores obtained from each item with the score of the entire item. Testing validity in this study USES significant levels of 5 per cent and has the following criteria valid are counting table-are tables or sig probability 0.050 whereas invalid are counting tables or sig probability 0.050.

As for the calculating value can use the formula as follows

$$r_{xy} = \frac{n \sum(xy)(\sum y)}{\sqrt{\{n \sum x^2 - (\sum x^2)\}\{n \sum y^2 - (\sum y^2)\}}} \dots\dots\dots (1)$$

Information:

- r = coefficient correlation
- n = total respondents
- x = variable x
- y = variable y

Tests are the level of reliability of a questionnaire in revealing research variables, in which data is said to be reliable when the score of Cronbach is substantially 0.600 and the response of the respondents to consistent or stable statements from time to time (Ghozali 2016) Reliability testing in this study will be counted using version 26 of the SPSS program and to calculate the value of Cronbach alpha can use the following formula:

$$r_{11} = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum ab^2}{at^2} \right] \dots\dots\dots (2)$$

Information:

- r11 = reliability of consumer
- k = total question
- αt = total variation
- ∑ab = total variants

The following are the results of the validity and reliability tests from the pilot tests that have been carried out.



Table 3. Validity and reliability of pilot tests

Variable	Indicato r	r	sig	r table	α of 5 per cent	Cronbach Alpha	Decision	Decision
Utilitarian Benefits	UB_1	0.430	0.006	0.312	0.050	0.726	Valid	Reliable
	UB_2	0.626	0.000	0.312	0.050		Valid	
	UB_3	0.523	0.001	0.312	0.050		Valid	
	UB_4	0.701	0.000	0.312	0.050		Valid	
Hedonic Benefits	HB_1	0.726	0.000	0.312	0.050	0.812	Valid	Reliable
	HB_2	0.654	0.000	0.312	0.050		Valid	
	HB_3	0.636	0.000	0.312	0.050		Valid	
	HB_4	0.607	0.000	0.312	0.050		Valid	
Time/Effort	TE_1	0.593	0.000	0.312	0.050	0.606	Valid	Reliable
	TE_2	0.571	0.000	0.312	0.050		Valid	
	TE_3	0.514	0.000	0.312	0.050		Valid	
Social Values	SV_1	0.636	0.000	0.312	0.050	0.859	Valid	Reliable
	SV_2	0.495	0.000	0.312	0.050		Valid	
	SV_3	0.584	0.000	0.312	0.050		Valid	
	SV_4	0.709	0.000	0.312	0.050		Valid	
The attitude of Using Game	AUG_1	0.490	0.000	0.312	0.050	0.791	Valid	Reliable
	AUG_2	0.670	0.000	0.312	0.050		Valid	
	AUG_3	0.740	0.000	0.312	0.050		Valid	
	AUG_4	0.730	0.000	0.312	0.050		Valid	
Purchase Intention	PI_1	0.524	0.000	0.312	0.050	0.826	Valid	Reliable
	PI_2	0.563	0.000	0.312	0.050		Valid	
	PI_3	0.583	0.000	0.312	0.050		Valid	
	PI_4	0.722	0.000	0.312	0.050		Valid	

Table 3 show at the pilot test stage of 40 samples, it was found that 23 indicators of 5 variables proved valid and reliable because the significance value of the r table or sig probability was less than 0.050 and the Cronbach value was more than 0.600.

Structural Equation Modeling (SEM) constitutes a merging of two-factor analysis methods (factor analysis) and a simultaneous (simultaneous equations model), in which factor analysis is a statistical approach made up of psychology and psychometry, while a simultaneous equation model is a statistical method supported by the economics of science. In using the SEM method of analysis, researchers will use an 8.80 version of Lisrel



software to help analyze the data. As for this analysis, it hovers up data testing, quantifying tests regarding models, and hypothetical tests.

RESULTS

Respondent Demographics. Demographic description of the 300 samples that were successfully collected and classified the respondent's profile based on gender, age, and current job. The results of the study are described in the following table.

Table 4. Profil Respondent

Category	Frequency	Percentage
Gender		
Female	268	89.330
Male	32	10.670
Age		
Less Than 20	102	34.000
21 until 25	179	59.670
26 until 30	16	5.330
31 until 35	2	0.670
36 until 40	1	0.330
Current Job		
Student	246	82.000
Employee	32	10.670
Self-Employed	8	2.670
Civil Servant	3	1.000
Other	11	3.670

Table 4 show, The results of the analysis show that most of the respondents in this study were female, with a total of 268 or 89.000 per cent, then most of the respondents in this study were students, with a total of 246 respondents or about 82.000 per cent, and most of the respondents in This study is aged around 21 until 25 years with a total of 179 respondents or as many as 59.670 per cent.

Table 5. Frequency of use of e-commerce

Category	Frequency	Percentage
Most used e-commerce		
Tokopedia	18	6.000
Shopee	279	93.000
Lazada	3	1.000
Most used e-commerce games		
Plant a tree at Shopee	269	89.670
Harvest eggs at Tokopedia	22	7.330
Lazcity at Lazada	1	0.330
Exciting assault at Bukalapak	2	0.670
Other	6	2.000



Table 5 show, the results of the analysis show that most of the respondents in this study used Shopee e-commerce, with a total of 279 respondents or 93.000 per cent. In addition, the analysis results also show that most of the respondents in this study playing e-commerce games are planting trees on the Shopee e-commerce platform, with a total of 269 respondents or 89.670 per cent.

Respondent Mapping. Response to statements of 300 respondents is collected and classified by indicators and variables. **Table 6** respondents provide an answer to 4 indicators of utilitarian benefits.

Table 6. Respondents mapping utilitarian benefits

Variable	Indicator	Responses scale (per cent)					
		1	2	3	4	5	6
Utilitarian Benefits	Cost saving	1.700	7.300	15.300	29.000	35.000	11.700
	Comfort	3.300	8.700	14.000	26.300	32.300	15.300
	Affordability	0.300	5.700	14.700	22.700	37.700	19.000
	Multiple benefits	0.000	4.300	13.700	27.300	40.000	14.700

Variable utilitarian benefits consisting of 4 statements indicate that some of the respondents responded agree and fairly agreed. However also shows some respondents gave a choice somewhat disagreed on cost saving, comfort, affordability, and multiple benefits. **Table 7** respondents provide an answer to 4 indicators of hedonic benefits.

Table 7. Respondents mapping hedonic benefits

Variable	Indicator	Responses scale					
		1	2	3	4	5	6
Hedonic Benefits	Enjoying	0.300	6.700	13.700	24.000	37.300	18.000
	Excited	1.300	10.000	17.000	31.000	26.700	14.000
	Relaxing	4.000	8.700	12.000	32.300	37.700	5.300
	Gladden	2.000	6.700	11.700	22.700	38.300	18.700

Variable hedonic benefits consisting of 4 statements indicate that some of the respondents responded agree and fairly agreed. However, also shows some respondents gave a choice somewhat disagreed on excitement. **Table 8** respondents provide an answer to 4 indicators of time/effort.

Table 8. Respondents mapping on time/effort

Variable	Indicator	Responses scale					
		1	2	3	4	5	6
Time/Effort	Less work	0.700	5.300	15.700	26.700	36.000	15.700
	Pass the time	3.000	5.700	17.300	25.000	34.000	15.000
	Time and efforts comparisons	1.300	9.700	20.000	23.700	29.700	15.700

Variable time/efforts consisting of 3 statements indicate that some of the respondents responded agree and fairly agreed. However also shows some respondents gave a choice



somewhat disagreed on less work, pass the time, time and effort comparisons. **Table 9** respondents provide an answer to 4 indicators of social values.

Table 9. Respondents mapping social values

Variable	Indicator	Responses scale					
		1	2	3	4	5	6
Social Values	Communication	1.700	6.000	17.000	35.700	33.300	6.300
	Information	5.300	12.700	18.300	24.300	26.700	12.700
	Support	3.300	8.700	16.300	27.300	30.700	13.700
	Good impressions	2.300	8.000	17.000	27.300	29.700	15.700

Variable social values consisting of 4 statements indicate that some of the respondents responded agree and fairly agreed. However also shows some respondents gave a choice somewhat disagreed on communication, information, support, and good impressions. **Table 10** respondents provide an answer to 4 indicators of attitude toward using the game.

Table 10. Respondents mapping on attitude toward using game

Variable	Indicator	Responses scale					
		1	2	3	4	5	6
The attitude of Using game	Use	2.000	6.000	15.300	31.300	38.000	7.300
	Mind when using	2.000	7.700	17.000	22.700	35.300	15.300
	Image when using	2.300	9.700	18.300	25.000	30.000	14.700
	Advantage when using	2.000	9.000	18.700	21.700	31.700	17.000

Variable attitudes toward using the game consisting of 4 statements indicate that some of the respondents responded agree and fairly agreed. However also shows some respondents gave a choice somewhat disagreed on use, Mind when using, Image when using, and Advantage when using. **Table 10** respondents provide an answer to 4 indicators of purchase intention.

Table 11. Respondents mapping purchase intention

Variable	Indicator	Responses scale					
		1	2	3	4	5	6
Purchase Intention	Transactional	1.000	4.000	14.700	30.700	37.000	12.700
	Referential	2.300	2.300	9.300	24.300	47.300	14.300
	Preference	3.700	8.300	18.700	29.000	32.000	8.300
	Exploratory	2.700	6.700	14.700	24.700	35.000	16.300

Variable social values consisting of 4 statements indicate that some of the respondents responded agree and fairly agreed. However also shows some respondents gave a choice somewhat disagreed on transactional, preference, and exploratory.

Measurement Test: Validity and Reliability. A validity analysis was conducted by examining the t-value of the standardized loading factor that met the reasonable requirements is 1.960, and the standardized loading factor met the reasonable requirements



with a cut-off value of 0.700 or greater than 0.500. Calculating the construct reliability (CR) and Variance Extracted (VE) values from the standardized loading factor values served as the basis for the reliability analysis. It is considered reliable if it meets the requirements of Construct Reliability (CR) of more than 0.700 and Variance Extracted (VE) of more than 0.050. As for calculating Construct Reliability (CR) can use the formula as follows:

$$\text{Construct Reliability} = \frac{(\sum slf)^2}{(\sum slf)^2 + \sum e_j} \dots\dots\dots (3)$$

Information:

slf = std loading factor

ej = mesurement error

Calculating Variance Extracted (VE) can use the formula as follows:

$$\text{Variance Extracted} = \frac{\sum std.loading^2}{\sum std.loading^2 + \sum e_j} \dots\dots\dots (4)$$

Information:

slf = std loading factor

ej = mesurement error

Table 12. Reliability Validity Test Results

Indicators	Factors Loading	T-Values	CR	VE
UB_1	0.790	12.550	0.810	0.520
UB_2	0.920	13.340		
UB_3	0.850	14.100		
UB_4	0.820	15.470		
HB_1	0.890	15.250	0.820	0.540
HB_2	0.840	12.940		
HB_3	0.810	12.760		
HB_4	0.990	16.180		
TE_1	0.830	13.970	0.790	0.560
TE_2	0.970	15.010		
TE_3	0.920	13.720		
SV_1	0.710	12.450	0.860	0.610
SV_2	1.020	14.170		
SV_3	1.040	16.310		
SV_4	1.130	19.050		
AUG_1	0.640	11.530	0.840	0.580
AUG_2	0.900	9.570		
AUG_3	1.100	10.590		
AUG_4	1.070	10.410		
PI_1	0.780	9.780	0.820	0.530
PI_2	0.790	11.660		
PI_3	0.930	11.850		
PI_4	0.880	11.100		

Source: Primary data processing results



Table 12 show, it can be concluded that six variables with 23 indicators qualify the validity and reliability requirements.

Model Fit Test

Table 13. Results of Goodness of Fit

The goodness of Fit Index	Cut Off Value	Result	Decision
CMIN/df	Less than 2.000	2.800	Less Fit
Probability	More than 0.500	0.000	Less Fit
RMSEA	Less than 0.800	0.070	Marginal Fit
GFI	More than 0.900	0.850	Marginal Fit
AGFI	More than 0.900	0.820	Marginal Fit
TLI/NNFI	More than 0.900	0.960	Fit
CFI	More than 0.900	0.970	Fit

Source: Primary data processing results

Table 13 show, it can be seen that the model form is not a good/fit because the probability value equals 0.000, where the value is smaller than 0.050 and the CMIN/df value is more than 2.000. Therefore, the next step is to perform Modified Indices (MI), which is to correlate the error that has the highest value until finding the appropriate result based on the modification indices table. Meanwhile, after correlating the indicator error, the following results are obtained:

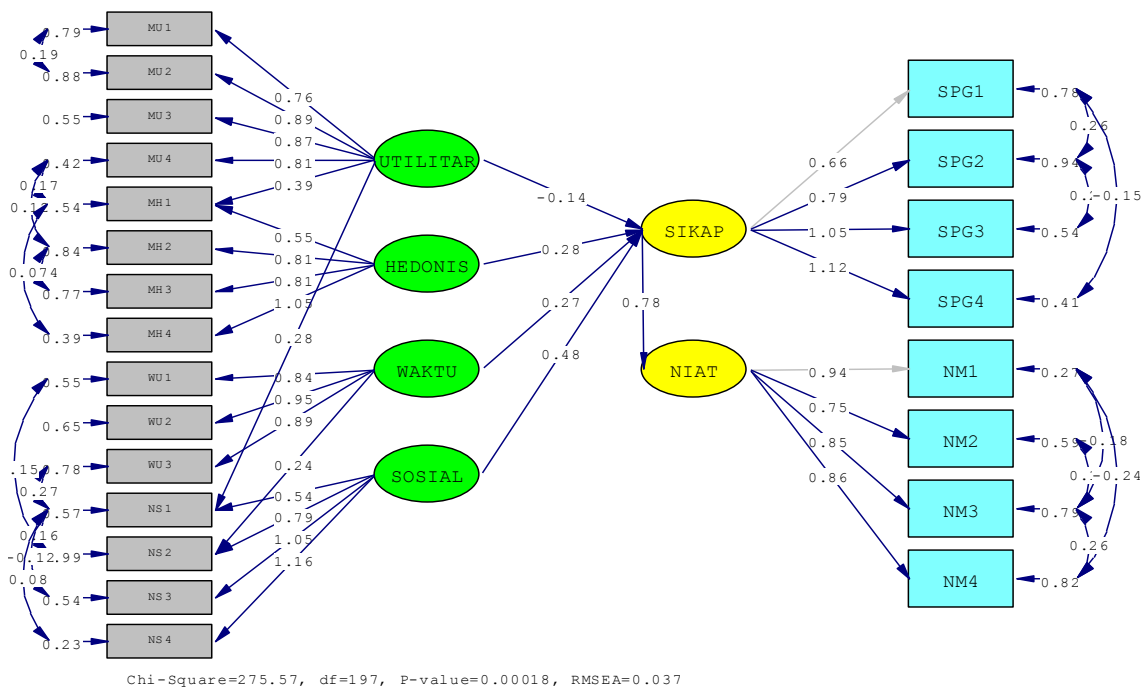


Figure 2. Goodness of Fit

Source: Primary data processing results



Conducting modified indices would make a fit model better. The following summary of criteria and analysis results

Table 14. Results of MI Goodness of Fit

The goodness of Fit Index	Cut Off Value	Result	Decision
CMIN/df	Less than 2.000	1.440	Fit
Probability	More than 0.500	0.000	Less Fit
RMSEA	Less than 0.800	0.030	Fit
GFI	More than 0.900	0.930	Fit
AGFI	More than 0.900	0.900	Fit
TLI/NNFI	More than 0.900	0.990	Fit
CFI	More than 0.900	0.990	Fit

Source: Primary data processing results

Table 14 show, most of the sizes meet the requirements of the GOF value, and it can be concluded that, in general, the model can be used.

Analysis Hypothesis. This research consists of 5 hypotheses. Based on (Santosa and Raharjo, 2019), to find out whether the hypothesis is supported or not is to compare the value of the t-table with the t-count of 1.960 so that it can be concluded that the research hypothesis is supported by research data and has been significantly proved. The following table illustrates the outcomes of testing the research model.

Table 15. Hypothesis Analysis

Variable Influence	Coefficient	T. Count	Decision
Utilitarian Benefit→ attitude of using the game	- 0.140	-1.520	Negative no significant
Hedonic benefit→ attitude of using the game	0.280	2.080	Positive significant
Time/Effort→ attitude toward using the game	0.270	1.650	Positive no significant
Social Value→ attitude toward using the game	0.480	5.880	Positive significant
The attitude of using the game → purchase intention	0.780	9.380	Positive significant

Source: Primary data processing results

Table 15 provides information that 3 of the five variables are significant because they have a t-value of more than 1.960. While the two cross variables are not significant because they have a value of less than 1.960.



DISCUSSION

The results of the hypothesis test in the table above show that the effect of utilitarian benefits on the attitude toward using the game has a path coefficient of -0.140, t-count is -1.520, and t-table is 1.960. Based on the data t-count is less than the t-table, so it can be interpreted that the utilitarian benefits have a negative and not significant effect on the attitude of using the game, which makes the utilitarian benefit variable unable to determine a person's attitude towards the attitude of using the game. Consideration of utilitarian benefits when utilizing a product or service is assessed when it can help consumers by maximizing usability, efficiency, and economic value, but it turns out that not all services or products can be maximized, particularly in terms of economic value, according to research findings. The research is useful for an e-commerce party in obtaining information that the utilitarian benefits of in-game e-commerce have not been fully implemented, so it can be evaluated by the e-commerce by updating or adding more attractive gifts to game users.

Furthermore, the study does not support the results of a study by (Khoi et al., 2018) that implies that utilitarianism is the most powerful effect on the variables of a context of service use.

The Lisrel analysis that can be seen in the table shows that the effect of hedonic benefits on the attitude of using the game has a path coefficient of 0.280 with a t-count of 2.080 and a t-table of 1.960. Then t-count is more than the t-table, so it can be interpreted that the hedonic benefits have a positive and significant effect on the attitude of those using the game. The results of this study support the research of (Ma et al., 2018); when consumers use services or products and feel-good benefits in terms of pleasure, then these consumers will respond with some positive attitudes. In addition, this study also supports research from Perea Y Monsuwé quoted from (Ramkumar and Woo, 2018), which states that when consumers enjoy the experience of a service, there will be a positive attitude towards the object or service. As a form of entertainment, it certainly has benefits related to providing a feeling of pleasure in playing games and allowing users to also feel the benefits of using games on the e-commerce platform. The study is useful for e-commerce parties in obtaining information that the hedonist benefits of the game e-commerce have a positive and significant impact on gaming use, as well as that the research is useful to e-commerce to help maximize the most emotional-related innovation to play games. Moreover, the results of this study support the (Ma et al., 2018) study. When the consumer USES services or products and feels good when it comes to pleasure, the consumer will respond with a positive attitude. In addition to variable analysis, the highest index was obtained by the gladden indicator getting a value of 38.300. The results suggest that the consumers y and z generations are attracted to a service of games that can be enjoyed. This harmonizes with a statement quoted from (Ramkumar and Woo, 2018) that when a consumer enjoys the experience of a service, there is a positive attitude toward the object or service. As a form of entertainment, it certainly has the benefits associated with giving a feeling of pleasure in playing games and allowing users to also feel the benefits of gaming use on the e-commerce platform.

The table's Lisrel analysis reveals that the effect of time/effort on the attitude toward using the game has a path coefficient of 0.270, a t-count of 1.650, and a t-table of 1.960. Consequently, the t-count is less than the t-table, indicating that time/effort has a positive but insignificant effect on the attitude of using the game, thereby rendering the time or



effort variable incapable of predicting an individual's attitude towards the game. This study does not support the research of (Arianto, 2020) that the ease of using a service has a positive and significant effect on attitudes. It can be caused users don't feel that platforms are easy to access and need little time and effort to use the platform. However, the results of this study support the research of (A et al., 2020), which states that ease of use has a positive and insignificant effect on attitudes in the context of service use, besides that there are external driving forces in the form of the scarcity of uncertainty and losses in e-commerce games that make users not want to give up and want to spend time. The research is useful for e-commerce parties in obtaining information that time/efforts in the game e-commerce are not fully fulfilled. It can be evaluated by the e-commerce party by adding some features that help the user save time and effort on game games, for example, by reducing the uncertainty risk while playing a game or something else. But the risk reduction must also be taken into account to win both sides and to build up a user's purchase in e-commerce. The study does not support previous researchers who said that time and effort had a positive and significant impact on attitudes in the context of service use.

The Lisrel analysis presented in the table reveals that the social value has a path coefficient of 0.480 with a standard error of 0.810, a t-count of 5.880, and a t-table of 1.960 on the attitude toward using the game. Then, the t-count is more than the t-table, so it can be concluded that social values positively and statistically significant impact the attitude toward using games. This study supports the research of (Wahyuni and Darma, 2019) that the element of social recognition in terms of prestige in product selection influences the tendency of consumers to seek prestige and recognition for a product or service, where consumer decisions can be affected by social influences. The study is useful for e-commerce to obtain information that the social value of the game e-commerce has a positive and significant impact on the gaming usage attitude, as well as its results are useful for e-commerce to assist innovation through marketing strategies such as giving gifts through referrals to encourage people to wider use the game or e-commerce to shop. In addition, the results of the study support the study of (Khoi et al., 2018), which indicates that social value is positive and significant to an attitude of use.

The relationship between game use attitude and purchase intent is represented by a path coefficient of 0.780, a t-count of 9.380, and a t-table of 1.890. Based on that, the t-count is more than the t-table, so it can be concluded that the attitude toward using the game has a positive and statistically significant impact on purchase intent. The results of this study support the research of (Khoi et al., 2018), which states that usage attitudes have a positive and significant effect on purchase intention. The study's result also supports the theory of Ajzen of planned behaviour. The theory asserts that behavioural, normative, and control beliefs are followed and understood as the primary determinants of intention and behaviour. In addition, this theory is based on the assumption that humans will typically behave reasonably, where they will consider the implications of actions in light of the information available implicitly or explicitly.

The study is useful for e-commerce parties in obtaining information that the gaming attitudes in e-commerce have a positive and significant impact on the purchase of intent, as well as the results of this study are useful to e-commerce to maximize the impact of game use. The results support a study by (Khoi et al., 2018) that indicates that user has a positive and significant impact on the intention to buy. It also enhances a theory of planned behaviour (theory planned behaviour) of the 1991 Icek Ajzen, where in theory, the ultimate



determinant of intentions and behaviour is followed and understood in behavioural belief, normative, and control. Furthermore, it is also based on the assumption that humans will usually behave reasonably, in which they will take into account information implicitly or explicitly to consider the implications of the action.

CONCLUSIONS

Based on the study results, it can be concluded that hedonic benefits and social values have a positive and significant effect on attitudes toward using games. This is in contrast to utilitarian benefits, which have a negative and insignificant impact on attitudes towards using games, and time/effort, which has a positive and insignificant impact on attitudes towards using games. A little time and effort positively and significantly affect attitudes toward using the game. Recommendations for companies to increase purchase intention in e-commerce are to increase the hedonic benefits and social value on attitudes.

The hedonic benefits that affect the attitude toward using the game explain that these variables include intrinsic stimulation, pleasure, and self-esteem. Because users also prioritize the hedonic function of the game service when using it, it is hoped that e-commerce parties will continue to innovate related to the emotions that will be obtained when playing games in e-commerce. The development can be done by e-commerce using research on game users using a design thinking method regarding repairs or innovative games to which users want

Then the social value variable that affects the attitude toward using games is also due to the help of encouragement or social opinion that can be used as material for individual consideration in using games in e-commerce. It is hoped that e-commerce parties must continue to innovate about social values and marketing strategies. This can be done by giving gifts through a referral code that aims to invite the wider community to use the game or e-commerce for shopping.

The results of the research show that purchase intention in e-commerce is influenced by the attitude toward using games. It is hoped that e-commerce parties can also pay attention to hedonic benefits, social values, and usage attitudes.

The development of these e-commerce games can be done by marketing techniques carried out through social media or by placing advertisements on e-commerce platforms regarding available games so that they can reach a wider range of users. In addition, e-commerce can also conduct research on games or e-commerce users regarding what types of games should be added so that users are interested in playing the game or can also do research on the appearance of the application.

For further research, the researcher recommends adding or researching other variables that have an influence or are independent of attitudes. This is done to get wider information about the factors that cause consumer attitudes to play games in e-commerce.

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