

PENGARUH TERPAAN ADVERGAME DIDALAM GAME ONLINE CALL OF DUTY MOBILE TERHADAP KEPUTUSAN PEMBELIAN (Survei Anggota Grup Facebook [Official] Garena Call of Duty Mobile Indonesia)

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ABSTRAK

Pada era globalisasi ini, teknologi terus berkembang pesat hingga sekarang, begitu juga pada industri game. Game merupakan media hiburan yang tersedia untuk semua orang dan kalangan, serta dapat digunakan untuk menghibur ataupun menghilangkan rasa jenuh. Penelitian ini dilatarbelakangi oleh adanya pengaruh terpaan *advergame* di dalam *game online call of duty mobile* terhadap keputusan pembelian. Penelitian ini bermaksud untuk mengetahui seberapa besar pengaruh terpaan *advergame* didalam *game online call of duty mobile* terhadap keputusan pembelian. Penelitian ini menggunakan pendekatan penelitian kuantitatif yang berjenis deskriptif. Peneliti menggunakan teknik pengumpulan data berupa kuisisioner kepada 100 orang responden untuk memperoleh data. Hasil penelitian menunjukkan bahwa terdapat pengaruh Terpaan *Advergame* (X) terhadap Keputusan Pembelian (Y) sebesar 21,5% dan sisanya 78,5% ditentukan oleh faktor lain yang tidak diteliti, seperti event yang diadakan secara *offline*, adanya penyelenggaraan turnamen *e-sport* serta iklan-iklan yang muncul pada berbagai macam *platform*, mulai dari *youtube*, *facebook*, *instagram*, maupun *tiktok*. Dapat Disimpulkan bahwa Terpaan *Advergame* (X) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y).

Kata Kunci: *Advergame*, Terpaan Iklan, Game Online, Keputusan Pembelian

***THE EFFECT OF ADVERGAME EXPOSURE IN THE ONLINE GAME
CALL OF DUTY MOBILE ON PURCHASE DECISIONS (Survey of [Official]
Garena Call of Duty Mobile Indonesian Facebook Group Members)***

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ABSTRACT

In this era of globalization, technology continues to develop rapidly until now, so does the game industry. Game is a medium of entertainment that is available to everyone and everyone, and can be used to entertain or eliminate boredom. This research is motivated by the influence of advergaming exposure in the online game Call of Duty Mobile on purchasing decisions. This study intends to determine how much influence advergaming exposure has in the online game Call of Duty Mobile on purchasing decisions. This research uses a descriptive quantitative research approach. Researchers used data collection techniques in the form of questionnaires to 100 respondents to obtain data. The results of the study show that there is an effect of Advergaming Exposure (X) on Purchase Decision (Y) of 21.5% and the remaining 78.5% is determined by other factors not examined, such as events that are held offline, the existence of e-sport tournaments and advertisements that appear on various platforms, ranging from YouTube, Facebook, Instagram, and Tiktok. It can be concluded that Advergaming Exposure (X) has a positive and significant effect on Purchase Decision (Y).

Keywords : Advergaming, Advertising Exposure, Online Game, Purchase Decision