

INTISARI

Penelitian ini bertujuan untuk membuktikan pengaruh antara *emotional value*, *price value*, *quality value* dan *social value* terhadap *repurchase intention*, *willingness to pay* dan *word of mouth game* MMORPG di Surabaya. Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling* yang merupakan teknik pengambilan sampel berdasarkan pertimbangan atau penilaian pribadi peneliti terkait dengan karakteristik populasi yang sesuai untuk dijadikan sampel penelitian. Adapun karakteristiknya adalah responden yang pernah bermain *game* MMORPG dalam satu tahun terakhir.

Responden dalam penelitian ini berjumlah 209 orang. Analisis dalam penelitian ini menggunakan SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 18.0 *for Windows* serta AMOS versi 22.0 *for Windows* untuk pengujian Model *Measurement* dan *Structural*. Hasil penelitian ini menunjukkan bahwa 4 dari 12 hipotesis tidak terdukung yaitu *emotional value* terhadap *repurchase intention*, *price value* terhadap *word of mouth*, *quality value* terhadap *word of mouth* dan *social value* terhadap *word of mouth*.

Kata kunci : *emotional value*, *price value*, *quality value*, *social value*, *repurchase intention*, *willingness to pay* dan *word of mouth*.

ABSTRACT

This study aims to prove the effect of emotional value, price value, quality value and social value towards repurchase intention, willingness to pay and word of mouth MMORPG in Surabaya. This type of research is causal research with quantitative approach. This study using purposive sampling approach, which is a sampling technique based on the consideration or personal judgment of researchers associated with the characteristics of the population according to the research sample. The characteristics is respondents who played MMORPG in the last one year.

Respondents in this study amounted to 209 people. The analysis in this study using a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows and AMOS version 22.0 for Windows for testing Measurement and Structural Model. The result of this study indicate that 4 from 12 hypothesis were not supported such as emotional value towards repurchase intention, price value towards word of mouth, quality value towards word of mouth and social value towards word of mouth.

Keywords: emotional value, price value, quality value, social value, repurchase intention, willingness to pay and word of mouth.