

ABSTRACT

Game is a rapidly developing industry in the worldwide, including Indonesia. But the high piracy rate in Indonesia itself is harming the profit of the domestic gaming companies, and to prevent further damages, game of limited-amount version is one of the solutions. Therefore, this study aims to explore the impact of perceived scarcity and perceived value toward buyers' purchase intention of game of limited-amount version. The results of this study is to provide insights and recommendations for the decision making of gaming companies in Indonesia.

This study uses quantitative approach and the data collection is done by surveying, where 200 questionnaire is distributed to respondents whose domiciled in Surabaya and bought game of limited-amount version at least once in the past 6 months. The collected data will be then processed by using Structural Equation Modeling (SEM).

The findings in this study shows that perceived scarcity, in an indirect way, does affect perceived value. Then perceived value has a direct impact toward buyers' purchase intention of game of limited-amount version in Surabaya.

Keywords: scarcity, value, purchase intention, game

INTISARI

Game merupakan sebuah industri yang sedang berkembang pesat di dunia, termasuk di Indonesia. Tetapi tingginya tingkat pembajakan di Indonesia merugikan pendapatan perusahaan *developer game* dan untuk mencegah hal tersebut, *game of limited-amount version* merupakan salah satu solusinya. Sehingga penelitian ini bertujuan untuk menguji pengaruh *perceived scarcity* dan *perceived value* terhadap *purchase intention* pembeli *game of limited-amount version* di Surabaya. Hasil dari penelitian ini adalah untuk menyediakan gambaran dan rekomendasi bagi perusahaan *developer game* di Indonesia dalam pengambilan keputusan.

Penelitian ini menggunakan pendekatan kuantitatif dan pengumpulan data menggunakan metode survei. Dimana sebanyak 200 kuesioner disebarkan kepada responden berdomisili Surabaya yang pernah membeli dan menggunakan *game of limited-amount version* dalam jangka waktu 6 bulan terakhir. Data yang telah dikumpulkan kemudian diolah dengan menggunakan *Structural Equation Modeling* (SEM).

Temuan dalam penelitian ini menunjukkan bahwa *perceived scarcity* secara tidak langsung mempengaruhi *perceived value*. Kemudian *perceived value* secara langsung mempengaruhi *purchase intention* pembeli *game of limited-amount version* di Surabaya.

Kata kunci: kelangkaan, *value*, minat pembelian, *game*