

**The Influence of Perceived Aggressive Monetization on In-App Purchase
Behavior of Free-to-Play Mobile Games: Testing the Model in Indonesia**

Context



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MASTER PROGRAM OF TECHNOLOGY MANAGEMENT

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

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Academic Research Project Report

submitted satisfaction of the requirement for
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Andri Seta Baskara

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FOREWORD

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The hope is that others will find this scientific work to be a useful source of knowledge and inspiration.

Tangerang, May 13, 2024



Andri Seta Baskara

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Pengaruh Perceived Aggressive Monetization terhadap Perilaku Pembelian dalam Aplikasi pada Mobile Game Free-to-Play dalam Konteks Pemain Indonesia

ABSTRAK

Industri *video game mobile* mengalami pertumbuhan yang cepat dan signifikan dalam popularitas. Berkat kemajuan teknologi, pengalaman *game mobile* menjadi lebih menarik dan menakjubkan secara visual, akhirnya menarik pengguna yang lebih banyak. Sebagian besar aplikasi *mobile*, termasuk *game mobile*, beroperasi menggunakan model monetisasi *In-App Purchase (IAP)* untuk menghasilkan pendapatan. Pengguna dapat secara gratis mengunduh dan mengakses aplikasi, tetapi ditawarkan opsi untuk melakukan pembelian untuk fitur atau konten tambahan. Penelitian kuantitatif ini bertujuan untuk mengidentifikasi prediktor utama kesediaan pengguna untuk membayar terhadap jumlah pengeluaran untuk *IAP*, sementara juga mempelajari moderasi penguasaan diri terhadap pengaruh kesediaan membayar terhadap jumlah pengeluaran untuk *IAP*. Teori baru *Perceived Aggressive Monetization (PAM)* digunakan dalam penelitian ini. Dengan menggunakan kuesioner daring berskala likert 5 poin, jumlah responden dalam penelitian ini adalah 264 responden. Pengumpulan sampel menggunakan teknik *non probability sampling*. PLS-SEM merupakan metode penelitian ini untuk mengukur dan menganalisis data responden. Hasilnya, *PAM* menjadi faktor penentu kesediaan membayar dengan pengaruh yang signifikan, sementara variabel Kesediaan Membayar berpengaruh signifikan terhadap jumlah pengeluaran pemain *game mobile* untuk pembelian *IAP*. Produsen *game mobile* perlu mempertimbangkan batas dimana seorang pengguna merasa dimonetisasi secara agresif dari *game mobile* yang dimainkan. Implementasi mekanisme monetisasi pada *game mobile* yang lebih etis perlu diupayakan produsen agar tidak membentuk persepsi negatif dari para pemain, terutama metode yang dapat membantu pemain untuk tidak mengarah pada adiksi, seperti penggunaan sistem *budget-limiting*, pengawasan orang tua, konten berhadiah mata uang dalam *game*, dan sistem nilai yang sepadan dengan jumlah pengeluaran pemain.

Kata kunci: Pembelian dalam aplikasi, *Perceived Aggressive Monetization*, aplikasi *mobile game*, Kesediaan membayar *IAP*

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ABSTRACT

The mobile video game industry is experiencing rapid and significant growth in popularity. Thanks to technological advancements, mobile gaming experiences are becoming more engaging and visually stunning, which attracts a wider audience. The majority of mobile applications, including mobile games, rely on the In-App Purchase (IAP) monetization model to generate revenue. Users can freely download and access the application, but have the option to make actual purchases for additional features or content. This quantitative research aimed to identify the major predictor of users towards willingness to spend money on IAP, while also examined the moderation of self-control to the influence of willingness to spend on size of actual spending. Novel construct of Perceived Aggressive Monetization (PAM) was used in this study. Using 5-point liker scale online questionnaire, the respondents of this research is numbered at 264. Non probability sampling was employed in this study. PLS-SEM was used in this study to measure and analyze the respondent data. As a result, PAM became the determinant of willingness to spend with a significant influence. Mobile game studios need to consider the extent of players' perception on aggressive monetization within the mobile game they play. Mobile game studios should prioritize the adoption of ethical monetization strategies to avoid negative player perception, especially by implementing methods that discourage addiction to in-app purchases (IAPs). Methods recommended to mitigate players' perceived aggressive monetization are budget-limiting system, parental control, in-game currency rewarding contents, and fair "return of investment" to players.

Keywords: *In-App Purchases, Perceived Aggressive Monetization, Mobile Games, Willingness to Spend on IAP*

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