

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

In this final chapter, this research will give a conclusion to the hypothesis testing after evaluating and examining the hypotheses suggested. With 264 participants and 7 hypotheses tested, 4 were found to be accepted and 3 were found to be rejected. This research has been able to response to the research questions raised in the Chapter 1.

The first question refers to which factors being the biggest influence toward the players' willingness to spend. The research and measurements proved that the Perceived Aggressive Monetization (PAM) factors had the most influence on the willingness to spend. The relationship between PAM toward WTS variable yields negative influence with P value of 0.001 ($p < 0.05$), indicating the significance is substantial. It also suggests that when gamers perceive aggressive monetization strategies, they are less likely to spend money on games. This research emphasizes how significant player-friendly and ethical monetization model are to the gaming sector.

The second question deals with the moderation effect of variable *Self-control* to the influence of Willingness to Spend toward Size of spending on IAP. As identified by the research evidence, the produced path coefficient of $SC \times WTS \rightarrow SSI$ is amounted to -0.023, which can be concluded that the Self-control has the ability to moderate users' willingness to spend towards the actual spending.

However, the moderation effect is deemed insignificant based on the obtained path coefficient of 0.422 ($p > 0.05$).

The mobile gaming industry is projected to undergo further growth in the time to come. An unprecedented advancements of mobile technology will allow more engaging and appealing for game publishers, serving them as new business opportunities. Mobile game publishers are expected to incorporate a more ethical and balanced monetization model as their industry expands, for it may ruin the overall gaming experience for players if not implemented properly. In addition, increased competition in the mobile gaming industry will push developers to innovate and create more unique and high-quality games to stand out in the market.

In previous chapter, several suggestions were proposed for developers of mobile games, it is expected that the future of mobile gaming will be even more promising, thanks to innovative and creative game development, as well as not be negatively impacted unfavorable monetization practices. In the end, the changing landscape of mobile technology will continue to influence the future of mobile gaming, providing endless opportunities for both players and developers.

5.2. Future Research Recommendations

Research could be broadened in the future by comparing players' IAP behavior in *Gacha* games with players of other games or from different geographical or cultural settings, implementing the Perceived Aggressive Monetization (PAM) model.

Future study can focus on other genres of mobile game apps. This study involves mobile game titles incorporating *gacha* mechanisms. Potential areas for

future research could include exploring the mobile games with IAP in the genres of battle royale, shooting, or casual games. More specifically, the focus should be on titles with a substantial player base and significant revenues.

Numerous social media communities have been established to facilitate players' discussions concerning mobile games, including the exchange of player complaints. Social media platforms such as *Facebook* hosts numerous game communities. Future research can also examine player dissatisfactions expressed in the social media communities, since they may serve as an antecedent to PAM and players' willingness to commit to in-game purchases.

This study specifically examines the behavior of in-app purchases (IAP) in mobile gaming applications, which presents potential for future research on other types of mobile applications that utilize IAP as the business model. Further research may investigate the apps encouraging impulsive buying from the users.

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