

**VIDEO GAMES BUSINESS IN PANDEMIC: ANALYSIS OF BRAND  
AWARENESS, WEBSITE QUALITY AND PERCEIVED PRODUCT  
QUALITY TOWARDS IN-GAME REPURCHASE  
INTENTION: A CASE STUDY OF MIHOYO IN TANGERANG AND  
JAKARTA**

By

Alvin Vinsensius  
11603018

BACHELOR'S DEGREE  
in

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SWISS GERMAN UNIVERSITY  
The Prominence Tower  
Jalan Jalur Sutera Barat No. 15, Alam Sutera  
Tangerang, Banten 15143 - Indonesia

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Alvin Vinsensius

\_\_\_\_\_  
Student

25 July 2021

\_\_\_\_\_  
Date

Approved by:

Moch. Riyadh Rizky Adam, ST., MSM,

\_\_\_\_\_  
Thesis Advisor

25 July 2021

\_\_\_\_\_  
Date

Dr. Nila K. Hidayat, SE., MM.

\_\_\_\_\_  
Dean

\_\_\_\_\_  
Date

## **ABSTRACT**

VIDEO GAMES BUSINESS IN PANDEMIC: ANALYSIS OF  
BRAND AWARENESS, WEBSITE QUALITY AND PERCEIVED  
PRODUCT QUALITY TOWARD IN-GAME REPURCHASE  
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AND JAKARTA

By

Alvin Vinsensius  
Moch. Riyadh Rizky Addam, ST., MSM, Advisor

SWISS GERMAN UNIVERSITY

The gaming industry is one of the fastest-growing industries in Indonesia right now, with rapid growth annually. A year ago, the Covid-19 pandemic is hitting Indonesia and significantly impacted many industries in Indonesia, including game developers. The concern of the virus spread became a primary concern of game developers, leading to postponed video games that should be released to the customers to buy it, who already waited for so long, thus it will decrease in trust and loyalty. The purpose of this study is to analyze the direct effect between brand awareness and website quality and also indirect effect of in-game purchase intention mediated by perceived product quality. The data will be collected by online questionnaires to more or less 150 respondents of people who loved playing video games from PC, Console, and Mobile in Tangerang and Jakarta area, Indonesia. This study used regression analysis and Sobel test for quantitative method. Then, the result was examined using SPSS 25 software. The study found that there is a mediator effect of perceived product quality

between brand awareness, website quality and in-game purchase intention. This study highlights the role of perceived product quality as a mediating variable and recommends companies to incorporate this into their strategies.

*Keywords: In-Game Purchase Intention, Brand Awareness, Website Quality, Perceived Product Quality, Mediator Effect, Video Games*

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## **DEDICATION**

I dedicate this thesis to my beloved family; father, mother and sisters. Without their support, patience, understanding and most of all love, the completion of this thesis work would not have been possible.

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