

**THE EFFECT OF BRAND COLLABORATION, ELECTRONIC WORD  
OF MOUTH AND PRICE IN-APP ON PURCHASE INTENTION OF  
GEN-Z TOWARD PREMIUM MOBILE LEGEND BANG BANG GAME**

**THESIS**

Submitted as one of the requirement to achieve a Bachelor's degree in the S1  
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**“The Effect of Brand Collaboration, Electronic Word of Mouth and Price In-App on Purchase Intention of Gen-Z Toward Premium Mobile Legend Bang Bang”**

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**ABSTRACT**

This research aims to determine the effect of brand collaboration, electronic word of mouth and price in-app on purchase intention of gen-z toward premium Mobile Legend Bang Bang. The population in this research is Gen Z in Padang. The sampling technique used is non-probability sampling using purposive sampling, with criteria of Gen Z who born in 1997 - 2012 and ever play Mobile Legend Bang Bang. The sample in this research is 190 samples. Data processing was carried out using SPSS 29 software. This research shows that the brand collaboration has a positive and significant influence on premium Mobile Legend Bang Bang, electronic word of mouth has a positive and significant influence on premium Mobile Legend Bang Bang, and price has a positive and significant influence on premium Mobile Legend Bang Bang.

**Keywords:** brand collaboration, electronic word of mouth, price, purchase intention, Gen Z

This thesis is already examiner and passed on 20 August, 2024. This abstract already approved by supervisor and examiner:

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