

Chapter V

Conclusion

5.1 Conclusion

This study aimed to investigate the impact of collaboration branding, price, and electronic word of mouth on purchase intentions to premium Mobile Legend Bang Bang games. A quantitative methodology was used in this study, which involved gathering primary data via online surveys. 190 respondents to player that have played Mobile Legend Bang Bang in Padang were reached via direct ask them, direct messaging on Instagram and WhatsApps, all via Google Forms media distribution.

After data was successfully gathered and processed using SPSS 29 and Microsoft Excel, various tests were conducted in the three research hypothesis formulations, including descriptive analysis, instrument test (validity and reliability test), classis assumption test (normality test, multicollinearty test, heteroscedasticity, multiple linear regression, hypothesis test (t-test, coefficient of determination) using SPSS 29. The study's conclusions are based on the outcomes of the data processing that was completed as below:

1. Collaboration branding has a positive and significant effect on the purchase intention of premium Mobile Legend Bang Bang. So, it can be concluded that collaboration branding does trigger consumers' tendency to premium Mobile Legend Bang Bang
2. Price has a positive and significant effect on premium Mobile Legend Bang Bang in Padang. So, it can be concluded more good price that the developer give the premium Mobile Legend Bang Bang price is the more people will have purchase intention to the premium Mobile Legend Bang Bang. However, the more bad price that developer give the premium Mobile Legend Bang Bang price is the more people will not have intention to purchase to the premium Mobile Legend Bang Bang.

3. Electronic Word of Mouth value has a positive and significant effect on Purchase Intention among to the premium Mobile Legend Bang Bang. This proves that the better the electronic word of mouth, the purchase intention of the premium Mobile Legend Bang Bang increase.

5.2 Implication Research

Based on the conducted research, the investigator has come to the realization that the research outcome is not flawless and has certain limits. Several of these limitations can be deduced as follows:

1. For the next research, this research could be as references to more understand with the related topics, such as collaboration branding, price, electronic word of mouth, and purchase intention
2. For providing scientific information to game developer to Research and Developer analyse more how is the condition of their market to keep develop in the future
3. For the people who read this research and have intention in marketing, could be learn how is Mobile Legend do their marketing
4. All variable has a hight value in descriptive analysis, so the development team need to consider to all the variable that this study explain, such as can be more focus in one country like what phenomenal can be happen in that country, for the example independence day for Indonesia. The development team can make skin with the theme Indonesia Nationality Custom with collaboration with the local brand with a good price and good marketing also.

5.3 Research Recommendation

Due to the researchers' restrictions in finishing this study, the following recommendations have been made for future researchers working on related topics:

1. Based on this research study, the R-value is still in the low category, further research will be able to maximize the research model by adding several independent variables that affect purchase intention. Further research is needed: The results of this research can be a starting point to conduct further

research that considers additional variables that can influence consumer purchase intention. For example, research can involve factors such as consumer income, Product knowledge, preferences products, or psychological factors that influence perceptions toward purchase.

2. It is hoped that future researchers can increase the number of samples that become respondents so that the research results obtained can be better.
3. It is hoped that future researchers can expand and increase data sources, not only quantitative data from questionnaires but also data obtained from other methods such as interviews and so on.

