

**THE EFFECT OF SOCIAL MEDIA EFFECTIVENESS ON GAMIFICATION
AND WILLINGNESS TO PAY A PREMIUM
(A Study of Ojol the Game Premium)**

THESIS



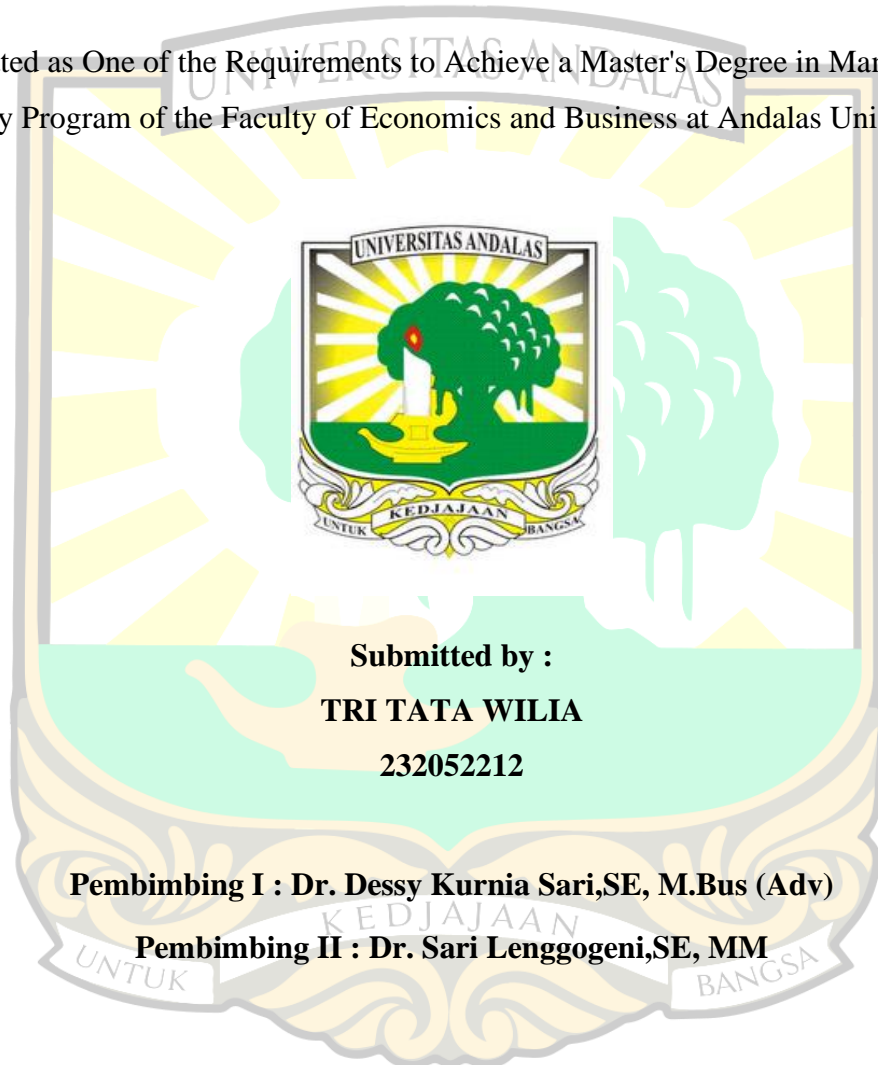
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JANUARY 2025**

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Submitted as One of the Requirements to Achieve a Master's Degree in Management
Study Program of the Faculty of Economics and Business at Andalas University



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**MASTER OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS ANDALAS
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**PENGARUH EFEKTIVITAS MEDIA SOSIAL TERHADAP GAMIFIKASI DAN
KESEDIAAN MEMBAYAR HARGA PREMIUM
(Sebuah Studi tentang Ojol the Game Premium)**

Tesis oleh Tri Tata Wilia

Pembimbing

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ABSTRAK

Penelitian ini berfokus pada analisis pengaruh efektivitas media sosial terhadap adopsi gamifikasi dan kesediaan membayar harga premium (WTPP) pada pemain Ojol the Game Premium di kalangan Generasi Z. Selain itu, penelitian ini mengeksplorasi hubungan antara gamifikasi, WTPP, dan elemen efektivitas media sosial untuk memahami faktor-faktor yang mendorong keputusan pembelian dalam aplikasi. Data dikumpulkan melalui survei kuantitatif menggunakan kuesioner daring yang melibatkan 230 responden dari Generasi Z dan Y. Proses penelitian mencakup pengumpulan data, verifikasi, analisis korelasi, visualisasi efek, dan analisis prediktif untuk memberikan wawasan yang lebih mendalam. Pengolahan data dilakukan dengan menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) dan SPSS, yang memungkinkan analisis hubungan kompleks antar variabel penelitian. Hasil penelitian ini diharapkan dapat memberikan kontribusi dalam strategi pemasaran digital dan pengembangan game lokal yang kompetitif.

Kata Kunci: Social media effectiveness; Gamifikasi; Harga Premium; Generasi Z dan Y; game online

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ABSTRACT

This study focuses on analyzing the influence of social media effectiveness on the adoption of gamification and the willingness to pay a premium (WTPP) among Ojol the Game Premium players in Generation Z. Furthermore, it explores the relationship between gamification, WTPP, and elements of social media effectiveness to understand the factors driving in-app purchase decisions. Data were collected through a quantitative survey using an online questionnaire involving 230 respondents from Generations Z and Y. The research process included data collection, verification, correlation analysis, effect visualization, and predictive analysis to provide deeper insights. The data were processed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) and SPSS method, enabling the analysis of complex relationships among research variables. The findings of this study are expected to contribute to digital marketing strategies and the development of competitive local games.

Keywords: Social media effectiveness; Gamification; Premium Price; Generation Z and Y; online game

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