

ABSTRAK**PENGARUH BUDAYA, SOSIAL, PRIBADI, DAN PSIKOLOGIS
TERHADAP KEPUTUSAN PEMBELIAN UC (*UNKNOWN CASH*) DALAM
GAME ONLINE *PUBG (PLAYER UNKNOWN'S BATTLEGROUNDS)*
*MOBILE*****(Studi Pada Mahasiswa Di Daerah Istimewa Yogyakarta)**

Severinus Kurniawan Teso
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui apakah: 1) budaya berpengaruh signifikan terhadap keputusan pembelian *UC* dalam *game online PUBG Mobile*, 2) sosial berpengaruh signifikan terhadap keputusan pembelian *UC* dalam *game online PUBG Mobile*, 3) pribadi berpengaruh signifikan terhadap keputusan pembelian *UC* dalam *game online PUBG Mobile*, 4) psikologis berpengaruh signifikan terhadap keputusan pembelian *UC* dalam *game online PUBG Mobile*. Penelitian ini dilakukan pada mahasiswa di Daerah Istimewa Yogyakarta. Populasi dalam penelitian ini adalah seluruh mahasiswa di Daerah Istimewa Yogyakarta baik yang kuliah di Kampus Negeri maupun Swasta dan yang aktif maupun tidak aktif yang pernah bermain *game online PUBG Mobile* dan pernah melakukan pembelian *UC* untuk membeli *item-item* yang ada pada *game*. Teknik pengambilan sampel menggunakan purposive sampling. Data diperoleh dengan membagikan kuesioner secara online kepada 100 responden. Teknik analisis data dalam penelitian ini menggunakan analisis deskriptif, uji regresi linier berganda, uji t (parsial), dan koefisien determinasi (R^2). Hasil penelitian ini adalah: 1) budaya berpengaruh signifikan terhadap keputusan pembelian *UC* dalam *game online PUBG Mobile*, 2) sosial tidak berpengaruh signifikan terhadap keputusan pembelian *UC* dalam *game online PUBG Mobile*, 3) pribadi berpengaruh signifikan terhadap keputusan pembelian *UC* dalam *game online PUBG Mobile*, 4) psikologis berpengaruh signifikan terhadap keputusan pembelian *UC* dalam *game online PUBG Mobile*.

Kata kunci: budaya, sosial, pribadi, psikologis, *UC (Unknown Cash)*, *PUBG Mobile*

ABSTRACT

**CULTURAL, SOCIAL, PERSONAL AND PSYCHOLOGICAL
INFLUENCES ON THE PURCHASING DECISION OF UC (UNKNOWN
CASH) IN THE ONLINE GAME OF PUBG (PLAYER UNKNOWN'S
BATTLEGROUNDS) MOBILE**

(A Study on College Students In Yogyakarta Special Region)

Severinus Kurniawan Teso
Sanata Dharma University
Yogyakarta
2021

This study aims to determine whether: 1) cultural have any significant influence on UC purchasing decisions in the online game of PUBG Mobile, 2) social have any significant influence on UC purchasing decisions in the online game of PUBG Mobile, 3) personal have any significant influence on UC purchasing decisions in the online game of PUBG Mobile, 4) psychological have any significant influence on UC purchasing decisions in the online game of PUBG Mobile. This study is on college students in Yogyakarta Special Region. The population in this study were all college students in Yogyakarta Special Region, both those who study at state universities and those at private universities and who are active or inactive who have played the PUBG Mobile online game and have purchased UC to buy items in the game. The sampling technique used was purposive sampling. Data was obtained by distributing an online questionnaire to 100 respondents. The data analysis techniques used in this study used were descriptive analysis, multiple linear regression, t-test (partial), and the coefficient of determination (R^2). The results of this research showed that: 1) cultural have a significant influence on UC purchasing decisions in the online game of PUBG Mobile, 2) social have no significant influence on UC purchasing decisions in the online game of PUBG Mobile, 3) personal have a significant influence on UC purchasing decisions in the online game of PUBG Mobile, 4) psychological have a significant influence on the decision to purchase UC in the online game of PUBG Mobile.

Keywords: cultural, social, personal, psychological, UC (Unknown Cash), PUBG Mobile