Price Discount and Impulse Buying at Diamond Game Mobile Legend Bang Bang

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Abstract

Mobile Legends Bang Bang (MLBB) is one of the most popular mobile games in Indonesia. Since its launch in 2016. It can be played by more than one person in an area, usually 5 vs 5 and the main goal of the Mobile Legends Bang Bang game is to destroy the opponent's base. This game also utilizes in-app purchases for its monetization, and diamond is the term for money in the mobile legends Bang Bang game to make purchases in the Mobile legends Bang Bang game. Therefore, researchers are interested in conducting research on purchasing diamonds on the Mobile Legends Bang Bang site. This study aims to determine how much influence the price discount has on impulse buying in Mobile Legends Bang Bang diamonds. The research method used by the authors is descriptive and verification research, while the sample in this research is consumers of the Mobile Legends Bang Bang game. The research was conducted January – Mei 2023 with a sample of 100 respondent who were Mobile Legends Bang Bang. The data analysis technique used is a Hypothesis Test design with Validity Test, Reliability Test, Normality Test, Simple Linear Regression Analysis, Correlation Coefficient, Determination Coefficient, and t test. The results of the study show that the price discount has a significant effect on impulse buying.

Keywords: price discount, impulse buying

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Abstrak

Mobile Legends Bang Bang (MLBB) merupakan salah satu ponsel game terpopuler di Indonesia. Sejak diluncurkan pada tahun 2016. Dapat dimainkan oleh lebih dari satu orang yang ada dalam area, biasanya 5 vs 5 dan tujuan utama dari game Mobile Legends Bang Bang adalah menghancurkan base lawan. Game ini juga memanfaatkan pembelian dalam aplikasi game untuk monetisasinya, dan diamond adalah istilah uang dalam game mobile legends Bang Bang untuk melakukan pembelian yang ada di game Mobile legends Bang Bang. Oleh karena itu, peneliti tertarik untuk melakukan penelitian tentang pembelian diamond di situs Mobile Legends Bang Bang. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh diskon harga terhadap pembelian impulsif pada diamond Mobile Legends Bang Bang. Metode penelitian yang digunakan oleh penulis adalah jenis penelitian deskriptif dan verifikatif sedangkan sampel dalam penelitian ini adalah konsumen game Mobile Legends Bang Bang. Penelitian dilakukan Januari – Mei 2023 dengan sampel berjumlah sebanyak 100 responden yang merupakan konsumen Mobile Legends Bang Bang. Teknik analisa data yang digunakan adalah rancangan Uji Hipotesis dengan Uji Validitas, Uji Reliabilitas, Uji Normalitas, Analisis Regresi Linear Sederhana, Koefesien Korelasi, Koefisien Determinasi, dan Uji t. Hasil penelitian menunjukkan bahwa diskon harga berpengaruh signifikan terhadap pembelian impulsif.

Kata Kunci: *diskon harga, pembelian impulsive*

INTRODUCTION

The development of the industrial age or technology that is increasingly advanced and fast affects life in society. For example, to play games through an internet connection that can be done by looking for a cellular network or wifi to be able to connect to a gaming connection called online games. Online games are online electronic games that are played on computers, smartphones, video games, laptops, and other gaming devices that are multiplayer or can be played by many users at the same time and in different places.

Indonesia has a wide variety of online games that developed in early 2010. At that time, games that could only be played on computers, such as Dota, Point Blank, Counter Strike, and League Of Legends were growing rapidly at that time. Entering 2013 – 2021, online games are growing rapidly again, because technology is getting more sophisticated and playing games has become easier to play games using smartphones. For example, games based on smartphones are PUBG Mobile, Mobile Legends Bang Bang, Free Fire, Arena of Valor, Call of Duty and many other smartphone games. The results of the consumer presurvey on the Diamond Online Game Mobile Legends Bang Bang.

Based on the pre-survey results in the table above from 30 respondents, it shows that in the first question there were 8 who said yes and 22 respondents who said they did not agree to the discount made according to consumer wishes. This is because the discounts given by mobile legends are still less than competitors who do frequent discounts

Tabel 1. Mobile Legends Diamond Consumer Response

No	Question	Mobile Legends Diamond Consumer Response Percentage	
		Yes	No
1	The discount made by mobile legends has met the expectations of mobile legends bang bang users.	8 (26,7%)	22 (73,3%)
2	The period or Period of discount given is appropriate Mobile Legends User Expectations	10 (33,3%)	20 (66,7%)
3	I will buy diamonds for pleasure	14 (46,7%)	16 (53,3%)
4	I will buy diamonds without thinking about the availability of money	7 (23,3%)	23 (76,7%)
5	I will buy diamonds without planning beforehand and will buy diamonds suddenly without thinking about other important needs	6 (20%)	24 (80%)

Then in the second question, there were 10 respondents who said yes and 20 respondents said they did not agree to the period or period of time that discounts were made on mobile legend diamonds. This respondent wants a longer discount or a set time at the time the discount lasts. Then the third question there were 14 respondents said yes and 16 said they did not agree to buy diamonds to get pleasure. This is a little different comparison, there are still many who say disagree because getting pleasure does not need to buy diamonds. That said, yes, some buy diamonds to have fun getting the desired product in mobile legends. Then the fourth question there were 7 respondents stating yes and 23 respondents stating that they did not agree to buy diamonds without thinking about the availability of money. This is very problematic because respondents must first think about the availability of their money to buy diamonds.

Finally, the fifth question was 6 respondents

stated yes and 24 respondents stated that they did not agree to buy diamonds without planning beforehand and would buy diamonds suddenly without thinking about other important needs. This is very problematic because respondents prefer other interests rather than buying diamonds suddenly and without planning.

The fact shows that many respondents said no compared yes with pre-survey questions conducted about price discount and impulse buying variables. This is a problem because the mobile legends in offering diamonds is still lacking with discounts made so that users who want to buy diamonds feel disappointed with the expensive price or the diamond promo is little compared to its competitors.

Nowadays people have more time, freedom of choice and peace of mind in making decisions (Haq, 2016). Planned purchases are based on consumer needs, while unplanned purchases are buying goods without delay, without additional evaluation and

acting on desires (Moayery et al, 2014). Unplanned purchase decisions may arise because consumers are interested in the promotions given and feel suitable, such as cashback, discounts, bonus packages and gifts (Lestari, 2018). Factors causing impulsive buying include discount prices and positive emotions (Gumilang and Nurcahya, 2016).

The objectives of this study based on the formulation of the problem above are as follows: To find out the price discount on diamonds in the mobile legends game application, To find out impulse buying on diamonds in the mobile legends game application, and To find out the effect of price discount on impulse buying on diamonds in the mobile legends game application.

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

According to (Kotler &; Keller, 2016) price discount, is a savings offered to consumers from the normal price of a product. According to Peter and Olson (2014: 256) define price discounts as a pricing strategy that involves a long-term plan to systematically reduce prices after introducing products at high prices. According to Tjiptono (2016: 166), price discount is a discount given by sellers to buyers because of certain activities and attracts buyers.

There are three dimensions of price discount according to Sutisna (2012: 300), which are as follows: First, the amount of the discount is the size of the discount given when the product is discounted. The second discount period is the period given at the time of the discount. The three types of products that get discounts are the diversity of

choices in products that are given discounts.

According to Mehta and Chugan (2013) stated impulse buying is a purchase made without much thought, this is done without involving much evaluation of different things such as needs, affordability, price, etc. According to Mowen and Winor (2012) explain that impulse buying is an act of buying that was previously recognized consciously as the result of consideration. According to Suwarman (2011) Impulse buying is the tendency of consumers to make purchases spontaneously, not reflective, rushed and driven by psychological aspects.

There are five dimensions of impulse buying According to Beatty and Ferrel (in Susilawati, 2017), which are as follows: First, the urge to shop (Urge to Purchase) is a sudden urge triggered by a visual confrontation with a product or promotional advertisements.

The second pleasure of shopping (Shopping Enjoyment) is the attitude of buyers or shoppers related to obtaining satisfaction, seeking, having fun and playing. Third, time availability (Time Available) i.e. time available refers to the time available for individuals to shop. Fourth, the availability of money (Money Available), namely money available refers to the amount of budget or extra funds owned by someone that must be spent when shopping. The five impulse buying tendencies are the level of tendency of participants to behave to buy spontaneously, and suddenly.

This research hypothesis is based on the relationship between variables, so the research hypothesis is made as follows "There is an influence between price discount variables on impulse

buying".

RESEARCH METHOD

Object of Research

According to Sugiyono (2019: 55), the object of research is everything in any form determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn. The object of this study is users or consumers who buy diamonds in the Mobile Legends Bang Bang online game.

According to Sugiyono (2019: 2) "The research method is a scientific way to obtain data with specific purposes and uses". This research method used in conducting this research is to use descriptive and vericative research in a quantitative approach, because there are variables and there are relationships and objectives for a structured picture, about the facts between the variables studied. The quantitative method in Sugiyono (2019: 23) is a research method used to examine the population of a certain sample, data collection using research instruments, quantitative or statistical data analysis with the aim of testing hypotheses that have been set.

The descriptive research approach according to Sugiyono (2020: 64) is research conducted to determine the existence of independent variables, either only one variable or more (stand-alone variables) without making comparisons of the variables themselves and looking for relationships with other variables. The verification research method according to Sugiyono (2020: 65) is a formulation of research problems that are in the nature of asking the relationship between two or more variables. The purpose of this approach is to find out whether one variable has an influence on other variables, in this study.

Population and Sample

According to Sugiyono (2019: 145) population is a generalization area consisting of: objects / subjects that have certain quantities and characteristics set by researchers to be studied and then drawn conclusions. The population in this study is consumers in the online game mobile legend bang bang.

According to Sugiyono (2019: 146) samples are part of the number and characteristics possessed by the population. This sample is used if the population size is large and unknown, so there are limitations in conducting research, both limited time, money and energy. The sample used in this study is the person the author met during the research who will purchase diamonds in the online game mobile legend bang bang. According to Sugiyono (2019: 157) if the number of populations in the study is not known with certainty, then the calculation of the number of samples can use the Cochran formula as follows: $n = \frac{Z^2 pq}{e^2} = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2} = \frac{0,96}{0,01} = 96$ then it is rounded to 100. From these results, a sample that acts as respondents from this study has been determined to be 100 respondents.

Sampling Technique

According to Sugiyono (2019: 148) sampling technique is a sampling technique to determine the sample to be used in research, there are several sampling techniques used. Sampling techniques can basically be grouped into two, namely probability

sampling and non-probability sampling. The sampling technique used in this study is non-probability sampling. According to Sugiyono (2019: 151), non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for every element or member of the population to be selected as a sample.

Non-probability sampling consists of systematic, quota, incidental, saturated, purposive and snowball sampling sampling. In this research report, researchers use Incidental Sampling, according to Sugiyono (2019: 153) Incidental Sampling is a sampling technique based on chance, namely anyone who happens to meet the researcher and can be used as a sample.

Data Sources and Data Collection

A data source is anything that can provide information regarding related research. The data used in this study uses two types of data sources, according to Sugiyono (2020: 194) stated that when viewed from the source, the data is divided into two, namely primary data and secondary data, which are as follows:

1. Primary data is data obtained or collected in the field by people who conduct research or who need it. In this study, the primary data is in the form of responses regarding price discounts on impulse buying in mobile legends diamonds. The data is a mobile legends user or player.

2. Secondary Data is data from previous sources obtained from books, journals, and company data.

According to Sugiyono (2019: 228) Data collection techniques are the most strategic step in

research, because the main purpose of research is to obtain data for further research. Data collection techniques can be done using observation techniques, questionnaires, and interviews.

This research in conducting field research only uses questionnaires. According to Sugiyono (2019: 234) questionnaire is a data collection technique carried out by providing a set of questions related to the object under study, given one by one to respondents who are directly related to the object studied. Questionnaires will be given to consumers of the mobile legend bang bang game. This is to obtain information about responses related to research. The distribution of questionnaires can be through writing or digitally by distributing questionnaires directly to respondents or 100 through Google Form accompanied by alternative answers that have been provided.

Data collection or information is carried out by reading and studying literature or sources related to the problem under study. Literature studies can be obtained secondary data, namely litellatures, books, which are related to the object under study and aim to find out theories that have something to do with the researcher's problem.

RESULT, DISCUSSION, AND MANAGERIAL IMPLICATIONS

Validity Test

Validity testing conducted in this study is intended to find out whether the statements used in this study can be measured as research variables. Validity testing in this study will be conducted using Pearson's Product Moment correlation test using SPSS. Significant testing 0.05 with 2-sided test. If it

is positive and then the item can be declared valid. The value for n = 100 with a significant level of 0.05% formula df = (N-2) = 98 the result is 0.1966. $r_{hitung} > r_{tabel} r_{tabel}$

Reliability Test

Every instrument in research must have reliable requirements. For this reason, reliability tests are needed, this test is intended to test the extent to which a measurement result is consistent relative to the same aspect on the same measuring instrument. The measuring instrument used is Cronbach's Alpha. A variable tested is said to be reliable if it gives a value of Cronbach's Alpha > 0.60. The calculation tool in this study is to use the SPSS program.

Normality Test

The normality test has the aim of knowing whether in a regression model, residual variables have a normal distribution or not. Good data to be used in a study is data that is normally distributed. In this study, the normality union used Kolmogorov-Smirnov analysis with SPSS software. From the results of the normality test using the Kolmogorov Smirnov method, the significance result of the normality test was 0.78 where the result was greater than the significance level of 0.05. So it can be concluded that the normality test in this study is normally distributed, thus the regression equation obtained meets the assumptions and can be used for decision making.

Simple Linear Analysis

Simple regression analysis aims to determine the

influence of one variable on other variables. In regression analysis an influencing variable is called an independent variable, while the affected variable is called a related variable or dependent variable. If the regression equation has only one independent variable with one related variable, it is called a simple regression equation. The constant value obtained in this study is 3.881 which means that if there is no increase in the Price Discount variable, the consistent value of the Impulse Buying variable is 3.881. While the regression coefficient value of 1.443 which means that every addition of one unit of the Price Discount variable, the Impulse Buying variable will increase by 1.443. This means that it can be said that Price Discount has a positive effect on Impulse Buying.

Correlation Coefficient Analysis

Correlation analysis is described to show the direction of the relationship between the dependent variable and the independent variable in addition to measuring the strength of the association (relationship). The result of the correlation efficiency of this study was 0.772. It can show an independent variable (Price Discount) and a dependent variable (Impulse Buying). The nature of the correlation shows a strong category, because it is in the correlation interval between 0.60 – 0.799.

Determination Coefficient Analysis

Coefficient of determination To determine how much the independent variable can explain the dependent variable, it is necessary to know the value of the coefficient of determination. The following are the results obtained from the correlation

coefficient and determination to determine the level of closeness and the amount of the role of Price Discount on Impulse Buying in Mobile Legends Bang Bang diamonds. It states that 59.5% of the Impulse Buying variable can be explained by the price discount variable, while the remaining 40.5% is explained by other variables not proposed in this study.

Hypothesis Testing

A hypothesis is a well-defined statement about the characteristics of a population. There are two kinds of hypotheses made in a study, namely the null hypothesis and the alternative hypothesis. A null hypothesis is an accepted hypothesis except that the data collected is incorrect. Alternative hypotheses will be accepted only if the collected data supports them. The results of the t test in this study can be seen from a significant level, which is $0.000 < 0.005$. Thus, it can be stated that it is rejected, then based on the above hypothesis test can be stated significantly or the hypothesis put forward by the author is that there is an effect of price discount on impulse buying.

CONCLUSIONS, SUGGESTIONS, AND LIMITATIONS

1. Price Discount (X) is one way of promotion by cutting prices on a product so that the price experiences or becomes lower than the previous normal price. According to the results of a study that focused on respondents on Mobile Legends Bang Bang diamonds, the Price Discount on Mobile Legends Bang Bang is not good with an actual score of 998, this can be seen from the recapitulation of the questionnaire that has been distributed regarding the Price Discount variable on Mobile Legends Bang Bang diamonds and shows poor results.

2. Impulse Buying (Y) is one of the consumer behaviors in shopping that is unplanned, so that consumers do shopping unplanned in advance but is without coercion or spontaneously that encourages the shopping. According to the results of a study that focused on Mobile Legends Bang Bang diamond respondents. The Impulse Buying variable is not good with an actual score of 1908, this can be seen from the recapitulation of the questionnaire that has been distributed regarding the Impulse Buying variable on the Mobile Legends Bang Bang diamond and shows poor results.

3. Based on the results of the study, Price Discount has a positive and significant effect on Impulse Buying on Mobile Legends Bang Bang diamonds, amounting to 59.5% and the remaining 40.5% is explained by other variables not proposed in this study.

Suggestions

1. Mobile legends Bang Bang in offering or promoting diamonds to consumers or users judges that at the time of discount is still far from being desired or expected by consumers. So that Mobile Legends Bang Bang must hold attractive and tempting discounts for consumers to buy diamonds or products, namely by applying diamond discounts for all products by promoting or collaborating by holding discounts on diamonds on a large scale, namely through

applications that can pay for Mobile Legends Bang Bang diamonds such as Gojek, Grab, DANA, Shopee, and other applications. This will be able to encourage a lot of purchases but not harm Mobile Legends Bang Bang.

2. Mobile Legends Bang Bang is expected to do a massive promotion or hold a big event, because in order to attract consumers' attention in purchasing diamonds that get tempting discounts. This can lead to unplanned purchases and will affect impulse buying.

3. For future researchers, it is advisable to develop this research by examining other variables such as social media content is the process of indirectly promoting products through text, video or audio content so that it can motivate and influence potential consumers to make buying actions without a plan.

Limitations

Mobile legend is a trend among teenagers and adults, the number of mobile legend users is increasing every year, this shows that user data is always changing so that the sample data used is not based on population.

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