

## ***ABSTRACT***

*Mobile technology has become something inseparable thing from everyday life. One feature of mobile technology that is often used is gaming applications or also called mobile games, these developments create opportunities for every business to involve in the mobile game industry. The growth of mobile games usage in addition to creating opportunities also creates challenges in the form of competition from other business actors in the same industry. In order to win the competition, a strategy that can be used to meet consumer expectations of value of the product which ultimately leads to the urge to make a purchase is needed.*

*This study aims to measure the influence of values perceived by consumers and loyalty as a mediator of purchase intentions in consumers of mobile games in Indonesia. Structural Equation Modeling (SEM) was used for this study. There are two types of variables to be used, namely latent exogenous variables consisting of Playfulness, Connectedness, Access Flexibility and Endogenous latent variables: Good price, loyalty, In-app purchase intention. Tests were carried on 207 players in Indonesia with the characteristics of never having previously purchased in-app purchases.*

*The results showed that the playfulness variable had a positive and significant impact on loyalty, the Connectedness variable had a positive and significant impact on Good price, Loyalty, In-app purchase intention, and the Good price variable had a positive and significant impact on In-app purchase intention, whereas Access Flexibility variables do not have a positive and significant impact on In-app purchase intention.*

**Keywords:** *In-app purchase intention, loyalty, Perceived value, PUBG Mobile, Structural Equation Modeling*