

ABSTRACT

This research is motivated by the existence of competition between online games in the battle ground game genre between two big games, namely the pubg mobile game and also the free fire game, where these two games compete with each other in terms of sales, income and popularity. The purpose of this study was to determine the perception of game users regarding the price variable, quality variable, convenience variable and benefit variable so that it can be determined which game is the best game in the battle ground genre according to the respondent's perception.

This research uses quantitative methods. Data was collected using an online questionnaire method. Respondents in this study were users of these two games as many as 400 respondents who were taken randomly. Four hypotheses were formulated and tested using Mann Whitney analysis. The results showed that in the price and quality variables there were significant differences between the two games, while in the convenience and benefits variables there was no significant difference.

Keywords : Continous test, Nonprobability sampling, Questionnaire online, Mann whitney