

Faktor Irasional Yang Mempengaruhi Intensi Pembelian Barang Virtual Pada Game Online First-Person Shooter = Irrational Factors Affecting The Purchase Intention of Virtual Goods In First-Person Shooter Online Game

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920518887&lokasi=lokal>

Abstrak

Niat pembelian in-game item pada game online telah menarik perhatian pada beberapa penelitian. Sebagian besar studi didasarkan pada faktor rasional. Penelitian ini menganalisis niat beli in-game item pada game online first-person shooter (FPS) dengan faktor rasional, faktor individu, faktor irasional, dan faktor yang berhubungan dengan game. Survei online dilakukan kepada 107 pemain Valorant, CS:GO, Fortnite, Apex Legends, atau PUBG: BATTLEGROUNDS. Structural equation modeling (SEM) dari data yang dikumpulkan menunjukkan bahwa niat untuk membeli in-game item pada game online FPS tidak hanya dipengaruhi oleh faktor rasional, tetapi juga oleh faktor individu, faktor irasional, dan faktor terkait game.The purchase intention of in-game items in online games has attracted the attention of several studies. Most of the studies are based on rational factors. This study investigated determinants of purchase intention of in-game items on first-person shooter (FPS) online games with rational factors, individual factors, irrational factors, and game-related factors. An online survey was conducted with 107 players of Valorant, CS:GO, Apex Legends, or PUBG: BATTLEGROUNDS. Structural equation modeling (SEM) of the collected data showed that the purchase intention of in-game items on FPS online games was influenced not only by rational factors, but also by individual factors, irrational factors, and game-related factors.