



Factors Influencing The Intention To Purchase Robux In Indonesia (A Study Of Roblox Players In Indonesia)

Faqih Gifari Sutopo ¹, Alldila Nadhira Ayu Setyaning ²

¹⁾ Undergraduate Program In Management, Faculty of Business & Economics, University of Islam Indonesia, Indonesia

^{2,3)} Lecturer, Department of Management, Faculty of Business & Economics, University of Islam Indonesia, Indonesia

Email: ¹⁾ 21311195@students.uui.ac.id

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ABSTRACT

The development of digital technology has driven the growth of the online gaming industry, particularly on user-generated content (UGC)-based platforms such as Roblox, which also function as a virtual economic ecosystem through the purchase of items using Robux. This study aims to analyze the effects of hedonic value, utilitarian value, economic value, and emotional value on the satisfaction of Roblox players in Indonesia and their subsequent impact on loyalty and intention to purchase virtual items. This research employs a quantitative approach using a survey method with 231 respondents, and the data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results indicate that economic value has a significant effect on satisfaction and loyalty, and that loyalty has a significant effect on the intention to purchase virtual items. Meanwhile, hedonic value, utilitarian value, and emotional value do not show a significant direct effect.

INTRODUCTION

The rapid development of digital technology has significantly transformed the global entertainment industry, particularly through the growth of online games and virtual platforms. One prominent phenomenon in this transformation is the emergence of user-generated content (UGC)-based gaming platforms such as Roblox. Unlike conventional online games, Roblox functions not only as a digital entertainment medium but also as a virtual ecosystem that enables social interaction, user creativity, and economic activities through its virtual currency, Robux. This unique combination positions Roblox as a hybrid platform where entertainment, community engagement, and virtual consumption coexist.

In Indonesia, Roblox has experienced substantial growth, especially among children and adolescents. The increasing number of active users and high levels of engagement indicate that Roblox has become more than a leisure activity; it represents a digital environment where users

invest time, emotion, and financial resources. Virtual item purchases using Robux have become an integral part of the user experience, supporting avatar customization, gameplay enhancement, and social identity formation. However, despite this rapid adoption, academic studies that specifically examine consumer behavior within the Roblox ecosystem—particularly in the Indonesian context—remain limited.

Previous studies on online games have emphasized the role of perceived value in shaping consumer behavior. Research on games such as Genshin Impact and other mobile games suggests that perceived hedonic, utilitarian, economic, and emotional values influence user satisfaction and loyalty, which subsequently affect purchase intention. Nevertheless, these findings cannot be directly generalized to Roblox due to its distinct characteristics as a UGC-based platform. Roblox offers diverse game genres created by users, dynamic social interactions, and a virtual economy that differs substantially from traditional developer-driven games. These differences may lead to unique behavioral patterns in terms of satisfaction, loyalty, and intention to purchase virtual items.

Motivated by this research gap, the present study aims to investigate the factors influencing the intention to purchase Robux among Roblox players in Indonesia. Specifically, this study examines the effects of hedonic value, utilitarian value, economic value, and emotional value on player satisfaction, as well as the subsequent impact of satisfaction on loyalty and purchase intention. By focusing on Roblox, this research extends the discussion of digital consumer behavior into the context of virtual economies and metaverse-like platforms.

This study employs a quantitative research approach using a survey method. Data were collected from 231 Roblox players in Indonesia and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). This method enables the examination of complex relationships among perceived values, satisfaction, loyalty, and purchase intention within a single integrated model.

The findings reveal that economic value plays a significant role in influencing player satisfaction and loyalty, while loyalty has a significant positive effect on the intention to purchase virtual items. In contrast, hedonic, utilitarian, and emotional values do not show significant direct effects. These results suggest that, within the Roblox context, rational evaluations related to value for money are more influential than experiential or emotional considerations in driving purchase behavior.

Overall, this study contributes to the literature on digital marketing and consumer behavior by providing empirical evidence from a UGC-based gaming platform in an emerging market. Practically, the findings offer insights for platform developers and digital marketers in designing value propositions and monetization strategies that align with user perceptions and expectations in virtual environments.

LITERATURE REVIEW

The Impact of Hedonic Value on Satisfaction and Loyalty

Hedonic value refers to the emotional benefits perceived by consumers during the consumption or shopping process, such as enjoyment, pleasure, and excitement. In marketing studies, hedonic value is considered an important factor influencing consumers' evaluations of their experiences and their relationships with a brand.

Previous research indicates that hedonic value positively affects customer satisfaction, as enjoyable and emotionally rewarding experiences lead to more favorable overall evaluations. In addition, hedonic value also contributes to customer loyalty by encouraging repeat usage and long-term commitment to a product or service. Consumers who perceive higher hedonic value tend to maintain sustained engagement with the brand and demonstrate stronger loyalty intentions.

Based on the discussion above, the following hypotheses are proposed:

H1: Hedonic value has a positive impact on customer satisfaction.

H2: Hedonic value has a positive impact on customer loyalty.

The Impact of Utilitarian Value on Satisfaction and Loyalty

Utilitarian value refers to the functional and practical benefits perceived by consumers during the consumption or shopping process, such as efficiency, convenience, usefulness, and the ability of a product or service to fulfill needs effectively. In retail and online shopping contexts, utilitarian value is considered a key factor influencing consumers' evaluations of their experiences.

Previous studies suggest that higher perceived utilitarian value leads to greater customer satisfaction, as consumers feel that their expectations and practical needs are adequately met. This satisfaction subsequently contributes to the development of customer loyalty, reflected in repeat purchase behavior, brand preference, and positive word-of-mouth. Therefore, utilitarian value plays an important role not only in enhancing satisfaction but also in fostering long-term relationships between customers and brands (Muhammad Salman Shabbir, 2023; Qiyu Bai, 2024).

H3: Utilitarian value has a positive impact on customer satisfaction.

H4: Utilitarian value has a positive impact on customer loyalty.

The Impact of Economic Value on Satisfaction and Loyalty

Economic value refers to consumers' perceptions of the balance between the benefits received and the costs incurred, including price, quality, and product features. Consumers tend to evaluate economic value based on whether a product or service provides optimal benefits at a reasonable price and meets their expectations. When economic value is perceived as high, consumers are more likely to feel satisfied, as they experience a fair exchange between what they sacrifice and what they obtain (Michele Gracia Rusli, 2022). Previous studies indicate that perceptions of fair pricing and appropriate product quality play a significant role in shaping customer satisfaction. Reasonable prices accompanied by satisfactory quality enhance consumers' evaluations of economic value, while disproportionate pricing may reduce satisfaction. Sustained satisfaction derived from high economic value subsequently contributes to customer loyalty, reflected in repeat purchase intentions and positive recommendations toward the product or brand (Murwanto, 2023; Ratih M. Suwikromo, 2022).

H5: Economic value has a positive impact on customer satisfaction.

H6: Economic value has a positive impact on customer loyalty.

The Impact of Emotional Value on Satisfaction and Loyalty

Emotional value refers to the utility derived from the feelings and affective states experienced by consumers when using a product or service. Emotional value is associated with consumers' emotional attachment to a brand, which reflects the extent to which a brand evokes positive feelings, emotions, and meaningful personal experiences. Previous studies suggest that emotional value has a positive influence on consumer responses, including satisfaction and behavioral intentions (Michele Gracia Rusli, 2022). A strong emotional bond between consumers and a brand can enhance customer satisfaction, as consumers feel emotionally connected and valued by the brand. Over time, this emotional attachment contributes to customer loyalty, which is reflected in repeat purchase behavior and consumers' willingness to recommend the brand to others. Therefore, emotional value plays a significant role in fostering both satisfaction and long-term loyalty (Yuana, 2023).

H7: Emotional value has a positive impact on customer satisfaction.

H8: Emotional value has a positive impact on customer loyalty.

The Impact of Satisfaction on Loyalty and Purchase Intention

Customer satisfaction refers to consumers' responses resulting from a comparison between perceived product performance and prior expectations. Satisfaction arises when a product or service meets or exceeds consumer expectations, leading to positive evaluations based on previous usage experiences. Satisfied customers tend to demonstrate continued usage and increased purchasing behavior, making satisfaction a crucial factor in business performance (Maulana Furqon Nurhidayat, 2024). Previous studies indicate that satisfaction with a brand generates positive attitudes, trust, and stronger emotional attachment. When consumers feel satisfied, they are more likely to remain loyal to the brand, engage in repeat usage, and recommend the brand to others. In addition, satisfaction also influences consumers' future behavioral intentions, including their intention to make subsequent purchases. Therefore, customer satisfaction plays a key role in fostering loyalty and purchase intention (Dwi Septi Ariyani, 2025).

H9: Satisfaction has a positive impact on customer loyalty.

H10: Satisfaction has a positive impact on purchase intention.

The Impact of Loyalty on Purchase Intention

In marketing literature, customer loyalty is widely regarded as a strong predictor of purchase intention toward a preferred product or service. Loyalty reflects consumers' positive attitudes and commitment to a brand, which influence their willingness to continue supporting the brand over time (Michele Gracia Rusli, 2022). According to Dick and Basu (1994), loyalty represents a combination of favorable attitudes and repeated behavioral intentions toward a brand, shaped by psychological, emotional, and situational factors. Previous studies suggest that emotionally attached and loyal consumers tend to maintain their relationship with a brand even in unfavorable situations. This sustained commitment strengthens consumers' intention to repurchase and support the brand consistently. Therefore, customer loyalty plays a crucial role in driving purchase intention and long-term consumer-brand relationships (Assael, 1992).

H11: Loyalty has a positive impact on purchase intention.

METHODS

The population of this study consists of Roblox players in Indonesia who have experience related to the purchase of virtual items (Robux). The data used in this study are primary data, collected directly from respondents and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). Data collection was conducted through an online questionnaire distributed via Google Forms. Measurement in the PLS-SEM analysis includes the evaluation of both the measurement model (outer model) and the structural model (inner model). The measurement model evaluation focuses on assessing reliability and validity to ensure that the indicators accurately measure the latent constructs. Reliability testing in this study employs Cronbach's Alpha and Composite Reliability (CR), with a threshold value of ≥ 0.6 (Hair et al., 2021). Meanwhile, validity is assessed by examining the corrected item-total correlation value of ≥ 0.3 as well as acceptable outer loading values.

Furthermore, the evaluation of the structural model involves testing for collinearity using the Variance Inflation Factor (VIF) with a maximum acceptable value of ≤ 5 . The structural model is also assessed based on the path coefficients, which should range between -1 and $+1$ depending on the hypothesized relationships. The explanatory power of the model is evaluated using the coefficient of determination (R-square) with a minimum criterion of ≥ 0.19 , and the predictive relevance (Q-square), which should be greater than 0.

Hypothesis testing is conducted to determine the significance of the relationships among constructs in the research model. The significance criteria applied in this study require a p-value of ≤ 0.05 and a t-statistic of ≥ 1.96 , indicating statistically significant relationships between variables.

RESULTS

Table 1 Profile Respondent

Category	Frequency	%
Gender		
Female	131	56.7%
Male	100	43.3%
Age		
<18 years	18	6.9%
18–24 years	104	45.0%
25–30 years	96	41.6%
>30 years	15	6.5%
Occupation		
Students / College Students	66	28.6%
Employees	104	45.0%
Entrepreneurs	50	21.6%
Unemployed	11	4.8%
Monthly Expenditure on Robux		
< Rp300,000	30	13.0%
Rp300,000 – Rp600,000	87	37.7%
Rp600,001 – Rp1,000,000	87	37.7%
> Rp1,000,000	27	11.7%
Total Respondents	231	100%

Table 2. Convergent Validity Test in the Form of Outer Loadings

Construct	Item Scale	Loading	Cronbach's Alpha	Composite Reliability	AVE
Hedonic Value	H2	0.803	0.129	0.133	0.534
	H4	0.651			
Utilitarian Value	UV1	0.754	0.222	0.222	0.562
	UV3	0.746			
Economic Value	ECV1	0.800	0.423	0.423	0.634
	ECV3	0.792			
Emotional Value	EV1	0.610	0.147	0.158	0.537
	EV3	0.839			
Satisfaction	SAT3	0.784	0.281	0.282	0.582
	SAT4	0.740			
Loyalty	LOY1	0.771	0.314	0.314	0.593
	LOY4	0.769			
Purchase Intention	PI 1	0.772	0.252	0.252	0.572
	PI 2	0.740			

Table 3. Revised Heterotrait-Monotrait (HTMT) Assessment Scores.

Variabel	HV	UV	ECV	EV	SAT	LOY	PI
Hedonic Value							
Utilitarian Value	1.667						
Economic Value	1.254	0.743					
Emotional Value	2.516	1.399	0.657				
Satisfaction	1.268	0.819	0.679	0.987			
Loyalty	0.972	0.516	0.698	0.853	0.542		
Purchase Intention	1.041	0.253	0.847	0.774	0.392	1.332	

Table 3. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P values	Kesimpulan
HV → SAT	0.137	0.151	0.077	1.779	0.075	H1 Not Supported
HV → LOY	0.078	0.076	0.072	1.074	0.283	H2 Not Supported
UV → SAT	0.109	0.116	0.072	1.513	0.130	H3 Not Supported
UV → LOY	0.029	0.034	0.074	0.386	0.699	H4 Not Supported
ECV → SAT	0.155	0.160	0.065	2.384	0.017	H5 Supported
ECV → LOY	0.191	0.192	0.072	2.655	0.008	H6 Supported
EV → SAT	0.092	0.104	0.083	1.112	0.266	H7 Not Supported
EV → LOY	0.109	0.110	0.077	1.401	0.161	H8 Not Supported
SAT → LOY	0.073	0.079	0.079	0.918	0.358	H9 Not Supported
SAT → PI	0.035	0.045	0.065	0.534	0.593	H10 Not Supported
LOY → PI	0.368	0.372	0.070	5.268	0.000	H11 Supported

DISCUSSION

This study aims to investigate the influence of hedonic, utilitarian, economic, and emotional values on player satisfaction, as well as the subsequent effects of satisfaction on loyalty and purchase intention of virtual items (Robux) among Roblox players in Indonesia. The results highlight the importance of perceived value in shaping player attitudes and behaviors within a user-generated content-based gaming platform, where monetization relies heavily on virtual goods and long-term user engagement.

The findings reveal that economic value is the only value dimension that has a significant positive effect on satisfaction, while hedonic, utilitarian, and emotional values do not show significant direct effects. This suggests that Roblox players tend to evaluate their satisfaction primarily based on price fairness, perceived value for money, and the economic benefits of virtual item purchases, rather than purely on enjoyment, functionality, or emotional attachment.

These results differ from several previous studies on digital games, which often report significant effects of multiple value dimensions on satisfaction, indicating that the distinctive platform structure and monetization system of Roblox may shape how players perceive and prioritize value.

Furthermore, the results demonstrate that satisfaction has a significant positive effect on loyalty, and loyalty significantly influences purchase intention, while the direct effect of satisfaction on purchase intention is not significant. This indicates that loyalty acts as a crucial mediating mechanism between satisfaction and purchase intention. In the context of free-to-play games, this finding implies that although players may feel satisfied with the platform, they are more likely to make purchase decisions only after developing a strong sense of commitment and attachment to the game ecosystem.

From a managerial perspective, these findings suggest that game developers and platform managers should focus on enhancing economic value through transparent pricing, attractive virtual item offerings, and perceived long-term benefits of purchases. At the same time, strategies aimed at strengthening player loyalty, such as community-building initiatives, continuous platform updates, and trust-enhancing mechanisms, are essential to translate satisfaction into purchase intention. Despite its contributions, this study is limited by its cross-sectional design, the use of a single-country sample, and a restricted set of explanatory variables. Future research is encouraged to incorporate longitudinal approaches, broader contextual settings, and additional constructs to further enrich understanding of virtual purchase behavior in digital gaming environments.

CONCLUSION

This study examines the role of perceived value dimensions—namely hedonic value, utilitarian value, economic value, and emotional value—in shaping player satisfaction, as well as the subsequent effects of satisfaction on loyalty and purchase intention of virtual items (Robux) among Roblox players in Indonesia. The findings indicate that economic value plays a central role in influencing satisfaction, while other value dimensions do not show significant direct effects. This suggests that players' evaluations of fairness, affordability, and value for money are more influential than enjoyment or emotional attachment in determining their overall satisfaction with the platform.

Furthermore, the results demonstrate that satisfaction significantly enhances loyalty, and loyalty subsequently increases purchase intention, whereas satisfaction does not directly lead to purchase intention. This highlights the importance of loyalty as a key mechanism that translates positive user experiences into monetary behavior. Overall, the study contributes to the literature on digital gaming and virtual consumption by emphasizing the dominant role of economic considerations and the mediating function of loyalty within a user-generated content-based gaming environment.

Based on these findings, this study provides practical insights for game developers and platform managers, particularly in designing pricing strategies and virtual item offerings that enhance perceived economic value. Strengthening long-term player loyalty through community engagement and platform trust is also essential to encourage sustainable monetization. In addition, the results may serve as a reference for future researchers who aim to explore consumer behavior in virtual environments, especially within emerging digital platforms.

LIMITATION

Despite its contributions, this study has several limitations that should be acknowledged. First, the research employed a cross-sectional design, which restricts the ability to observe changes in player perceptions, satisfaction, and purchase behavior over time. As a result, the

causal relationships identified in this study should be interpreted with caution, as they reflect conditions at a single point in time rather than dynamic behavioral processes.

Second, the sample was limited to Roblox players in Indonesia, which may affect the external validity of the findings. Cultural, economic, and technological differences across countries may lead to different perceptions of value and purchasing behavior. Therefore, the results may not be fully generalizable to players in other regions or to different types of digital game platforms.

Third, this study focused on a limited set of explanatory variables related to perceived value, satisfaction, and loyalty. Other factors, such as social influence, community interaction, gaming intensity, or psychological traits, were not included in the research model and may also influence purchase intention. The exclusion of these variables may have constrained the explanatory power of the model.

Future research is encouraged to address these limitations by adopting longitudinal research designs, expanding the geographical scope of the sample, and incorporating additional constructs that may better capture the complexity of player behavior in virtual environments. By doing so, subsequent studies can provide a more comprehensive understanding of the mechanisms driving satisfaction, loyalty, and virtual purchase intention in digital gaming ecosystems.

RESEARCH TRANSPARENCY AND ETHICS STATEMENTS

1. **Author Contributions:**

FGS: Conceptualization, Methodology, Data Collection, Data Analysis, Writing – Original Draft, Visualization, Review and Editing.

ADAS: Conceptualization, Methodology, Data Collection, Data Analysis, Writing – Original Draft, Visualization.

2. **Funding:**

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3. **Conflict of Interest:**

No conflict of interest: The authors declare that they have no conflict of interest related to the research and publication of this article.

4. **Research Ethics:**

The study did not involve any intervention, biological specimens, vulnerable groups, or sensitive personal data. Participation was voluntary, and the confidentiality of the respondents was maintained.

5. **Use of Artificial Intelligence (AI):**

No use of ai. the authors declare that generative ai was not used in the preparation of this article.

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