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# Consumer Behavior In Virtual Goods Purchase Decisions On Online Gamers In Bengkulu City

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## ABSTRACT

*This study aims to determine consumer behavior in virtual goods purchasing decisions for online gamers in Bengkulu City. The focus of this study is to determine whether the factors of impulsive buying, irrational buying and wastefulness in virtual goods purchasing decisions for online gamers in Bengkulu City. The method used is a quantitative method where data is obtained by distributing questionnaires to 100 online game users in Bengkulu City. The results of the analysis show that impulsive buying, irrational buying and wastefulness factors have a significant influence on online gamers' interest in virtual goods purchasing decisions in Bengkulu City, with the results of multiple linear regression tests $Y = 1.599 + 0.430 X1 + 0.625 X2 + 0.053 X3$. The t-test for the impulsive buying variable (X1) shows a significant value of $0.000 < 0.05$, irrational buying (X2) of $0.000 < 0.05$, and waste (X3) of $0.023 < 0.05$, which means that Ha is accepted and Ho is rejected for the third variable. In addition, the f-test result of $0.000 < 0.05$ shows that simultaneously the variables X1, X2, and X3 have a significant effect on Y.*

## INTRODUCTION

The development of the industrial era 4.0 increasingly rapid science and technology has brought several impacts on people's lives. The science applied to the internet developed by humans is by developing creative ideas. There are several types of internet development carried out by humans, one of which is the world of happy fun, for example to play games using an internet connection that can be done by searching for a cellular network or using a wifi connection to connect a game connection called an online game, Online game media greatly influences human thought patterns in the current era, which are absorbed through the five senses, namely seeing and hearing. Along with the development and progress of technology, games are developing rapidly in the world, such as online games that are rampant in the present era (Lusiana Afrianto, 2016 in Flageo, 2015). The use of the internet has now become one of the needs of many people. The internet, which has the ability to produce interactions without space and time limits, is one of the reasons why many people use the internet in their daily activities, in addition to communication, other activities such as business and entertainment become easier

with the internet. According to The Market Intelligence in Ho and Wu (2012) on the analysis of internet usage behavior in Taiwan, they found that 60.1% of internet users use the internet for video streaming and the remaining 58% of internet users use the internet to play online games. The results of this study indicate the importance of the online gaming industry in today's era.

According to Ho and Wu (2012), online games are generally played by users in different places. They share information in the virtual world with an internet connection. In other words, online games are computer games where players interact using an internet connection. Furthermore, technological developments have finally delivered online games using a wider network such as www or world wide web or better known as the internet so that there are many players (multi-player) in an online game. In the last decade, online games have grown rapidly due to advances in computerization and the extraordinary penetration of high internet speeds (Wu and Liu, 2007). Online games have developed themselves until now there are 2 types, namely P2P (Pay To Play) and F2P (Free To Play). In addition, online games themselves have several genres including Action, RPG (Role Playing Game), MOBA (Multiplayer Online Battle Arena), Strategy. In the end, P2P games began to be abandoned and the game industry and online game users. They are turning more to F2P because it is more promising in today's market era. The F2P MOBA game industry is developing a micro transaction system to buy and sell cosmetic items, avatars or unlocked characters.

In Indonesia, there are many types of games, online games themselves have developed in the 20th century, and online games have also developed very rapidly. It can be seen from the emergence of online games such as Counter Strike, Point Blank, Three Kingdoms Online, Stronghold Crusader, Dota Online, Atlantica Online. If offline games, which are only played with a limited number of players, with online games players can play with many players even in the 2010-2020 century era online games are increasingly developing such as Battle Ground Arena, Mobile Legend, AOV, Free Fire, Player Unknown Battle Ground Mobile ETC, with games that are increasingly developing various game features are made as attractive as possible to attract interest in buying virtual items, the attraction is what makes gamers buy virtual items in games happiness, satisfaction, functional quality, price utility, trust and prestige among online game players are factors that influence interest in buying these virtual items. The following is an example of a picture of game development data in Indonesia obtained from several journals that have been researched and collected by the author and have been taken as examples as a guideline for the author for the research conducted and have been taken from several example images that were noted by the author, namely:

**Figure 1 Game Development Data**
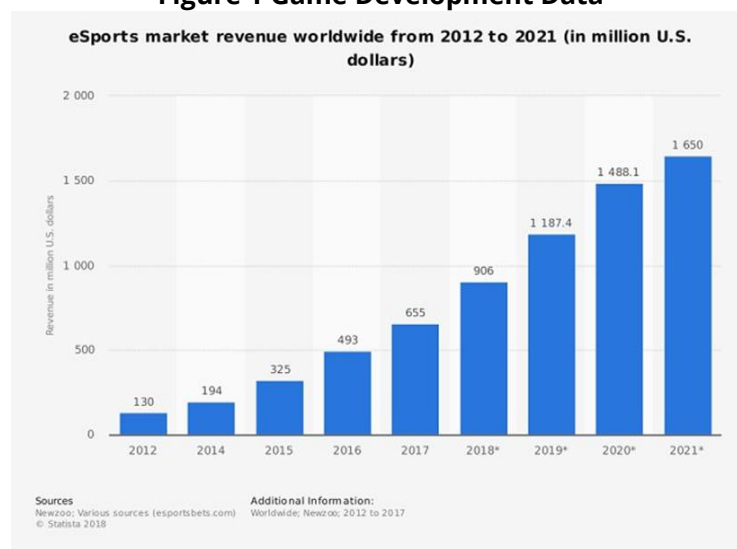


Source: jurnalapps.com 2019

In an online game, there are items that players use to carry out their activities in the game world. Players need weapons, clothes, and several other items with good quality so that players are not killed when hunting monsters or fighting with other players. Items in the game world are known as virtual goods. To get virtual goods with good quality, players must spend money to buy them. Virtual goods are products whose benefits can be felt in real terms and can be accepted logically even though their presence is through various other media/mechanisms such as computers and other digital devices.

Virtual goods can be equipment such as clothing for online characters, weapons for them to fight in MMORPGs, and gifts for their friends (Lehdonvirta, 2009). Virtual goods are a new market that emerged a few years ago and are now estimated to be worth billions of US Dollars (Hamari and Lehdonvirta, 2010). This has become a new source of income in online games. According to DFC Intelligence (2008), the online gaming market will reach $13 billion and more than 40% of revenue will be generated from virtual trading assets in 2012.

Virtual Goods is a new market that emerged a few years ago and is now estimated to be worth billions of US Dollars (Hamari and Lehdonvirta, 2010). This has become a new source of revenue in online gaming. According to DFC Intelligence (2008), the online gaming market will reach $13 billion and more than 40% of revenue will be generated from virtual trading assets in 2012. Li (2012) also explained that the sale of virtual goods is a new economy that has emerged in cyberspace. This has attracted a lot of people's attention so that many people use real money (cash) to buy virtual goods or often called real-money trade (RMT).

Understanding the desires of players is an important first step for industry vendors to gain huge profits in online games Li (2012), virtual goods are very necessary for players in completing various tasks in the game, so players buy virtual goods. This is because players have a motive to express their characters in online games so they buy virtual goods. Motivation will affect the difference in player perceptions regarding the consumption value of virtual goods. Lehdonyirta (2009) stated that, in general, consumers are seen as communicators who use symbolic meaning in virtual goods to express status levels, group member classes, and character differences in the game. In addition, players buy virtual goods only to seek satisfaction and pleasure. Lim and Seng (2010) said that the hedonistic factor in the form of seeking satisfaction and pleasure in the game world is one of the factors that encourages players to purchase virtual goods. Purchases of virtual goods made by players go through various stages in the purchasing process. These stages include recognizing needs, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behavior (Kotler and Armstrong, 2006).

## LITERATURE REVIEW

### Impulse Purchase (X1)

Impulse purchase aims that someone behaves to buy solely because it is based on sudden desire or momentary desire, done without first considering it, unable to think about its emotional nature.

1. Promotion and Discount, is a price offer or promotion that suddenly can trigger impulsive purchases because consumers feel they are getting an opportunity that will not come again.
2. Influence of Social Media, is an advertisement or post on social media displaying products with positive reviews or the latest trends can encourage buying without planning.
3. Emotional Involvement, is a purchase driven by certain feelings such as happiness, sadness, or stress, which causes someone to buy goods as a form of escape.
4. Limited Offer, is a product claim that is only available in limited quantities or only for a certain time that has been determined to encourage someone to buy impulsively.

**Irrational Purchase (X2)**

Irrational purchases are purchases made not because of need, but because of prestige in order to appear as a modern person or follow fashion. Indicators of irrational purchases are as follows:

1. Budget neglect, is spending more money than one's financial ability.
2. Social prof, buying goods just because many people buy or use the product.
3. Satisfaction, is a purchase with short-term satisfaction even though it is not beneficial in the long term.

**Waste (X3)**

Waste is a consumer behavior as one of the behaviors that wastes money without being based on clear needs. Waste indicators have several examples as follows:

1. Excessive, is buying goods or services outside the budget without considering actual needs.
2. Without planning, is not having a clear financial plan so it is difficult to control the money spent.
3. Dependence, namely buying goods depending on special discount offers even though the goods are not needed and are still purchased.

## METHODS

In this study, the type of research used is quantitative descriptive. Quantitative description is data analysis carried out by organizing data, describing it into units, synthesizing, arranging it in patterns, choosing which is important and which will be studied and making conclusions that are told to others Sugiyono, (2017:367). In this study, the author distributed a questionnaire on how consumer behavior in virtual goods purchasing decisions was in online gamers in Bengkulu City.

## RESULTS

**Table 1 Results Of Research Indicator Validity Test**

| No | Statement Items | R-Table (n-2) | R- count | Information |
|---|---|---|---|---|
| Impulse Purchase (X1) | | | | |
| 1 | X1.1 | 0,196 | 0,778 | Valid |
| 2 | X1.2 | 0,196 | 0,814 | Valid |
| 3 | X1.3 | 0,196 | 0,707 | Valid |
| 4 | X1.4 | 0,196 | 0,604 | Valid |
| Irrational Purchase (X2) | | | | |
| 1 | X2.1 | 0,196 | 0,847 | Valid |
| 2 | X2.2 | 0,196 | 0,847 | Valid |
| 3 | X2.3 | 0,196 | 0,698 | Valid |
| Waste (X3) | | | | |
| 1 | X3.1 | 0,196 | 0,827 | Valid |
| 2 | X3.2 | 0,196 | 0,791 | Valid |
| 3 | X3.3 | 0,196 | 0,891 | Valid |
| Purchase Decision (Y) | | | | |
| 1 | Y1 | 0,196 | 0,823 | Valid |
| 2 | Y2 | 0,196 | 0,808 | Valid |
| 3 | Y3 | 0,196 | 0,732 | Valid |
| 4 | Y4 | 0,196 | 0,654 | Valid |

Source: SPSS Output version 25.0, 2024

Based on table 1, it can be seen that of the 14 research indicators, all indicators have a level of validity that is in accordance with the criteria proposed in this study, namely all indicators have a value, R-calculated> R-table. So all indicators used in this study are valid and can be used as research tools.

**Tabel 2 Result Uji Reabilitas**

| No. | Variables | Cronbach's Alpha Value | Information |
|-----|-----------|------------------------|-------------|
| 1 | Impulse Buying | 0,704 | Reliabel |
| 2 | Irrational Purchasing | 0,719 | Reliabel |
| 3 | Waste | 0,774 | Reliabel |
| 4 | Buying decision | 0,749 | Reliabel |

Source: SPSS Output version 25.0, 2024

Based on the results of data analysis as shown in table 2, it is known that all Cronbach's Alpha coefficients of the research variables are greater than 0.60, which means that all research instruments are reliable.

**Table 3 Multiple Regression Test Results**

| Coefficients$^a$ | | | | | |
|------------------|--|--|--|--|--|
| | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | B | Std. Error | Beta | T | Sig. |
| (Constant) | 1.599 | .653 | | 2.448 | .016 |
| X1 | .430 | .083 | .430 | 5.154 | .000 |
| X2 | .625 | .100 | .517 | 6.262 | .000 |
| X3 | .053 | .023 | .083 | 2.317 | .023 |

Source:  SPSS Versi 25.0, 2024

Calculation of multiple linear regression using SPSS 25.0 program in table 7, the multiple linear regression equation can be obtained as follows:

$$Y = 1.599 + 0.430 X1 + 0.625 X2 + 0.053 X3$$

The equation of the multiple linear regression is:
1. The constant value of 1.599 means that if the impulsive purchase variable (X1), irrational purchase (X2) and waste (X3) are considered equal to zero (0) then the decision interest variable (Y) will remain at 1.599.
2. The effect of impulsive purchase (X1) on the interest in using (Y) The coefficient value of impulsive purchase (X1) is 0.168 with the assumption that if X1 increases by one unit, then the interest in using (Y) will also increase by 0.168.
3. The effect of irrational purchases (X2) on the interest in using (Y) The regression coefficient value of the security variable is 0.625 with the assumption that if security (X2) increases by one unit, the interest in using (Y) will increase by 0.625.
4. The effect of waste (X3) on the interest in using (Y) The regression coefficient value of the waste variable (X3) is 0.053, with the assumption that if it increases by one unit, the interest in using (Y) will increase by 0.053.

**Table 4 Results Of Determination Coefficient Test**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .939[a] | .881 | .878 | .54005 |
| a. Predictors: (Constant), X3, X2, X1 | | | | |

Source: SPSS Version 25.0, 2024

Based on table 8 for the determination coefficient value using the R Square model. From the calculation results using SPSS 25.0, it can be seen that the determination coefficient value of R is 0.881. This means that the value of Variable X affects the variable (Y) with an r square value of 88.1% while the remaining 11.9% is influenced by other variables not examined in this study.

**Table 5 F Test Results**

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 208.191 | 3 | 69.397 | 237.940 | .000[b] |
| | Residual | 27.999 | 96 | .292 | | |
| | Total | 236.190 | 99 | | | |
| a. Dependent Variable: Y | | | | | | |
| b. Predictors: (Constant), X3, X2, X1 | | | | | | |

Source: SPSS Output version 25.0, 2024

From table 9 above, the significance value is 0.000 <0.05. Because the significance level is below 0.05, it shows that simultaneously impulsive purchases (X1), irrational purchases (X2), and waste (X3) have a significant effect on purchasing decisions (Y) of virtual goods for online gamers in Bengkulu City. With the calculated F value> F table, namely the calculated f of 237,940> f table 2.70 (F Table attached), it can be concluded that Ho is rejected and Ha is accepted.

**Table 6 T-Test Results**

| Coefficients[a] | | | | | |
|---|---|---|---|---|---|
| | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | B | Std. Error | Beta | T | Sig. |
| (Constant) | 1.599 | .653 | | 2.448 | .016 |
| X1 | .430 | .083 | .430 | 5.154 | .000 |
| X2 | .625 | .100 | .517 | 6.262 | .000 |
| X3 | .053 | .023 | .083 | 2.317 | .023 |

Source: SPSS version 25.0, 2024

From the calculation results using SPSS 25.0, it can be explained that:
1. Impulsive Purchase Variable (X1)
   The test results for the Impulsive Purchase variable show a significance value of 0.00 <0.05. Because the significance value is smaller than 0.05, Ho is rejected and Ha is accepted. The

table above shows that the calculated T for the convenience variable is greater than the T table, which is 5.154> 1.983 (the attached t table formula). It can be concluded that the impulsive purchase variable has a significant effect on the interest in purchasing virtual goods for online gamers in Bengkulu City.

2.  Irrational Purchase Variable (X2)

The test results for the security variable show a significance value of 0.000 <0.05. Because the significance value is smaller than 0.05, Ho is rejected and Ha is accepted. The table above shows that the T count for the security variable is greater than the T table, which is 6.262> 1.983 (the t table formula is attached). It can be concluded that the irrational purchasing variable has a significant effect on the interest in purchasing virtual goods for online gamers in Bengkulu City.

3.  Waste Variable (X3)

The test results for the speed variable show a significance value of 0.023 <0.05. Because the significance value is smaller than 0.05, Ho is rejected and Ha is accepted. The table above shows that the calculated T for the speed variable is greater than the T table, which is 2.317> 1.983 (the attached t table formula). It can be concluded that the waste variable has a significant effect on the consumer behavior of purchasing virtual goods for online gamers in Bengkulu City.

## DISCUSSION

**The Influence Of Impulsive Purchasing On Virtual Goods Purchasing Decisions Of Online Gamers In Bengkulu City**

The test results in this study indicate that there is a significant influence between impulsive purchases on the interest of online gamers in purchasing decisions for virtual goods, because the test results for the convenience variable show a significance value of 0.000 <0.05. Because the significance value is smaller than 0.05, Ho is rejected and Ha is accepted, which means that the X1 variable has a significant effect on the Y variable.

Based on the t-test, it is greater than the t table, which is 5.154> 1.983 (t table attached). It can be concluded that the impulsive purchase variable has a significant effect on the decision to purchase virtual goods. Based on the Partial test (t test) it shows that impulsive purchases have a positive and significant direct effect on the decision to purchase virtual goods. As stated by Lina and Rasyid in (Munazzah, 2016) which states that the impulsive purchase variable has a significant effect on the interest in purchasing decisions for virtual goods.

**The Influence Of Irrational Purchasing In Virtual Goods Purchasing Decisions Of Online Gamers In Bengkulu City**

The test results in this study indicate that there is a significant influence between irrational purchases on virtual goods purchasing decisions, because the test results for the irrational purchase variable show a significance value of 0.000 <0.05. Because the significance value is less than 0.05, Ho is rejected and Ha is accepted, which means that the X2 variable has a significant effect on the Y variable. Based on the t-test, it is greater than the t table, which is 6.262> 1.983 (t table attached).

It can be concluded that the security variable has a significant effect on consumer interest in using (Y) QRIS as a payment method in Bengkulu City. Based on the Partial test (t test), it shows that security has a positive and significant direct effect on virtual goods purchasing decisions. As stated by Lina and Rasyid in (Munazzah, 2016) which states that the impulsive buying variable has a significant effect on the interest in virtual goods purchasing decisions.

**The Influence Of Waste In Virtual Goods Purchasing Decisions On Online Gamers In Bengkulu City**

The test results in this study indicate that there is a significant influence between waste on virtual goods purchasing decisions, because the test results for the speed variable show a significance value of 0.023 <0.05. Because the significance value is smaller than 0.05, Ho is rejected and Ha is accepted, which means that the X3 variable has a significant effect on the Y variable. Based on the t-test, it is greater than the t table, which is 3.724> 1.983 (t table attached). It can be concluded that the waste variable has a significant effect on virtual goods purchasing decisions.

Based on the Partial test (t test) it shows that waste has a positive and significant direct effect on virtual goods purchasing decisions. As stated by Lina and Rasyid in (Munazzah, 2016) which states that the impulsive buying variable has a significant effect on the interest in virtual goods purchasing decisions on online gamers in the city of Bengkulu.

**The Influence Of Impulsive Buying, Irrational Buying, Waste In Virtual Goods Purchasing Decisions On Online Gamers In Bengkulu City**

Based on the results of the hypothesis test using the F test (simultaneous test) it was found that there was an influence of impulsive purchases, irrational purchases, and waste together because the significant value of 0.000 was smaller than 0.05. This illustrates that the factors of impulsive purchases, irrational purchases and waste affect consumer interest in purchasing decisions for virtual goods.

The t count on the convenience variable is greater than the t table of 5.154> 1.983, the security variable is greater than the t table, namely the t count of 6.262> t table of 1.983, the speed variable is greater than the t table, namely the t count of 2.317> 1.983 while the purchasing decision variable uses a value greater than the t table, namely the t count of 2.448> t table of 1.983.

It can be concluded that the variables of impulsive purchases, irrational purchases and waste have a significant effect on purchasing decisions for virtual goods, so that these three variables become factors that influence consumer interest in purchasing decisions for virtual goods. As stated by Lina and Rasyid in (Munazzah, 2016) who stated that the impulsive buying variable has a significant influence on the interest in purchasing decisions for virtual goods among online gamers in the city of Bengkulu.

**CONCLUSION**

1. Based on the results of the research and discussion conducted on consumptive behavior in virtual goods purchasing decisions for online gamers in bengkulu city which have been described previously, the following conclusions can be drawn:
2. The results of multiple linear regression show a positive regression direction with the equation y = y = 1.599 + 0.430 x1 + 0.625 x2 + 0.053 x3
3. Impulsive purchases have a significant influence on virtual goods purchasing decisions, because the significant value of 0.000 is smaller than 0.05.
4. Irrational purchases have a significant influence on gamers' interest in virtual goods purchasing decisions because the significant value of 0.000 is smaller than 0.05. This illustrates the increasing influence of online gamers in virtual goodspurchasing decisions.
5. Waste has a significant influence on online gamers' interest in virtual goods purchasing decisions because the significant value of 0.023 is smaller than 0.05
6. Impulsive purchases, irrational purchases and waste have a significant simultaneous influence on online gamers' interest in virtual goods purchasing   decisions   because   the significant value of 0.000 is smaller than 0.05.

**LIMITATION**

From the conclusions and results of the study, the author puts forward suggestions in the study as follows:

1.  Online gamers are expected to reconsider their decisions before making a purchase because it affects their daily behavior and consider more important needs first, except for proplayers or content creators who are already in the habit of making purchases and are also their needs.
2.  For further researchers, it is hoped that they can add other consumer behaviors for online game users to consider the decision to purchase virtual goods, except for proplayers or content creators who are already in their field doing that.

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