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Factors Influencing Interest In Buying Virtual Goods In Genshin Impact Online Game In DKI Jakarta Area

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Abstrak

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh Desain Karakter, Kepuasan Pelanggan, Kepercayaan, Harga, dan Emotional Value baik secara parsial maupun simultan terhadap minat beli pada game online Genshin Impact. Dan mengetahui variabel yang paling dominan dalam mempengaruhi minat beli. Pendekatan riset yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini ialah seluruh player game online yang sudah melakukan top up online pada Genshin Impact. Data yang dikumpulkan menggunakan metode survey dengan cara menyebarkan kuesioner kepada yang sudah melakukan top up pada game online Genshin Impact dan rutin melakukan monthly subscribe pada gamen tersebut, merupakan player Genshin Impact dan berada di wilayah DKI Jakarta. Kuesioner yang terkumpul sebanyak 150 responden, data tersebut kemudian diolah dengan metode regresi linear berganda. Hasil analisis data yang dilakukan dengan bantuan alat SPSS. Berdasarkan hasil analisis tersebut diketahui bahwa secara parsial variabel Desain Karakter, Kepuasan Pelanggan, Kepercayaan, Harga, dan Emotional Value terbukti berpengaruh positif dan signifikan terhadap minat beli pada game online Genshin Impact. Kemudian dalam hasil analisis tersebut variabel harga adalah variabel yang paling dominan.

Kata Kunci: *Desain Karakter, Kepuasan Pelanggan, Kepercayaan, Harga, Emotional Value Terhadap Minat Beli*

Abstract

This study aims to test and analyze the influence of Character Design, Customer Satisfaction, Trust, Price, and Emotional Value both partially and simultaneously on buying interest in the online game Genshin Impact. And knowing the most dominant variable in influencing buying interest. The research approach used in this research is quantitative research. The population in this study are all online game players who have done online top up on Genshin Impact at least 5 times. The data was collected using the survey method by distributing questionnaires to those who have already top up the online game Genshin Impact at least 5 times and regularly subscribe to the game, are Genshin Impact players and are in the DKI Jakarta area. Questionnaires collected as many as 150 respondents, the data is then processed using multiple linear regression method. Results of data analysis performed with the help of SPSS tools. Based on the results of this analysis it is known that the variables of Character Design, Customer Satisfaction, Trust, Price, and Emotional Value have proven to have a positive and significant effect simultaneously and partially on purchase intention in online game Genshin Impact. Then in the results of the analysis the price variable is the most dominant.
Keywords: *Character Design, Customer Satisfaction, Trust, Price, Emotional Value on Purchase Intention*

INTRODUCTION

The rapid growth of the online game industry has made it one of the most profitable e-commerce sectors (Yulius, 2017). This increase was due to the increase in the number of players and the availability of virtual goods in the form of goods or items sold in online games. According to the findings of Hasanah et al. (2022), the likelihood of displaying consumptive behavior towards virtual goods increases in proportion to the severity of individual tendencies known as gaming disorder. Satisfaction with the game (Satisfaction with the game) is the pleasure obtained from playing the game. A player tends to be passionate about the game he is playing because the game really makes him feel satisfied and meets his expectations.

A study conducted by Bong-Won Park and Ku Chung Lee in 'Exploring the Value of Purchasing Online Game Item's (2011) shows that, among 384 respondents, the best way to explain how online game players value virtual goods and what influences them to buy them is to say that playing fun and visual authority best represent it. In addition, the research "Identifying User's Behavior on Purchasing Virtual Items" (2011) by Emil R. Chienhsu and Tay-Sheng found that behavioral control has a significant influence on licenses to purchase virtual goods. Furthermore, a study was conducted by Wu and Ho (2012) in which they collected samples and analyzed data from a total of 523 people who were involved in online gaming activities. The results of the study show that the theory of game satisfaction and consumption has an impact on the tendency to acquire virtual goods in online games. In

particular, individuals who derive greater satisfaction from their online gaming experiences are more likely to express an interest in buying virtual goods.

Previous studies have discussed several variables that are closely related in the relationship of several variables related to satisfaction with purchase intention; however, the subject of video games distinguishes this study from previous studies in that this study raises one of the popular gacha games, namely Genshin Impact, and adds character design variables, trust variables, price variables, emotional value variables, and different research objects that will be associated with the Buying Interest variable. In this study, all objects in the DKI Jakarta area were taken from Genshin Impact Gamers, both women and men, who had already topped up the Genshin Impact online game and made regular monthly subscriptions.

RESEARCH METHODS

. The population in this study is all online game players who have done online top-ups at Genshin Impact in the DKI Jakarta area. The data was collected using the survey method by distributing questionnaires via the Google Form, which is distributed online. The total number of respondents we were able to reach was 150 who met the criteria. The specified criteria are that the respondent is a Genshin Impact player, has previously done top-ups at Genshin Impact, and often does monthly subscriptions to Genshin Impact. In this study, SPSS was used as the testing instrument, and multiple linear regression analysis was used for data analysis. In this study, the multiple linear regression model was evaluated using the classical assumption test (normality test, multicollinearity test, and heteroscedasticity test) and hypothesis testing using various statistical methods (partial test (t test), simultaneous test (f test), and test the coefficient of determination (R2).

RESULTS AND DISCUSSION

Validity Test

Character Design Validity Test Results

Correlations

		DK1	DK2	DK3	DK4	DK5	TDK
DK1	Pearson Correlation	1	.646**	.605**	.581**	.433*	.842**
	Sig. (2-tailed)		< .001	< .001	< .001	.017	< .001
	N	30	30	30	30	30	30
DK2	Pearson Correlation	.646**	1	.566**	.483**	.206	.764**
	Sig. (2-tailed)	< .001		.001	.007	.276	< .001
	N	30	30	30	30	30	30
DK3	Pearson Correlation	.605**	.566**	1	.641**	.545**	.841**
	Sig. (2-tailed)	< .001	.001		< .001	.002	< .001
	N	30	30	30	30	30	30
DK4	Pearson Correlation	.581**	.483**	.641**	1	.591**	.835**
	Sig. (2-tailed)	< .001	.007	< .001		< .001	< .001
	N	30	30	30	30	30	30
DK5	Pearson Correlation	.433*	.206	.545**	.591**	1	.657**
	Sig. (2-tailed)	.017	.276	.002	< .001		< .001
	N	30	30	30	30	30	30
TDK	Pearson Correlation	.842**	.764**	.841**	.835**	.657**	1
	Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Customer Satisfaction Validity Test Results

Correlations

		KP1	KP2	KP3	KP4	KP5	TKP
KP1	Pearson Correlation	1	.648**	.232	.613**	.670**	.798**
	Sig. (2-tailed)		< .001	.217	< .001	< .001	< .001
	N	30	30	30	30	30	30
KP2	Pearson Correlation	.648**	1	.605**	.674**	.305	.814**
	Sig. (2-tailed)	< .001		< .001	< .001	.101	< .001
	N	30	30	30	30	30	30
KP3	Pearson Correlation	.232	.605**	1	.637**	.288	.712**
	Sig. (2-tailed)	.217	< .001		< .001	.122	< .001
	N	30	30	30	30	30	30
KP4	Pearson Correlation	.613**	.674**	.637**	1	.484**	.868**
	Sig. (2-tailed)	< .001	< .001	< .001		.007	< .001
	N	30	30	30	30	30	30
KP5	Pearson Correlation	.670**	.305	.288	.484**	1	.719**
	Sig. (2-tailed)	< .001	.101	.122	.007		< .001
	N	30	30	30	30	30	30
TKP	Pearson Correlation	.798**	.814**	.712**	.868**	.719**	1
	Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Trust Validity Test Results

Correlations

		K1	K2	K3	K4	K5	TK
K1	Pearson Correlation	1	.669**	.318	.329	.121	.691**
	Sig. (2-tailed)		< .001	.087	.076	.524	< .001
	N	30	30	30	30	30	30
K2	Pearson Correlation	.669**	1	.345	.255	.225	.715**
	Sig. (2-tailed)	< .001		.062	.174	.232	< .001
	N	30	30	30	30	30	30
K3	Pearson Correlation	.318	.345	1	.411*	.222	.667**
	Sig. (2-tailed)	.087	.062		.024	.237	< .001
	N	30	30	30	30	30	30
K4	Pearson Correlation	.329	.255	.411*	1	.593**	.753**
	Sig. (2-tailed)	.076	.174	.024		< .001	< .001
	N	30	30	30	30	30	30
K5	Pearson Correlation	.121	.225	.222	.593**	1	.633**
	Sig. (2-tailed)	.524	.232	.237	< .001		< .001
	N	30	30	30	30	30	30
TK	Pearson Correlation	.691**	.715**	.667**	.753**	.633**	1
	Sig. (2-tailed)	< .001	< .001	< .001	< .001	< .001	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Price Validity Test Results

Correlations

		H1	H2	H3	H4	H5	TH
H1	Pearson Correlation	1	.439*	.251	-.008	.190	.581**
	Sig. (2-tailed)		.015	.181	.967	.314	<.001
	N	30	30	30	30	30	30
H2	Pearson Correlation	.439*	1	.000	-.048	.144	.451*
	Sig. (2-tailed)	.015		1.000	.799	.447	.012
	N	30	30	30	30	30	30
H3	Pearson Correlation	.251	.000	1	.531**	.316	.748**
	Sig. (2-tailed)	.181	1.000		.003	.089	<.001
	N	30	30	30	30	30	30
H4	Pearson Correlation	-.008	-.048	.531**	1	.336	.632**
	Sig. (2-tailed)	.967	.799	.003		.070	<.001
	N	30	30	30	30	30	30
H5	Pearson Correlation	.190	.144	.316	.336	1	.625**
	Sig. (2-tailed)	.314	.447	.089	.070		<.001
	N	30	30	30	30	30	30
TH	Pearson Correlation	.581**	.451*	.748**	.632**	.625**	1
	Sig. (2-tailed)	<.001	.012	<.001	<.001	<.001	
	N	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Emotional Value Validity Test Results

Correlations

		EV1	EV2	EV3	EV4	EV5	TEV
EV1	Pearson Correlation	1	.528**	.130	.389*	.536**	.664**
	Sig. (2-tailed)		.003	.494	.033	.002	<.001
	N	30	30	30	30	30	30
EV2	Pearson Correlation	.528**	1	.661**	.189	.553**	.775**
	Sig. (2-tailed)	.003		<.001	.319	.002	<.001
	N	30	30	30	30	30	30
EV3	Pearson Correlation	.130	.661**	1	.517**	.498**	.756**
	Sig. (2-tailed)	.494	<.001		.003	.005	<.001
	N	30	30	30	30	30	30
EV4	Pearson Correlation	.389*	.189	.517**	1	.534**	.699**
	Sig. (2-tailed)	.033	.319	.003		.002	<.001
	N	30	30	30	30	30	30
EV5	Pearson Correlation	.536**	.553**	.498**	.534**	1	.853**
	Sig. (2-tailed)	.002	.002	.005	.002		<.001
	N	30	30	30	30	30	30
TEV	Pearson Correlation	.664**	.775**	.756**	.699**	.853**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Buying Interest Validity Test Results

Correlations

		MB1	MB2	MB3	MB4	MB5	TMB
MB1	Pearson Correlation	1	.448*	.464**	.306	.444*	.740**
	Sig. (2-tailed)		.013	.010	.101	.014	<.001
	N	30	30	30	30	30	30
MB2	Pearson Correlation	.448*	1	.571**	.199	.324	.733**
	Sig. (2-tailed)	.013		<.001	.291	.081	<.001
	N	30	30	30	30	30	30
MB3	Pearson Correlation	.464**	.571**	1	.464**	.243	.801**
	Sig. (2-tailed)	.010	<.001		.010	.195	<.001
	N	30	30	30	30	30	30
MB4	Pearson Correlation	.306	.199	.464**	1	.306	.631**
	Sig. (2-tailed)	.101	.291	.010		.101	<.001
	N	30	30	30	30	30	30
MB5	Pearson Correlation	.444*	.324	.243	.306	1	.631**
	Sig. (2-tailed)	.014	.081	.195	.101		<.001
	N	30	30	30	30	30	30
TMB	Pearson Correlation	.740**	.733**	.801**	.631**	.631**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability Test

Character Design Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.847	5

Customers Satisfaction ReliabilityTest Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.835	5

Trust Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.727	5

Price Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.714	5

Emotional Value Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.807	5

Buying Interest Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.753	5

This study involved carrying out a validity and reliability assessment of the initial questionnaire, which consisted of 30 statements and was administered as a pre-test. The sample size for this assessment consisted of 30 participants. The validity of the Character Design, Customer Satisfaction, Trust, Price, Emotional Value, and Purchase Intention variables is determined using the Pearson Product Moment Correlation method. The results showed that each statement in the questionnaire can be said to be valid because all of these variables show a significance value below 0.05. Next, the researcher conducted a reliability assessment by examining whether the Cronbach's Alpha coefficient exceeded a threshold of 0.6, thereby evaluating the internal consistency of the measuring instrument used. The character design variable shows a Cronbach's Alpha coefficient of 0.847, indicating a high level of internal consistency. Likewise, the variable customer satisfaction shows a coefficient of 0.83, indicating a strong level of reliability. The trust variable displays a coefficient of 0.727, indicating a moderate level of internal consistency. The price variable shows a coefficient of 0.714, indicating a moderate level of reliability. The emotional value variable shows a coefficient of 0.807, which indicates a high level of internal consistency. Lastly, the buying interest variable displays a coefficient of 0.753, indicating a moderate level of reliability. Based on the Cronbach alpha value obtained from the acquisition variable that exceeds 0.6, it can be concluded that all variables derived from the study show a high level of reliability.

Statistical Descriptive Test

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
DK1	150	1	5	4.47	.800
DK2	150	1	5	4.35	.820
DK3	150	2	5	4.32	.814
DK4	150	2	5	4.19	.878
DK5	150	2	5	4.05	.947
KP1	150	1	5	4.14	.965
KP2	150	1	5	4.03	.944
KP3	150	1	5	4.03	1.016
KP4	150	1	5	4.01	.955
KP5	150	1	5	3.97	1.056
K1	150	1	5	4.15	.915
K2	150	1	5	4.09	.912
K3	150	2	5	4.19	.888
K4	150	1	5	4.13	.971
K5	150	1	5	4.17	1.015
H1	150	1	5	4.14	.852
H2	150	1	5	4.15	.958
H3	150	1	5	4.13	.902
H4	150	1	5	4.25	.819
H5	150	1	5	4.24	.885
EV1	150	1	5	4.31	.919
EV2	150	1	5	4.17	.910
EV3	150	1	5	4.22	.881
EV4	150	1	5	4.28	.852
EV5	150	1	5	4.15	.961
MB1	150	2	5	4.28	.878
MB2	150	1	5	4.16	.963
MB3	150	1	5	4.26	.855
MB4	150	1	5	4.39	.817
MB5	150	1	5	4.23	.913
Valid N (listwise)	150				

Image 1 Descriptive Statistical Test Results

All data obtained from the results of the questionnaire were calculated by calculating the total of each statement indicator and its average value. Furthermore, the average value for the character design variable is 4.28, meaning that the character design in Genshin Impact has a good rating according to the respondents. The indicator for the character design variable with the highest average value is the first indicator, which is 4.47. In the customer satisfaction variable, the average value obtained is 4.04, meaning that Genshin Impact is good at making customers feel satisfied. The indicator on the variable customer satisfaction with the highest average value is the first indicator, which is equal to 4.14. On the trust variable, the average value obtained is 4.15, meaning that the Genshin Impact has been good at making respondents feel confident. The indicator on the trust variable with the highest average value is the third indicator, which is equal to 4.19. For the price variable, the average value obtained is 4.18, meaning that the price offered by Genshin Impact is appropriate and acceptable to customers. The indicator for the price variable with the highest average value is the fourth indicator, which is 4.25. In the emotional value variable, the average value obtained is 4.23, meaning that Genshin Impact has provided good emotional value to customers. The indicator on the emotional value variable with the highest average value is the first indicator, which is equal to 4.31. In the purchase intention variable, the average value obtained is 4.26, meaning that the customer's buying interest in Genshin Impact is good or high. The indicator for the interest variable with the highest average value

is the fourth indicator, which is 4.39.

Classic Assumption Test

Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			150
Normal Parameters[a,b]	Mean		0000000
	Std. Deviation		2.05593982
Most Extreme Differences	Absolute		.078
	Positive		.056
	Negative		-.078
Test Statistic			.078
Asymp. Sig. (2-tailed)			.027[c]
Monte Carlo Sig. (2-tailed)	Sig.		.307[d]
	95% Confidence Interval	Lower Bound	.298
		Upper Bound	.316

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 624387341.

The first classic assumption test that needs to be implemented is a procedure which is also known as the normality test through the use of the Monte Carlo method. When used for modeling statistical tests, this method gives very good results. Meanwhile, according to the findings of the normality test, a significant value of 0.307 was obtained, greater than 0.05. That the data follows a normal distribution is inferred from this.

Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.291	2.291		1.873	.063		
	Desain Karakter	.163	.074	.162	2.217	.028	.879	1.138
	Kepuasan Pelanggan	.121	.073	.122	2.200	.044	.769	1.300
	Kepercayaan	.222	.079	.209	2.806	.006	.846	1.181
	Harga	.422	.085	.462	4.969	.000	.716	1.397
	Emotional Value	.226	.072	.128	4.353	.025	.846	1.182

a. Dependent Variable: Minat Beli

From the results of the multicollinearity test, the value of Tolerance and VIF was determined, specifically for the Character Design variable, a Tolerance value of 0.879 was obtained and a VIF value of 1.138, Customer Satisfaction variable with a Tolerance value of 0.769 and a VIF value of 1,300, and the Trust variable with a Tolerance value of 0.846 and a VIF value 1,300. The VIF Customer Satisfaction variable value is 1.181; the price variable has a tolerance value of 0.716 and a VIF value of 1.397; the Emotional Value variable has a tolerance value of 0.846 and a VIF value of 1.182; and the VIF value is 1.181. Because it is known that all variables obtain tolerance values greater than 0.10 and VIF values less than 10, it is stated that the regression model does not show signs of multicollinearity.

Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.364	1.455		3.000	.003
	Desain Karakter	.047	.047	.086	1.004	.317
	Kepuasan Pelanggan	.021	.046	.041	.451	.652
	Kepercayaan	.005	.050	.009	.103	.918
	Harga	-.157	.054	-.275	-.908	.054
	Emotional Value	-.051	.046	-.097	-1.118	.266

a. Dependent Variable: abs

From the table above, it is known that the character design variable obtained a sig value of 0.317, the customer satisfaction variable obtained a sig value of 0.652, the customer satisfaction variable obtained a sig value of 0.652, trust obtained a sig value of 0.918, price obtained a sig value of 0.054, emotional value price obtained a sig value of 0.266. The results show that the probability value is significant at > 0.05 for each independent variable. So it can be indicated that the regression model in this study did not contain heteroscedasticity or variance inequality.

Multiple Linear Regression Analysis Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.970[a]	.941	.940	2.091

a. Predictors: (Constant), Emotional.Value, Kepuasan. Pelanggan, Desain.Karakter, Kepercayaan, Harga

Table 1 Results of the Coefficient of Determination

Source: Data Processed by the Author (2023)

The conclusions drawn from the data shown in Table 1 lead us to the conclusion that the coefficient of determination is 0.941. This shows that the independent variables, namely character design, customer satisfaction, trust, price, and emotional value of 94.1% all have an effect on the dependent variable, namely purchase intention, while other factors only have an effect of 5.9% of the total. factors that are not included in the model calculation.

Table 2 Multiple Regression Results of Partial Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.291	2.291		1.873	.063
	Desain Karakter	.163	.074	.162	2.217	.028
	Kepuasan Pelanggan	.121	.073	.122	2.288	.044
	Kepercayaan	.222	.079	.209	2.806	.006
	Harga	.422	.085	.402	4.969	.000
	Emotional Value	.226	.072	.126	4.353	.029

a. Dependent Variable: MinatBeli

Source: Data Processed by the Author (2023)

Regression results were tested using the t test with a significant level set lower than

0.05. Table 2 displays the results of the test performed. Based on the data presented in Table 2, it can be seen that there is no value in character design. Customer satisfaction, trust, price, and emotional value will be 4.291 against Purchase Interest. With each incremental increase in the Character Design variable, the Buying Interest value will show an increase of 0.163. There is a positive linear relationship between Customer Satisfaction and Purchase Intention, where an increase of one unit of Customer Satisfaction is associated with a corresponding increase of 0.121 Purchase Intention. There is a positive correlation between Trust and Purchase Intention, so that an increase in Trust by one unit is associated with an increase in Purchase Interest of 0.222 units. With every incremental increase in the price of one unit, the value of buying interest will also increase by 0.42. A one-unit increase in emotional value is associated with a corresponding increase of 0.226 in the Purchase Intention value. Based on the results obtained, it turns out that the significance value is lower than the predetermined threshold, namely $\alpha = 0.05$.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	302.467	5	60.493	13.831	.000[b]
	Residual	629.806	144	4.374		
	Total	932.273	149			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Emotional Value, Kepuasan Pelanggan, Desain Karakter, Kepercayaan, Harga

Table 3 Results of Simultaneous Influence Analysis

Source: Data Processed by the Author (2023)

According to the F test table, the F test statistic is 13,831, and the associated p-value is 0.000, which is smaller than the predetermined significance level of 0.05. The results of the study show that there is a simultaneous influence of the five variables, namely Character Design, Customer Satisfaction, Trust, Price, and Emotional Value, on the dependent variable Purchase Interest in the Genshin Impact Game.

DISCUSSIONS

The research yielded a number of findings, the main ones being Character Design, Customer Satisfaction, Trust, Price and Emotional Value. These factors include the independent variables that have an impact on buying interest in the online game Genshin Impact. This can be interpreted as that the higher the character design, customer satisfaction, trust, price, and emotional value, the better the interest in buying virtual goods in the Genshin Impact game.

In this study, price is identified as the variable that has the highest influence on buying interest in the online game Genshin Impact. Affordable prices for the virtual goods provided

by Genshin Impact in accordance with the income of the players, prices are well competitive, and the value contained in the virtual goods provided by Genshin Impact for players can feel the benefits according to the price given. Thus, Genshin Impact players can increase their buying interest in the virtual goods provided by Genshin Impact. Because the majority of the highest respondents are the fourth variable, namely the price variable, it can be said that price has the most influence on buying interest in purchasing virtual goods in Genshin Impact online game. In line with Prabowo's statement (2016) that consumers' ability to purchase a product is influenced by their money and the comparison of facilities they get when buying a product, this research finds that price has a significant influence on purchase intention.

The next finding is that character design influences purchase intention. This means that the more attractive the character design, the more interested in buying it. Respondents felt interested in topping up in the Genshin Impact online game because the appearance of the characters given by Genshin Impact varied so that they could attract the attention of players to beautify their characters (upgrade) by topping up. The various designs of the virtual items provided also have their own uniqueness which can beautify the character designs of the players, so that this will further increase players' interest in buying the virtual goods provided by Genshin Impact. This research aligns with previous scientific investigations, particularly research confirming that character design exerts a beneficial and substantial influence on purchase intention.

Additional research shows that the level of customer satisfaction has a significant impact on the likelihood of purchase intention. This implies that an increase in customer satisfaction among Genshin Impact online game players will also increase the interest to buy the game. Respondents felt that the availability of top up virtual goods in the Genshin Impact online game made it easier for players to get the desired characters or limited items needed easily. In addition, by offering the battle pass feature, players are satisfied with the rewards given from this feature which certainly increases players' interest in buying virtual goods provided in the Genshin Impact online game. This finding is consistent with the results of a study by Wu et al. (2008) where players will be increasingly addicted to online games if they receive a high level of satisfaction from playing them, and one way to achieve this is by buying or renting virtual goods.

Subsequent findings relate to the effect of trust on purchase intention. This implies that there is a positive correlation between the level of trust that Genshin Impact players have and the buying tendency of online consumers of Genshin Impact games. Most of the respondents were players who had top up in Genshin Impact with high competence

provided by Genshin Impact and were able to solve problems that occurred in the online game. Genshin Impact always provides the best features for players by providing the latest events and updates in each new patch. Genshin Impact also has a very good reputation in providing the best quality content to its players, so this makes the Genshin Impact game one of the games that players can trust because the better the trust of players, of course, will increase the buying interest of the players to make top up on Genshin Impact. The findings of this study are in line with the findings of other studies, including those conducted by Lestari and Murtiyanto (2020), Erdawati (2020), Aulia (2020), Anggreini and Suparwati (2020), and Yuli and Marpaung (2020), all of whom found that trust have a beneficial and significant impact on consumer decision making.

The last finding, emotional value is a variable that is dominant enough to encourage consumers to increase buying interest. This means that respondents feel happy to use virtual goods in the Genshin Impact online game. Apart from feeling happy, it is also defined that playing Genshin Impact online games for a long time can help players relieve stress due to the love for virtual goods provided in the Genshin Impact game, so that this can significantly increase players' buying interest. The results of the study are in line with Surachman's research (2008) which reveals that emotional value is obtained if customers experience positive feelings when buying.

CONCLUSIONS

Interest in buying Genshin Impact online games can be influenced by a combination of several factors, including Character Design, Customer Satisfaction, Trust, Price, and Emotional Value. It can be understood that the greater the attractiveness of the character design, the greater the customer's pleasure and emotional value, the greater the trust, the greater the price, and the greater the interest in buying the Genshin Impact online game. Because character design can affect buyer interest in making purchases, we can subtract that the more attractive the character design, the greater the increase in buying interest. As a result of the fact that customer satisfaction and emotional value affect purchase intention, it can be concluded that the level of purchase intention will increase according to the level of customer happiness and emotional value offered by the players. The amount of interest in buying players in the Genshin Impact online game will increase in proportion both to the level of trust in game developers and to what extent the price is compared to other games. In the online game Genshin Impact, price is the most important factor players consider when deciding whether or not to purchase additional virtual products. It can be concluded that respondents consider the prices provided to be reasonable and believe they can successfully

compete in the online market.

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