

ABSTRAK

Pesatnya perkembangan industri *game* digital mendorong munculnya model bisnis *in-game purchase*, di mana pemain membeli item virtual seperti *skin*, *battle pass*, dan aksesoris kosmetik menggunakan uang nyata. Fenomena ini terjadi masif pada PUBG: *Battlegrounds*, namun motivasi di balik keputusan pembelian pemain belum sepenuhnya terpetakan. Penelitian ini menganalisis pengaruh tujuh konstruk UTAUT2 yaitu *performance expectancy*, *effort expectancy*, *social influence*, *facilitating conditions*, *hedonic motivation*, *price value*, dan *habit* terhadap minat pembelian, serta pengaruh minat pembelian terhadap keputusan pembelian *in-game purchase* pada PUBG: *Battlegrounds*. Penelitian menggunakan pendekatan kuantitatif dengan survei terhadap 100 responden pemain aktif PUBG: *Battlegrounds*, dianalisis menggunakan PLS-SEM berbantuan SmartPLS 4.1.1.8. Hasil menunjukkan nilai R^2 minat pembelian sebesar 0,727 (kuat) dan keputusan pembelian 0,510 (moderat). Pengujian hipotesis melalui *bootstrapping* 5.000 subsampel membuktikan bahwa *performance expectancy*, *effort expectancy*, *social influence*, *facilitating conditions*, *price value*, dan *habit* berpengaruh positif dan signifikan terhadap minat pembelian, dengan *effort expectancy* sebagai variabel paling dominan. Sebaliknya, *hedonic motivation* tidak berpengaruh signifikan. Minat pembelian terbukti berpengaruh sangat signifikan terhadap keputusan pembelian dengan koefisien jalur tertinggi dalam model. Temuan ini mengindikasikan bahwa UTAUT2 relevan untuk menjelaskan perilaku *in-game purchase* secara komprehensif.

Kata Kunci: *Behavioral Intention*, *In-Game Purchase*, Keputusan Pembelian, Minat Pembelian, PLS-SEM, PUBG: *Battlegrounds*, UTAUT2

ABSTRAK

The rapid growth of the digital game industry has driven the emergence of the in-game purchase business model, where players buy virtual items such as skins, battle passes, and cosmetic accessories using real money. This phenomenon has occurred massively in PUBG: Battlegrounds, yet the motivations behind players' purchase decisions remain incompletely understood. This study analyzes the influence of seven UTAUT2 constructs performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit on purchase intention, as well as the influence of purchase intention on purchase decisions of in-game purchases in PUBG: Battlegrounds. A quantitative approach was employed with a survey of 100 active players, analyzed using PLS-SEM with SmartPLS 4.1.1.8. Results showed R^2 values of 0.727 for purchase intention (strong) and 0.510 for purchase decision (moderate). Bootstrapping with 5,000 subsamples confirmed that performance expectancy, effort expectancy, social influence, facilitating conditions, price value, and habit positively and significantly influenced purchase intention, with effort expectancy as the most dominant variable. Hedonic motivation showed no significant influence. Purchase intention proved highly significant in influencing purchase decisions with the highest path coefficient in the model. These findings confirm that UTAUT2 is relevant for comprehensively explaining in-game purchase behavior.

Keywords: *Behavioral Intention, In-Game Purchase, PLS-SEM, PUBG: Battlegrounds, Purchase Decision, Purchase Intention, UTAUT2*