

DAFTAR PUSTAKA

- [1] T. V. Christi, “96% Publik Indonesia Gunakan HP untuk Bermain *Game*,” GoodStats. [Online]. Available: <https://data.goodstats.id/statistic/96-publik-indonesia-gunakan-hp-untuk-bermain-game-5H7Oi>
- [2] Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), “Survei Internet APJII 2025.” [Online]. Available: <https://survei.apjii.or.id/>
- [3] H. B. Putra, N. Pradita, and K. A. Hayuningtias, “Prediksi Niat Penggunaan Aplikasi dan Permainan Daring Freemium Versi Berbayar dengan Menggunakan Model TPB,” *Managament Insight: Jurnal Ilmiah Manajemen*, vol. 15, no. 2, pp. 130–143, Oct. 2020, doi: 10.33369/insight.15.2.130-143.
- [4] Andrea Knezovic, “Roblox Player Count, Revenue & Stats [2025].” [Online]. Available: <https://www.blog.udonis.co/mobile-marketing/mobile-games/roblox-player-count>
- [5] AppMagic, “Roblox revenue and downloads statistics.” [Online]. Available: <https://appmagic.rocks/google-play/roblox/com.roblox.client?infoCountry=ID>
- [6] A. M. N. Haq, “Roblox Catat 111 Juta Pengguna Aktif Q2 2025 di Tengah Isu Pemblokiran,” GoodStats. [Online]. Available: <https://goodstats.id/article/roblox-catat-118-8-juta-pengguna-aktif-harian-pada-q2-2025-di-tengah-isu-pemblokiran-gim-di-indonesia-CTqr7>
- [7] M. Z. Pohan, T. A. Nasution, and S. Pohan, “Gaya Hidup Konsumtif Generasi Z dalam Era Belanja Daring Indonesia),” *Jurnal Ilmu Sosial Humaniora Indonesia*, vol. 4, no. 2, pp. 237–246, Jan. 2025, doi: 10.52436/1.jishi.205.
- [8] Christina Wootton and Manuel Bronstein, “Insights From Our ‘2022 Metaverse Fashion Trends’ Report.” [Online]. Available: <https://corp.roblox.com/newsroom/2022/11/insights-from-our-2022-metaverse-fashion-trends-report>

- [9] J. C. Sweeney and G. N. Soutar, "Consumer Perceived Value: The development of a multiple item scale," *Journal of Retailing*, vol. 77, no. 2, 2001, doi: 10.1016/S0022-4359(01)00041-0.
- [10] Wilson James Metasurya Loa and Margaretha Pink Berlianto, "Drivers Of Purchase Intention And Willingness To Pay Microtransactions In Mobile Legends," *Jurnal Manajemen*, vol. 26, no. 3, pp. 567–590, Oct. 2022, doi: 10.24912/jm.v26i3.1022.
- [11] T. Tata Wilia, D. Kurnia Sari, and S. Lenggogeni, "Persepsi Nilai dan Niat Pembelian pada Layanan Premium: Studi kepada para Gamers di Indonesia," *R2J*, vol. 7, no. 2, doi: 10.38035/r2j.v7i2.
- [12] J. Hamari, N. Hanner, and J. Koivisto, "“Why pay premium in freemium services?” A study on Perceived Value, continued use and purchase intentions in free-to-play games," *Int. J. Inf. Manage.*, vol. 51, Apr. 2020, doi: 10.1016/j.ijinfomgt.2019.102040.
- [13] X. Hai, N. Meekaewkunchorn, and C. Muangmee, "The Impact of *Perceived Value* on Consumer In-App Purchase Intention of Chinese Mobile Games Market," pp. 674–680, 2024, doi: 10.2991/978-94-6463-459-4_76.
- [14] D. D. Dilan, P. Sugito, and U. Khourroh, "The Effect of Perceived Value on In-App Purchase Intention in Mobile Legends through Loyalty as a Mediating Variable," *East African Scholars Journal of Economics, Business and Management*, vol. 6, no. 09, pp. 292–297, Oct. 2023, doi: 10.36349/easjebm.2023.v06i09.001.
- [15] R. R. G. Stair, *Principles of Information Systems*, 12th Edition. Boston, MA: Cengage Learning, 2018.
- [16] K. C. ; L. J. P. Laudon, *Management Information Systems: Managing the Digital Firm*, 16th Edition. Harlow: Pearson, 2020.
- [17] A. N. Muhammad and A. N. Hidayanto, "Gamers Intention Towards Purchasing Game Items in Virtual Community: Extending the Theory of Planned Behavior," 2023.
- [18] T. N. Rabulizat, C. Chairy, F. Rahmiati, and F. Goenadhi, "Factors Influencing Purchase Intention and Actual Purchase of Free to Play Games:

- The Case of Valorant Games,” *Jurnal Muara Ilmu Ekonomi dan Bisnis*, vol. 8, no. 2, pp. 455–471, Oct. 2024, doi: 10.24912/jmieb.v8i2.32265.
- [19] A. Ivander and A. Djakasaputra, “Determinant of Purchase Intention On Game Gacha Genshin Impact,” *Jurnal Manajerial Dan Kewirausahaan*, 6(1), 1-10., 2024, doi: 10.24912/jmk.v6i1.28553.
- [20] N. Winata, D. S. Bako, H. Ongowarsito, and W. R. Ramadhan, “Perceived Value model analysis on Video Games cosmetics Purchase and Continued Use Intention,” in *2022 1st International Conference on Information System and Information Technology, ICISIT 2022*, Institute of Electrical and Electronics Engineers Inc., 2022, pp. 25–30. doi: 10.1109/ICISIT54091.2022.9872959.
- [21] L. D. Purnami and A. A. Agus, “The Effect of Perceived Value and Mobile Game Loyalty on In-App Purchase Intention in Mobile Game in Indonesia (Case Study: Mobile Legend and Love Nikki),” *ASEAN Marketing Journal*, vol. 12, no. 1, Jun. 2020, doi: 10.21002/amj.v12i1.12887.
- [22] A. Aprianingsih, B. D. A. Nusantara, A. P. Maharatie, and G. N. S. Widyasthana, “Factors Influencing Indonesian Mobile Gamers on Repurchase Intention in Freemium Mobile Game With Perval,” *Indonesian Journal of Business and Entrepreneurship*, May 2024, doi: 10.17358/ijbe.10.2.351.
- [23] F. N. Hamid and A. Suzianti, “Driving Factors Analysis of Mobile Game In-app Purchase Intention in Indonesia,” in *ACM International Conference Proceeding Series*, Association for Computing Machinery, Jun. 2020, pp. 7–12. doi: 10.1145/3400934.3400938.
- [24] B. Atmoko and J. Ellyawati, “Determinant of In-App Mobile Game Purchase Intention: An Empirical Study of Indonesian Mobile Gamer,” *European Alliance for Innovation n.o.*, Apr. 2021. doi: 10.4108/eai.1-10-2020.2304925.
- [25] Z. Zhang and Q. Li, “To Buy or Not to Buy? Examining User Purchase Intention for the Game of ‘Glory of Kings’ Using the TAM-VAM Model,” *International Journal of Entrepreneurship*, vol. 25, no. 1, 2021.

- [26] M. B. C. Barroso and S. M. Moraes, "Influencing Factors of the Purchase Intention of Virtual Cosmetic Goods in Online Games," *Revista Brasileira de Marketing*, vol. 23, no. 2, pp. 580–602, Apr. 2024, doi: 10.5585/remark.v23i2.23369.
- [27] M. Hafni Herawan and M. Yudy Rachman, "Pengaruh Nilai Virtual Item Terhadap Intensi Pembelian Virtual Item dalam Game Online PUBG Mobile," *Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 2021.
- [28] D. Ramadona Putra and Hawignyo, "Pengaruh Perceived Value Terhadap Purchase Intention Pada Game Mobile," *Jurnal Ilmiah Wahana Pendidikan*, vol. 2024, no. 6, 2024, doi: 10.5281/zenodo.10642705.
- [29] A. F. Tamara, A. Hermawan, and B. M. Purwaamijaya, "Pengaruh Nilai Fungsional, Nilai Emosional, Dan Nilai Sosial Terhadap Niat Beli Barang Virtual Dalam Game Mobile Legends (Studi Kasus Pada Pemain Game Online Mobile Legends Di Jawa Barat)," *Jurnal Minfo Polgan*, vol. 13, no. 2, pp. 2157–2166, Dec. 2024, doi: 10.33395/jmp.v13i2.14384.
- [30] V. Tenggara Jati, A. Lukitaningsih, and N. Kusuma Ningrum, "Analisis Nilai Sosial, Nilai Fungsional, Nilai Emosional, Kepuasan, dan Identifikasi Karakter yang Memengaruhi Intensi Pembelian Barang Virtual Pada Game Online: Studi Kasus Pemain di Indonesia yang Menggunakan Barang Virtual pada Game Online MMOSG Audition AyoDance," *Reslaj: Religion Education Social Laa Roiba Journal*, vol. 4, no. 4, p. 1092, 2022, doi: 10.47476/reslaj.v4i4.1105.
- [31] A. Anggraeni and K. Jonathan, "Exploring Factors Affecting Intention to Purchase Virtual Goods in Online Games," in *ACM International Conference Proceeding Series*, Association for Computing Machinery, Feb. 2021, pp. 206–211. doi: 10.1145/3457640.3457652.
- [32] S. I. N. W. Abdullah, P. K. Teng, B. L. J. Heng, and C. Cokki, "Navigating mobile marketing: Unveiling mobile game in-app purchase intentions of Gen-Ys," pp. 278–303, 2024, doi: 10.4018/979-8-3693-1231-5.ch014.
- [33] T. V. Vu, Y. T. H. Nguyen, and P. V. Nguyen, "Driving virtual goods purchases in Vietnam's MMORPGs: A TAM-PERVAL model," *International*

- Journal of Innovative Research and Scientific Studies*, vol. 8, no. 3, pp. 4828–4838, Jun. 2025, doi: 10.53894/ijirss.v8i3.7617.
- [34] H. B. Putra, N. Pradita, and A. Mansyur, “Integration Model TPB and Perceived Risk of Intention of Use Applications and Games Online Freemium Paid Version: Indonesian Students Context,” *Jurnal Inovasi Bisnis*, vol. 9, pp. 110–116, 2021.
 - [35] M. Yang, “Investigasi Faktor-Faktor Penentu Pada Keputusan Pembelian Pada Fitur Game Digital di Indonesia,” *Jesya*, vol. 8, no. 1, pp. 776–791, Jun. 2025, doi: 10.36778/jesya.v8i1.2080.
 - [36] R. A. Ericska, L. A. M. Nelloh, and S. Pratama, “Purchase intention and behavioural use of freemium mobile games during Covid-19 outbreak in Indonesia,” in *Procedia Computer Science*, Elsevier B.V., 2021, pp. 403–409. doi: 10.1016/j.procs.2021.12.156.
 - [37] M. Melyanto, Y. Yuricha, and V. Tandra, “Modified UTAUT2 Approach to Predict In-Game Purchase Behavior: Evidence from Mobile Legends Players,” *jesya*, vol. 8, no. 2, pp. 1005–1020, Jul. 2025, doi: 10.36778/jesya.v8i2.2151.
 - [38] M. Chi, Y. Wang, H. Ma, and M. Zhou, “What drives mobile game stickiness and in-game purchase intention? Based on the uses and gratifications theory,” *Int. J. Inf. Syst. Change Manag.*, vol. 24, no. 4, pp. 424–452, 2024.
 - [39] N. Mkedder, M. Bakır, Y. Aldhabyani, and F. Z. Ozata, “Exploring virtual goods purchase intentions: an integrated SEM-NCA approach in online gaming,” *Central European Management Journal*, vol. 32, no. 3, pp. 368–391, Aug. 2024, doi: 10.1108/CEMJ-09-2023-0350.
 - [40] R. N. Rahmadiani, A. H. Nasution, and M. F. Sugihartanto, “Analisis Faktor-faktor yang Memengaruhi Keputusan Pembelian Virtual Item dalam Online Mobile Game (Studi Kasus: Mobile Legends Bang Bang),” *JURNAL TEKNIK ITS*, vol. 10, no. 2, 2021.
 - [41] F. D. Davis, “Perceived usefulness, perceived ease of use, and user acceptance of information technology,” *MIS Quarterly*, vol. 13, no. 3, pp. 319–340, 1989.

- [42] I. Ajzen, "The Theory of Planned Behavior," *Organ. Behav. Hum. Decis. Process.*, vol. 50, no. 2, pp. 179–211, 1991, doi: 10.1016/0749-5978(91)90020-T.
- [43] V. Venkatesh, M. G. Morris, G. B. Davis, and F. D. Davis, "User Acceptance of Information Technology: Toward a Unified View," 2003.
- [44] D. Djordjevic, "Why Is the Roblox Logo Blue? Understanding the Color Change and What It Means," Eneba Hub. [Online]. Available: <https://www.eneba.com/hub/games-guides/why-is-the-roblox-logo-blue/>
- [45] Z. Alif, "Pengaruh Perilaku Pengguna Pada Keputusan Pembelian Item Virtual Game Roblox Di Itemku.Com," *Journal of Business Economics and Management*, vol. 2, no. 1, pp. 1726–1735, 2025.
- [46] I. R A, "Sejarah Game Roblox, Platform Imajinasi Jutaan Gamer di Dunia," *Dunia Games*. [Online]. Available: <https://duniagames.co.id/discover/article/sejarah-game-roblox-platform-imajinasi-jutaan-gamer-di-dunia>
- [47] E. E. M. Hasani, N. T. Sinaga, and F. D. Lestari, "The Effect Of Roblox Application On 7th-Grade Students' Vocabulary Mastery," *PIJAR: Jurnal Pendidikan dan Pengajaran*, vol. 4, no. 1, pp. 187–198, Dec. 2025, doi: 10.58540/pijar.v4i1.1108.
- [48] N. I. Sudirman, "Relasi Sosial Gen Z di Dunia Virtual: Studi tentang Interaksi melalui Avatar di Roblox," vol. 3, no. 1, 2025, [Online]. Available: <https://malaqbipublisher.com/index.php/MAKSI>
- [49] J. G. Núñez, M. Bolognesi, and J. Godbehear, "'Creators at the Core: How Second Life and Roblox Empowered Creators in the Post-COVID Era,'" *IEEE Engineering Management Review*, 2025, doi: 10.1109/EMR.2025.3555501.
- [50] R. Amelia, M. Fajar Wahyudi Rahman, and I. Diyah Candra Arifah, "The Impact of Metaverse Marketing on Consumer Perception through Roblox Experience in Wardah's Skinverse Campaign," *Indonesian Journal of Digital Business*, vol. 5, no. 4, pp. 1321–1334, 2025.
- [51] Z. Viky, "Apa Itu Robux: Pengertian, Fungsi, dan Cara Top Up," GOGOGO. [Online]. Available: <https://gogogo.id/blog/games/apa-itu-robux>

- [52] I. R A, “Pengertian Robux, Fungsi, dan Cara Mendapatkannya di Roblox,” Dunia Games. [Online]. Available: <https://duniagames.co.id/discover/article/pengertian-robux-fungsi-dan-cara-mendapatkannya-di-roblox>
- [53] V. A. Zeithaml, “Consumer Perceptions of Price, Quality, and Value,” *J. Mark.*, vol. 52, no. 3, pp. 2–22, 1988, doi: 10.1177/002224298805200302.
- [54] J. N. Sheth, B. I. Newman, and B. L. Gross, “Why We Buy What We Buy: A Theory of Consumption Values,” *J. Bus. Res.*, vol. 22, no. 2, 1991, doi: 10.1016/0148-2963(91)90050-8.
- [55] B. N. Le and N. Nguyen, “The Impact of Perceived Value on Consumers’ Positive Word-of-mouth Intention Toward Energy-efficient Appliances,” *International Journal of Energy Economics and Policy*, vol. 14, no. 2, pp. 383–393, Mar. 2024, doi: 10.32479/ijeep.15655.
- [56] A. Rohman, R. Asmara, and D. Andriani, “The Effect of Multidimensional Consumer Perceived Value on Customer Satisfaction and Purchase Intention of Organic Food,” *HABITAT*, vol. 34, no. 2, pp. 213–224, Aug. 2023, doi: 10.21776/ub.habitat.2023.034.2.19.
- [57] O. Aditya Suryawirawan and M. I. Ferdiansyah, “Emotional Value, Social Value, Connectedness dan Satisfaction terhadap Repurchase Intention pada Merchandise dan Rilis Fisik,” vol. 18, no. 3, 2024.
- [58] M. Neri, F. Neto, J. Sarto, F. Castelo, J. Lages, and C. Castro, “Experience with Brands and Perceived *Quality* in Most Remembered Medicines,” vol. 26, no. 3, pp. 41–53, Jul. 2021.
- [59] U. Suhud, M. Allan, S. Rahayu, and D. Prihandono, “When Brand Image, Perceived Price, and Perceived *Quality* Interplay in Predicting Purchase Intention: Developing a Rhombus Model,” *Academic Journal of Interdisciplinary Studies*, vol. 11, no. 1, pp. 232–245, Jan. 2022, doi: 10.36941/ajis-2022-0021.
- [60] A. A. Chandrawati and D. Vidyanata, “Pengaruh Perceived Quality dan Perceived Value of Cost terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pada Fresh.Co,” *Jembatan : Jurnal Ilmiah Manajemen*, vol. 19, no. 1, pp. 49–68, Jun. 2022, doi: 10.29259/jmbt.v19i1.17758.

- [61] W. S. P. Buditama, “Analisis Perceived Price dan Quality sebagai Determinan Perceived Value Pengguna ChatGPT,” *RIGGS: Journal of Artificial Intelligence and Digital Business*, vol. 4, no. 3, pp. 8043–8052, Oct. 2025, doi: 10.31004/riggs.v4i3.3222.
- [62] F. B. Franque, T. Oliveira, C. Tam, and F. de O. Santini, “A meta-analysis of the quantitative studies in continuance intention to use an information system,” Feb. 04, 2021, *Emerald Group Holdings Ltd.* doi: 10.1108/INTR-03-2019-0103.
- [63] E. V. Setyadi, R. Suarly, R. Handoko, and A. Ali, “Faktor-Faktor yang Memengaruhi Continuance Intention dari Pengguna pada Layanan M-Payment (Studi Kasus GO-PAY),” *Kajian Branding Indonesia*, vol. 2, no. 2, pp. 162–200, 2020.
- [64] K. H. Kim, K. J. Kim, D. H. Lee, and M. G. Kim, “Identification of critical Quality dimensions for continuance intention in mHealth services: Case study of onecare service,” *Int. J. Inf. Manage.*, vol. 46, pp. 187–197, Jun. 2019, doi: 10.1016/j.ijinfomgt.2018.12.008.
- [65] M. Cheng and A. H. K. Yuen, “Student continuance of learning management system use: A longitudinal exploration,” *Comput. Educ.*, vol. 120, pp. 241–253, May 2018, doi: 10.1016/j.compedu.2018.02.004.
- [66] A. Bhattacharjee, “Understanding Information Systems Continuance: An Expectation-Confirmation Model,” 2001.
- [67] P. Kotler and K. L. Keller, *Marketing Management*, 16th ed. Pearson, 2016.
- [68] L. G. Schiffman and L. L. Kanuk, *Consumer Behavior*, 2nd ed. Pearson Education, 2013.
- [69] J. F. Hair, G. T. M. Hult, C. M. Ringle, and M. Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling*. Sage Publications, 2021.
- [70] I. Ghazali and H. Latan, *Partial least squares konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris*. Semarang: Universitas Diponegoro, 2015.
- [71] Y. Haji-Othman, M. S. Sheh Yusuff, and M. N. Md Hussain, “Data Analysis Using Partial Least Squares Structural Equation Modeling (PLS-SEM) in Conducting Quantitative Research,” *International Journal of Academic*

Research in Business and Social Sciences, vol. 14, no. 10, Oct. 2024, doi: 10.6007/ijarbss/v14-i10/23364.

- [72] J. W. Creswell and J. D. Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 5th ed. Thousand Oaks, California: Sage Publications, 2018.
- [73] E. Suwandi, *Metodologi Penelitian*. PT. Scifintech Andrew Wijaya, 2022.
- [74] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2019.
- [75] C. L. Hsu and J. C. C. Lin, “Effect of Perceived Value and social influences on mobile app stickiness and in-app purchase intention,” *Technol. Forecast. Soc. Change*, vol. 108, pp. 42–53, Jul. 2016, doi: 10.1016/j.techfore.2016.04.012.
- [76] U. Sekaran and R. Bougie, *Research Methods for Business: A Skill-Building Approach*, 8th ed. Wiley, 2020.
- [77] S. Zhang, T. Ji, K. Liang, L. Wei, and Y. Pan, “Why do users stay? Emotional vs. functional attachment in pan-entertainment live streaming platforms,” *Front. Psychol.*, vol. 16, 2025, doi: 10.3389/fpsyg.2025.1623568.
- [78] S. K. . Lwanga and S. . Lemeshow, *Sample size determination in health studies : a practical manual*. World Health Organization, 1991.
- [79] J. Dawes, “Do data characteristics change according to the number of scale points used ? An experiment using 5 point, 7 point and 10 point scales,” 2008. [Online]. Available: www.johndawes.com.au
- [80] F. Yusup, “Uji Validitas dan Reliabilitas Instrumen Penelitian Kuantitatif,” *Jurnal Ilmiah Kependidikan*, vol. 7, no. 1, pp. 17–23, 2018.
- [81] I. Ghozali, *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro, 2018.
- [82] A. Muhson, *Teknik Analisis Kuantitatif*. Yogyakarta: Universitas Negeri Yogyakarta, 2006.
- [83] J. F. Hair, M. C. Howard, and C. Nitzl, “Assessing measurement model Quality in PLS-SEM using confirmatory composite analysis,” *J. Bus. Res.*, vol. 109, pp. 101–110, Mar. 2020, doi: 10.1016/j.jbusres.2019.11.069.

- [84] J. F. Hair, G. T. M. Hult, C. M. Ringle, and M. Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications, 2022.
- [85] G. D. Garson, *Partial Least Squares: Regression & Structural Equation Models*. Statistical Publishing Associates, 2016.
- [86] I. Ghozali, *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 untuk Penelitian Empiris*. Semarang: Universitas Diponegoro, 2021.
- [87] S. Hariono, “Sinergi : Jurnal Ilmiah Multidisiplin Analisis Faktor-faktor yang Memengaruhi Kualitas Data: Tinjauan Technology Acceptance Model (Studi tentang Pemanfaatan Aplikasi ATLAS),” *Jurnal Ilmiah Multidisiplin*, 2026, [Online]. Available: <https://publikasi.ahlalkamal.com/index.php/sinergi>
- [88] C.-H. Hsiao and R.-F. Chen, “Determinants of the Intention to Continue Use of SoLoMo Services: Consumption Values and the Moderating Effects of Overloads,” *Comput. Human Behav.*, vol. 73, 2017.
- [89] F. Pratama and S. E. Handoyo, “Pengaruh Perceived Price dan Perceived Quality terhadap Purchase Intention melalui *Perceived Value*,” *Jurnal Manajemen Bisnis dan Kewirausahaan*, vol. 8, 2024, doi: 10.24912/jmbk.v8i4.31641.
- [90] L. Yien Xing *et al.*, “Generation Z: Factors Influencing Online Purchase Behaviour in Kuala Lumpur and Selangor,” *International journal of research and innovation in social science*, vol. 9, 2025, doi: 10.47772/IJRISS.