

**THE INFLUENCE OF RATIONAL MOTIVES AND EMOTIONAL MOTIVES ON PURCHASE DECISION OF VIRTUAL GOODS IN MOBILE LEGENDS ONLINE GAMES***PENGARUH MOTIF RASIONAL DAN MOTIF EMOSIONAL TERHADAP KEPUTUSAN PEMBELIAN BARANG VIRTUAL DALAM PERMAINAN ONLINE MOBILE LEGENDS*

by

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**Abstract:** This research uses rational and emotional factors to analyse player's decision making in buying virtual goods. This research identifies rational and emotional motives that are considered by players that it can influence them to decide to buy virtual goods in Mobile Legends. This research is using a quantitative approach. The sample of this research is 100 respondents. The descriptions of 100 respondents are classified based on age and occupation. The findings of this research shows that (1) Rational motives partially have a significant effect on purchase decision (2) Emotional motives partially have a significant effect on purchase decision (3) Rational motives and emotional motives simultaneously has a significant effect on purchase decision.

**Keywords:** *rational buying motives, emotional buying motives, purchase decision, online games, virtual goods*

**Abstrak:** Penelitian ini menggunakan faktor rasional dan emosional untuk menganalisis pengambilan keputusan pemain dalam membeli barang virtual. Penelitian ini mengidentifikasi motif rasional dan emosional yang menjadi pertimbangan pemain sehingga dapat mempengaruhi mereka dalam memutuskan untuk membeli barang virtual di Mobile Legends. Penelitian ini menggunakan pendekatan kuantitatif. Sampel penelitian ini sebanyak 100 responden. Deskripsi 100 responden diklasifikasikan berdasarkan usia dan pekerjaan. Temuan penelitian ini menunjukkan bahwa (1) Motif rasional secara parsial berpengaruh signifikan terhadap keputusan pembelian (2) Motif emosional secara parsial berpengaruh signifikan terhadap keputusan pembelian (3) Motif rasional dan motif emosional secara simultan berpengaruh signifikan terhadap keputusan pembelian.

**Kata kunci:** *motif pembelian rasional, motif pembelian emosional, keputusan pembelian, permainan online, barang virtual*

## INTRODUCTION

### Research Background

Technology is a whole means to provide goods needed for the survival and comfort of human life. On its development, technology has made human activities even easier. The use of technology by humans initially transformed resources into simple tools. For example in prehistoric times where humans could make fires from wood and also make simple tools such as spears, ropes, etc. which is used for hunting. Then the creation of a wheel that makes it easy for humans to travel. In addition with the latest technological developments where humans create telephone, radio, and internet that makes it easy for humans to communicate and interact freely on a global scale.

The development of the Internet can be accessed from various places, and the development of online games has become very popular among children, teenagers and adults. Online games are video games that can only be played after the device used to play the game is connected to the Internet. Indonesia is one of the most populous countries in the world. With a large number of people, game development itself is growing faster around us. In the past few years, several games have aroused great interest from various circles of society. By providing a simple and fun way to play, some games are very popular among the public.

But in the development of the game, there is such thing called microtransactions, or it can be said to buy virtual goods in the game. To get good quality virtual goods, players must spend money to buy them. For game developers, progress in game development is a huge opportunity. Game developers can gain profit from using affordable payment systems to access games, and the best revenue comes from selling virtual goods. Virtual goods is a new market that emerged several years ago and is now estimated to be worth billions of US Dollars (Hamari and Lehdonvirta, 2010).

In order to sell virtual goods, knowledge of purchase motivation will make it easier for game developers to determine and implement marketing strategies. Buying Motives are those influences or considerations which provide the impulse to buy, induce action and determine choice in the purchase of goods and services (Nair, 2004). According to Prof D. J. Duncan in Nair (2004) the classifications of buying motives are divided into product buying motives and patronage buying motives which have 4 sub classification into Emotional product buying motives, Rational Product Buying Motives, Emotional Patronage buying motives, and Rational patronage buying motives.

According to Schiffman and Kanuk (2004) states that rational buying motives are used when consumers act rationally by carefully considering all available alternatives and choosing alternatives that provide the greatest benefit. Examples of some rational motives include price, cost of use, durability, the length of useful usage, reliability, and service. Emotional motives is entail goal selection on subjective criteria. Emotional motives have their origin in human feeling and impulsive or unreasoned promptings to action. In other words, emotional purchases are often whimsical rather than based on information and pre-purchase deliberation.

This research uses rational and emotional factors to analyze player's decision making in buying virtual goods. This research identifies rational and emotional motives that are considered by players that it can influence them to decide to buy virtual goods in Mobile Legends.

### Research Objective

1. To know if the rational motives and emotional motives affect the purchase decision of virtual goods simultaneously
2. To know if the rational motives affect the purchase decision of virtual goods partially
3. To know if the emotional motives affect the purchase decision of virtual goods partially

## THEORETICAL REVIEW

### Marketing

Marketing is the analysis, planning, implementation, and control of a plan that aims to create, establish, and maintain transactions that help target buyers achieve company goals (Kotler and Armstrong, 2002). According to Philip Kotler (2007) marketing is a human activity directed at satisfying needs and activities through the process of exchange. Kotler argues that marketing is a social and managerial process in which individuals and groups get what they need and want through the process of exchanging products that are valuable to others.

**Digital Marketing**

According to Dave Chaffey (2000), digital marketing and electronic marketing (e-marketing) are almost the same. Both describe the management and implementation of marketing using electronic media. Therefore, digital marketing means the application of digital technology that forms an online channel to the market (websites, email, YouTube, Instagram, Facebook and other social networks), these channels help to carry out marketing activities aimed at profiting and building and developing relationships with customers.

**Content Marketing**

Kotler (2017) define content marketing as a marketing approach that involves creating, curating, distributing, and amplifying content that is interesting, relevant, and useful to a clearly defined audience group in order to create conversation about the content.

**Virtual Marketing Mix**

In general, marketing strategies through a web on the internet are the same as traditional marketing strategies, by creating customer value, capturing customer value, and maintaining customer value. However, marketing strategies through a web change the existing marketing mix concept. This is because a web influences the development and decisions in marketing strategies. The main functions of Virtual Marketing according to Mohammed et al in Hamzah (2013) the virtual marketing mix has 6 level classes (product, pricing, communication, community, distribution, and branding) that can be used to create awareness, exploration, and hopefully commitment to the companies offer.

**Virtual Goods Marketing**

Virtual goods is a newly developed term used to describe items that are mainly located in an online environment with a virtual structure. This has attracted a lot of people's attention so that many people use real money (cash) to buy virtual goods or what is often called real-money trade (RMT). Virtual goods are products whose benefits can actually be felt and can be accepted logically despite their presence through various media such as computers and other digital devices.

In traditional marketing activities, products are provided in an existing market, and customers are mainly segmented based on existing segmentation attributes (such as social demographic variables). When designing a virtual world, its rules and internal economy can be regarded as marketing activities related to the creation of potential demands and conditions that prompt customers to be motivated to purchase virtual goods. The design and creation of virtual goods can be regarded as a separate design iteration, which can meet the requirements created in the previous stage (Hamari & Lehdonvirta, 2010).

**Consumer Behavior**

According to Engel and Blackwell (1982) Consumer Behavior is the act of individuals directly involved in obtaining and using economic goods and services including the decision process that precede and determine these acts.

**Digital Consumer Behavior**

Consumer behavior in the digital era shows that consumers are more reactive, interactive, in seeking information. Consumers also become very mature and considerate in seeing products and services. (Prisgunanto, 2014). Another character in the digital era's consumer behavior is the age of young consumers and accessing the internet through smart phones. Within a day their access to the internet occurs every time if the opportunity arises. (Prisgunanto, 2014).

**Motivation**

Human behavior in which the elements are activities, both physical and mental activities, is caused by motivation. Motivation refers to the process by which a person's efforts are energized, directed, and sustained toward attaining a goal (Robins & Coulter, 2012).

**Consumer Motivation**

The reason why human activities are based on needs will never stop, because many needs that are not fully satisfied will encourage an action that is intended to achieve satisfaction. The need will turn into a motive if the need is felt to be urgent so that it can move someone to act at a certain time.

Needs that drives to motives are generally hidden or invisible. The emergence of a set of needs at a certain time can be caused by an internal stimulus contained in an individual's psychological condition in an emotional or cognitive process, or an external stimulus in the surrounding environment (Prasetijo and Ihalauw, 2009).

**Buying Motives**

In the buying process, motives have an important role in influencing consumers towards purchases made. Buying motives are those influences or considerations which provide the impulse to buy, induce action and determine choice in the purchase of goods and services (Nair, 2004).

**Rational Buying Motives**

Rational buying motives are used when consumers act rationally by carefully considering all available alternatives and choosing alternatives that provide the greatest benefit. Examples of some rational motives include price, cost of use, durability, the length of useful usage, reliability, and service (Schiffman and Kanuk, 2004).

**Emotional Buying Motives**

According to Schiffman and Kanuk (2004) Emotional buying motives is product selection based on personal criteria such as pride, fear, feeling, and status. Furthermore, Nessim and Richard (2001) states that emotional motives, on the other hand, entail goal selection that relies on subjective criteria. Emotional motives have their origin in human feelings and impulsive or unreasoned promptings to action. In the other words, emotional purchases are often whimsical rather than based on information and pre-purchase deliberation.

**Purchase Decision**

Purchase Decision is the process of selecting two or more alternative choices that result in the decision to buy or not to buy. Alternative choices must be available when consumers will make a decision. The purchase decision making process requires searching or receiving different information (Schiffman and Kanuk, 2004).

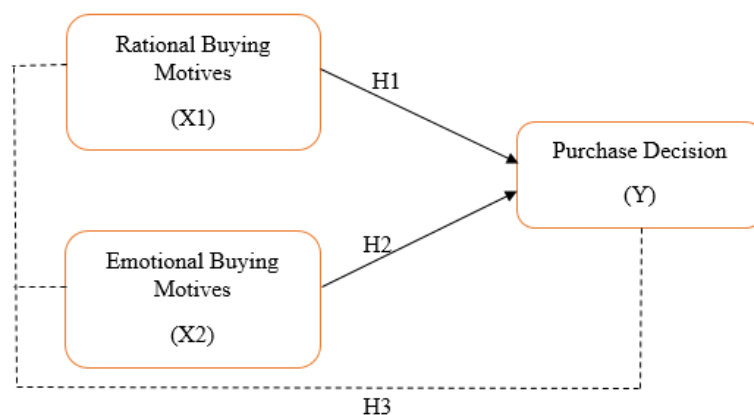
**Previous Research**

Mustabesyirah (2019) the results showed that rational motives and emotional motives simultaneously influence purchasing decisions, rational motives influence purchasing decisions, emotional motives influence purchasing decisions.

Wijaya and Alamanda (2016) the results shows that players have a many encourage factor when they purchase the virtual goods. They make a purchase in order to improve the status, style, and new function of their character in the online game.

Nurhayati (2017) the results of research on rational buying motive and emotional buying motive have a positive effect on repurchase intention by 70.56%, while 29.44% are influenced by other factors.

**Conceptual Framework**



**Figure 1. Conceptual Framework**

*Source: Data Processed, 2021*

### Research Method

This research is using a quantitative approach. Quantitative research is methods that emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. This undertaken to find out the influence of Rational Buying Motives (X<sub>1</sub>), Emotional Buying Motives (X<sub>2</sub>) toward Purchase Decision (Y).

### Population, Sample, and Sampling Technique

The population of this research is Mobile Legends player in Manado City that ever purchase Mobile Legends Virtual Goods. In this research, sample are the research respondents or participants that are part of the population or the targeted population. The sample size of this research is 100 respondents.

### Data Collection Method

The primary data of this study gets from the results of questionnaires. The questionnaires are distributed to respondents so they can respond directly on the questionnaires.

### Operational Definition of Research Variables

**Table 1. Variable Definition**

No.	Variable	Definition	Indicators
1	Rational Buying Motives (X <sub>1</sub> )	Rational buying motives are used when consumers act rationally by carefully considering all available alternatives and choosing alternatives that provide the greatest benefit	<ul style="list-style-type: none"> <li>- Handiness and efficiency in operation use</li> <li>- Price</li> <li>- Investment</li> </ul>
2	Emotional Buying Motives (X <sub>2</sub> )	Emotional motives, on the other hand, entail goal selection that relies on subjective criteria	<ul style="list-style-type: none"> <li>- Distinctive</li> <li>- Pride of personal appearance</li> <li>- Social achievement</li> </ul>
3	Purchase Decision (Y)	Purchase Decision is the process of selecting two or more alternative choices that result in the decision to buy or not to buy	<ul style="list-style-type: none"> <li>- Product type</li> <li>- Purchasing time</li> <li>- Pay decision</li> </ul>

Source: Data Processed, 2021

### Validity and Reliability

Validity is related to measurement with the right concept (Sekaran and Bougie, 2009). Person Product Moment was used for this test. A question was categorized as valid question if the value of Pearson correlation was positive and the significance value below 0.05 to the total questions of variables.

Test reliability refers to the degree to which a test is consistent and stable in measuring what it is intended to measure. Most simply put, a test is reliable if it is consistent within itself and across time. Reliability indicates that the measurement results with the tool can be trusted. The measuring result must be reliable in the sense that it must have a level of consistency and stability. Cronbach's Alpha is a reliability coefficients that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009).

### Multiple Linear Regression

Multiple linear regression (MLR), also known simply as multiple regression, is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The goal of multiple linear regression (M LR) is to model the linear relationship between the explanatory (independent) variables and response (dependent) variable.

The equation model of multiple regression analysis which used in this research can formulate as shown below:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Description:

Y = Dependent Variable (Purchase Decision)

X<sub>1</sub> = Rational Buying Motives

X<sub>2</sub> = Emotional Buying Motives

$\alpha$	= Constant
$\beta_1, \beta_2, \beta_3$	= The regression coefficient of each variable
$\varepsilon$	= Error

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability

Value of correlation index for relationship among variable independents (Rational Buying Motives and Emotional Buying Motives) with variable dependent (Purchase Decision) are greater than 0.3 and below the significant level of 5% (0.05). Show a positive relationship. Therefore, the data is valid. The data is considered as reliable since the value of Cronbach's Alpha is above the minimum value which is 0.6.

### Multiple Linear Regression

**Table 2. Multiple Linear Regression**

		Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficient		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1.455	2.321			.627	.532
	Rational Motives	.509	.122	.387		4.176	.000
	Emotional Motives	.279	.086	.300		3.240	.002

a. Dependent Variable: Purchase Decision

Source: Data Processed, 2021

Multiple regression analysis is used to determine the effect of the independent variables on dependent variable. The multiple linear regression equation can be interpreted as follows:

1. Constant value of 1.455 means that in a condition of ceteris paribus, if all independent variables equal to zero, then Purchase Decision (Y) as dependent variable will be 1.455.
2. X1's coefficient value of 0.509 means that if there is one unit increase in Rational Motives (X1) then the Purchase Decision (Y) will improve and increase by 0.509.
3. X2's coefficient value of 0.279 means that if there is one unit increase in Emotional Motives (X2) then the Purchase Decision (Y) will improve and increase by 0.279.

#### Interprete the goodness of fit: Coefficient of Correlation (R) and Coefficient of Determination (R<sup>2</sup>)

The coefficient of correlation (R) measures if the correlation between the two independent variables with dependent variable.

**Table 3. Result of R and R Square**

Model Summary <sup>b</sup>						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.590 <sup>a</sup>	.348	.335	2.707	2.252	

a. Predictors: (Constant), Emotional Motives, Rational Motives

b. Dependent Variable: Purchase Decision

Source: Data Processed, 2021

### Multicollinearity

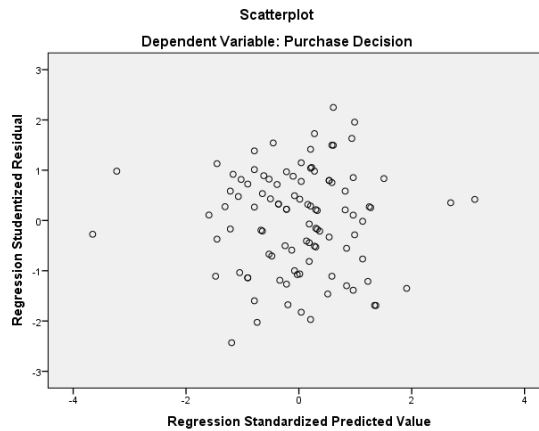
**Table 4. Multicollinearity Statistics**

Coefficients <sup>a</sup>				
	Tolerance	VIF	Status	
Rational Motives	.783	1.277	No Multicollinearity	
Emotional Motives	.783	1.277	No Multicollinearity	

Source: Data Processed, 2021

The tolerance value of Rational Motives is 0.783, Emotional Motives is 0.783, meaning that the tolerance value of each variable is more than 0.1. The VIF value of Rational Motives is 1.277, Emotional Motives is 1.277, meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

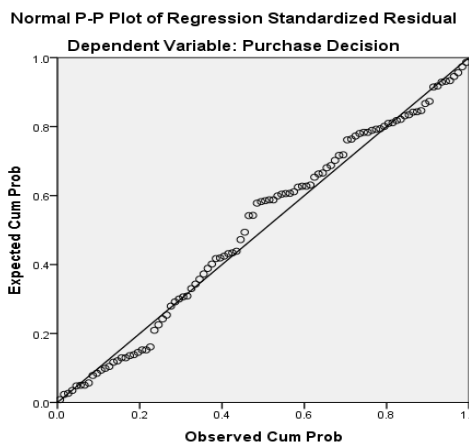
**Heteroscedasticity**



**Figure 2. Heteroscedasticity Test**  
 Source: SPSS Output (2020)

Figure 2 shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.

**Normality**



**Figure 3. Normality Test**  
 Source: SPSS Output (2020)

Based on the graph, the data spread around the diagonal line and follow the direction of the diagonal line. Thus, the data on Rational Buying Motives, Emotional Buying Motives, and Purchase Decision are declared to be normally distributed.

**Hypothesis Testing****F-test****Table 5. Simultaneous Test (F-test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	379.366	2	189.683	25.887	.000 <sup>b</sup>
	Residual	710.744	97	7.237		
	Total	1090.110	97			

Source: Data Processed, 2021

Table 5, shows the value of  $f_{count}$  is 25.887. The value of  $f_{table}$  is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 2 and degree of freedom 1 (denominator) is 97 with level of significance is 0.05 ( $\alpha = 0.05$ ) and the level of confidence is 95% then  $f_{table}$  is 3.09.

The result is  $f_{count} (25.887) > f_{table} (3.09)$ . Therefore, since  $f_{count}$  is greater than  $f_{table}$ , Hypothesis 3 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

**T-test****Table 6. Partial Test**

Variable	$t_{count}$	$t_{table}$	Description
Rational Buying Motives (X1)	4.176	1.9847	Accepted
Emotional Buying Motives (X2)	3.240	1.9847	Accepted

Source: Data Processed, 2021

1. The value of  $t_{count}$  of X1 is 4.176 with the level significant of 0.000. Since the value of  $t_{count} = 4.176 > t_{table} = 1.984$  meaning that H1 is accepted. The result of this declares that that X1 (Rational Buying Motives) partially have a significant effect on Purchase Decision (Y).
2. The value of  $t_{count}$  of X2 is 3.240 with the level significant of 0.002. Since the value of  $t_{count} = 3.240 > t_{table} = 1.984$  meaning that H2 is accepted. The result of this declares that that X2 (Emotional Buying Motives) partially have a significant effect on Purchase Decision (Y).

**Discussion****Rational Buying Motives**

The finding of this research showed that rational buying motives positively and significantly influence purchase decision. The results of this research declares that X1 (Rational Buying Motives) partially have a significant influence on Y (Purchase Decision). This results of this study is in line with the study conducted by Mustabesyirah (2019) with the results that rational buying motives partially has a significant effect on purchase decision.

Rational buying motives are used when consumers act rationally by carefully considering all available alternatives and choosing alternatives that provide the greatest benefit (schiffman and kanuk, 2004). Things mentioned by schiffman and kanuk (2016) is true, because customers certainly do not want to lose in buying products that cannot be purchased every day, so there needs to be special considerations in responding to it. But as unique individuals, all customers have their own reasons in deciding to buy a product.

Moonton as a Mobile Legends developer uses various strategies to attract buying interest from its players. For example, Moonton always makes special events almost every week by offering discounts for several items to be sold. By making this event, Moonton can attract the players to buy the desired virtual item at a lower price than usual. Moonton also releases new heroes almost every month to make the game more varied. For newly released heroes, Moonton always gives trials to try out these new heroes. This is a good strategy because players can see whether the newly released hero matches their play style or not, so that players can consider buying the hero or they can buy another hero that fits to their play style.



### **Emotional Buying Motives**

The results from the testing of H2 shows that  $t_{count} > t_{table}$  which is  $3.240 > 1.984$  with the level of significance of 0.002 or below 0.05. It means that Emotional Buying Motives as the independent variable partially have significance effect on Purchase decision. Therefore, the H2 which states that emotional buying motives affect purchase decision is acceptable.

This shows that the emotional purchase motive plays a role in purchasing decisions for virtual goods in the Mobile Legends game. The greater the emotional motive of the consumer, the greater the decision to buy virtual goods in the Mobile Legends game. Also if the emotional motive is low, the decision to buy virtual goods will also decrease. The results of this analysis accept the H2 hypothesis that emotional motives (X2) have a positive and significant effect on purchase decision of virtual goods in the Mobile Legends game (Y).

The results of this study are in line with research conducted by Fikri Fahmi Hakim (2018) with the title "Pengaruh Motif Rasional dan Motif Emosional Terhadap Keputusan Pembelian Sepatu Sepak Bola Specs di Keanggotaan Persis Solo" with the result emotional buying motives partially has a significant effect on purchase decision.

According to Schiffman and Kanuk (2004) Emotional buying motives is product selection based on personal criteria such as pride, fear, feeling, and status. Based on the explanation from Schiffman and Kanuk (2004) to meet the needs of players who want their hero appearance to look different from other players, Moonton always releases attractive skins for all heroes. Moonton's released skins vary, from low rarity level which are sold at low prices, to high rarity level skins that are only sold at certain events which are sold at high prices. With the rarity of various items, this can make a player who has a skin with a high scarcity level can feel proud when using that skin.

### **Purchase Decision**

Based on the results of f-test, it shows that rational buying motives and emotional buying motives have a simultaneous effect on purchase decisions. These results indicate that rational buying motives and emotional buying motives are factors that play an important role in determining the decision to purchase virtual goods.

This results of this study is in line with the study conducted by Mustabesyirah (2019) with the results that rational buying motives and emotional buying motives simultaneously has a significant effect on purchase decision.

Based on the multiple linear regression analysis, rational buying motives has a greater effect on purchase decision with an effect of 0.509 while emotional buying motives is 0.279. This indicates that when players buy virtual goods generally put forward rational thinking rather than emotional, players prioritize price, gameplay, and investment in virtual goods rather than emotional motives such as visuals, in-game interactions or player's pride. This certainly needs special attention for Moonton because Rational Buying Motives has a greater effect on purchase decision. In addition to the explanation above, the data obtained by the researchers from 100 respondents indicated that the majority of respondents came from students, namely as many as 76 people or 76% and also there is an unemployment as many as 11 people or 11%.

The characteristics of these respondents seem to have an effect on the reasons behind the results that Rational Buying Motives has a greater effect on Purchase Decision rather than Emotional Buying Motives. This is because some of the items sold by Moonton are very expensive which are very difficult for students or an unemployment to buy. This results in them putting forward their rational thinking to buy items at low prices rather than their emotional motives to fulfill their pride, so that according to researchers there needs to be further research to see the effect of the Rational Buying Motives and Emotional Buying Motives for the majority of respondents are people who have regular income.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

1. Rational buying motives and emotional buying motives have significant effect toward purchase decision of virtual goods simultaneously.
2. Rational motives, with handiness and efficiency in operation use, price and investment as indicators, partially have positive and significant effect on purchase decision of virtual goods.
3. Emotional motives, with distinctive, pride of personal appearance and social achievement as indicators, partially have positive and significant effect on purchase decision of virtual goods.

**Recommendation**

1. The results showed that buying motives consisting of rational motives and emotional motives has a positive and significant impact on purchase decision. Therefore, the company should be concerned about these variables for the customer to purchase the virtual goods in game.
2. Researchers suggest that Montoon retains some parts of their selling strategy like make an event that sell the virtual goods at low prices or make a limited edition item so the player can be proud for using that item, because it has a positive influence on the player buying motives that influences purchase decision. And to reach players who don't have a steady income such as students or unemployed, Moonton can create a payment system in installments or trade-in so that the player can buy the virtual goods he wants.

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