

**THE EFFECT OF INTEGRATED VALUE ON STUDENT PURCHASE INTENTION ITEMS  
IN THE PUBGM GAME IN BONTANG “E-SPORT GAME PLAYER”**

*PENGARUH INTEGRATED VALUE TERHADAP NIAT BELI PELAJAR PADA GAME PUBGM DI  
BONTANG “PEMAIN GAME E-SPORT”*

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**Abstract:** This research aims to analyze the effect of integrated value on student purchase intention in the PUBGM game at Bontang. The independent variables used in this research are enjoyment value, visual authority value, and monetary value, while the dependent variable is purchase intention. This research uses primary data obtained from questionnaires measured with the Likert scale. The sample is the e-sport game player in Bontang. Test instruments are performed using Validity and Reliability Tests. The regression results show that monetary value a positive and significant effect on student purchase intention in the PUBGM game, while enjoyment value and visual authority value exerts no influence on purchase intention.

**Keywords:** enjoyment value, visual authority value, monetary value and purchase intention

**Abstrak:** Penelitian ini bertujuan untuk menganalisis pengaruh integrated value terhadap minat beli siswa pada game PUBGM di Bontng. Variabel bebas yang digunakan dalam penelitian ini adalah nilai kenikmatan, nilai otoritas visual dan nilai uang, sedangkan variable terikatnya adalah niat beli. Penelitian ini menggunakan data primer yang diperoleh dari kuesioner yang diukur dengan skala likert. Sampelnya pemain game esport di Bontang. Uji instrumen dilakukan dengan menggunakan Uji Validitas dan Uji Reliabilitas. Hasil regresi menunjukkan bahwa Nilai Moneter berpengaruh positif dan signifikan terhadap terhadap niat beli siswa pada game PUBGM, sedangkan nilai kenikmatan dan nilai otoritas visual tidak berpengaruh terhadap niat beli.

**Kata Kunci:** nilai kenikmatan, nilai otoritas visual, nilai uang dan minat membeli

## INTRODUCTION

### Research Background

Technological developments now affect various aspects of our lives. Currently using the internet has become a necessity in society, with the internet also making it easier to interact online. Mobile devices or mobile devices can be used anytime and anywhere and a popular online activity today is playing online games where players can connect with other people via an internet connection. The ease of downloading online game applications also contributes to the improvement of today's online games. Initially, online games first appeared in 1950, they could only be played using a computer with an analog system and could only be played by a few people during exhibitions. In ancient times the price of computer components was very expensive and this made computers at that time still rare. Compared to this time, there are various kinds of devices that can be used to play online games and the prices for buying devices are varied and not as expensive as before.

The Player Unknown's Battlegrounds game was first released in 2016 and in early 2018 a mobile version appeared or commonly called PUBGM. The emergence of the mobile version has made PUBG game lovers and gamers interested in playing the mobile version of the PUBG game, apart from being easier to play, there is also

no need to use a computer as a device to play this PUBG game. Just released and immediately became the 2nd best-selling online game after mobile legend in Indonesia. The PUBGM game is a game with the Battle Royale genre and can be played by 100 people at once. Provides a different playing sensation with other games. There are 4 maps for choice to play and can be played by 4 people in a team, duo or solo. All players in the game are in a plane where the plane determines the path to pass on the map and players are free to choose where to become a compound or drop zone.

With the significant development of online games, making the online game industry one of the lucrative e-commerce sites, it is proven that most of the revenue earned by PUBG Mobile comes from the sale of vouchers (UC) contained in the game. It was noted that from the initial release of the mobile version until 2020, the PUBGM game had grossed more than 3 billion US dollars. Many gamers are willing to spend from hundreds to millions of rupiah to get the latest items from PUBG Mobile. Seeing this opportunity, many developers are selling UC and making a profit. Virtual items are non-physical objects or money purchased for use in PUBG games. There is also a choice of regions to make it easier to purchase for each region.

For exclusive items offered by PUBGM, it has its own level of difficulty to get it, so gamers can spend up to millions of rupiah per 1 skin. Usually, exclusive skins can only be obtained in certain seasons and there are even some skins that can only be obtained in that season. Many interesting skins as character combat equipment in PUBGM such as outfit skins, weapon skins, vehicle skins, bombs and others. UC is not only for purchasing skins but can also buy other items in the event to increase popularity in the PUBGM game. The behavior of purchasing items in PUBG is based on the existence of integrated value as a factor that increases the intention of players to buy items in the PUBGM game, such as Enjoyment Value, Visual Authority Value and Monetary Value.

Enjoyment Value is assessed as the pleasure or enjoyment that gamers feel when playing games. Of the various pleasures that gamers feel in playing games, including gamers will buy virtual items as a source of pleasure when playing PUBGM games and this clearly affects the purchase intention of items in the PUBGM Game. The more often someone plays the PUBGM game, the greater the buying interest that will be felt. Visual Authority Value, this value will add to the appearance of the in-game character in terms of visuals that gamers use to socialize, to show off and just to decorate for the owner of the virtual item. And as a gamer, of course, the desire to show off virtual items is very strong. The more new virtual items, the more likely gamers are to buy virtual items. Monetary Value which affects how much the price will be issued when compared to the effects and benefits of virtual game items to be purchased. The better the quality of the virtual items to be purchased, the greater the interest in buying virtual items.

E-sport is a place for gamers to develop and seek profit. Esport players in the PUBGM division of Indonesian prints managed to get Gold for the SEA Games competition in May 2022. Before that in early 2019 they had also been Champions in the 2019 PMCO tournament. Both tournaments were international tournaments. This also shows that the Indonesian government has supported Indonesian youth in the PUBGM division of E-sports. Of course, as a pro player or e-sport athlete, you must have exclusive items. This is then exemplified by other pre gamers to get other benefits such as content for streaming whose purpose is also to get profits which is also an example of increased purchase intention in the PUBGM game. This research aims to know how the effect of Enjoyment Value, Visual Authority Value and Monetary Value on student purchase intention items in the PUBGM

### **Research Objectives**

1. Analyzing the effect of enjoyment value, visual authority value and monetary value on purchase intention simultaneously.
2. Analyzing the effect of enjoyment value on purchase intention.
3. Analyzing the effect of visual authority value on purchase intention.
4. Analyzing the effect of monetary value on purchase intention.

## **THEORETICAL FRAMEWORK**

### **Purchase Intention**

Purchase Intention is consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase (Kotler and Keller 2009:137). Assael (1995) describes the three components of consumer attitudes and also provides an overview of buying intentions. It is stated that the three components of



consumer attitudes are the cognitive component (brand belief), the affective component (brand evaluation) and the conative component, is the consumer's tendency to react to an object that can be measured by the tendency to buy.

### **Virtual Good in Game**

Virtual goods are products that can actually benefit from and can be accepted logically despite their presence through various media/other mechanisms such as computers and other digital devices. The buying and selling of virtual goods first emerged in the late 1990s when swords, armor, and other items were traded by MMORPG players on eBay (Lim and Seng, 2010). Virtual goods are needed by players to complete various task in the game, improve character status, get in-game achievements, and to seek fun and satisfaction. Buying virtual goods in the PUBGM game is also part of the trend to always update the new skins for every items.

### **Integrated Values**

The definition of Integrated Values was obtained based on Theory of Consumption Values (Park and Lee, 2011). In TCV, there are five types of value, namely based on functional, social, emotional and epistemic. Based on these five values, TCV is explained as the usefulness or benefits that can be felt and owned on certain criteria. The integrated value for purchasing game items in online games is divided based on the following:

- a. Enjoyment value. Enjoyment value is one of the value dimensions that affects purchase intention. Based on TCV, Enjoyment Value has other terms, namely Emotional Value involving, fun, perceived enjoyment and playfulness value. Enjoyment value is assessed from the enjoyment of playing games that are felt by the players.
- b. Visual authority value has reasons or values of purchasing game items and can be seen from showing off, decorative props, vanity items, hedonic attributes and visual/musical appeal value (Park and Lee, 2011).
- c. Monetary value. Monetary value is a new value in the form of additions in the 4 dimensions that have been mentioned (Park and Lee, 2011) Monetary value refers to investment, value for money, the requirements of the quest system, and hobbies.

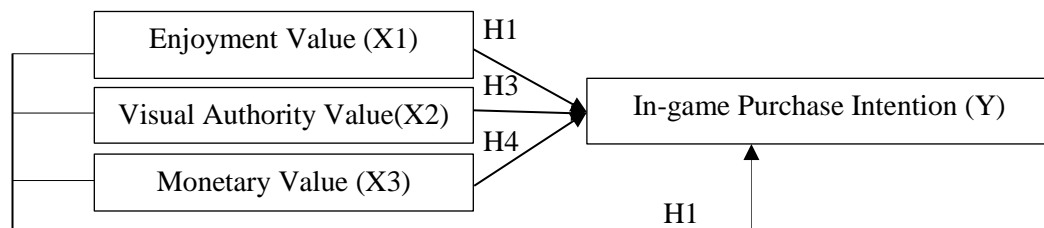
### **Previous Research**

Hendratta et al. (2021) aimed to find out what factors influence the intention to purchase virtual goods in the mobile game Mobile Legends: Bang Bang in Indonesia. SEM (Structural Equation Model) analysis with the AMOS application was carried out on 285 sample data obtained from online questionnaires using judgmental techniques and snowball sampling. This study shows three main findings: (1) enjoyment value, monetary value and satisfaction are proven to significantly encourage continuous usage intention, (2) enjoyment value, social value, monetary value, interpersonal influence and continuous usage intention have a positive effect on the intention to purchase virtual goods.

Ho and Wu (2012) did an empirical investigation of the factors and theory of consumption values that affect intent to purchase virtual goods in online games. The study determines the effects of game type, satisfaction with the game, identification with the character, and theory of consumption values on intent to purchase virtual goods. The study used a survey to collect information from 523 virtual game users. Study results showed that game type is a moderating variable that affects intent to purchase virtual goods. And it demonstrated that role-playing game users are affected by theory of consumption values: functional quality, playfulness, and social relationship support. Moreover, war-strategy game users are affected by satisfaction with the game, identification with the character, and theory of consumption values: price, utility, and playfulness

Wang (2018) examined the online games virtual products-transaction and value. The products keep enriching their meaning in the continuous development of online games and virtual products transaction. The value of online games virtual products tends to become clearer in the process of its development. Online games virtual products, from simply improving players' game experience in the virtual world, have gradually developed into a commodity with abundant practical value. Online games virtual commodity trading market has changed from the small-scale trading between players, to the B2C transaction between game operators and players, and now with the participation of many professional third-party platforms. Online games virtual products transaction has become much more standardized and professional. The practical value of online games virtual products has also been reflected in the development of transaction.

## Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Data Processed (2022)*

## Research Hypothesis

- H1: Enjoyment value, visual authority value and monetary value effect purchase intention.
- H2: Enjoyment value affects in-game purchase intention.
- H3: Visual authority value affects in-game purchase intention.
- H4: Monetary value affects in-game purchase intention.

## RESEARCH METHOD

### Research Approach

This research used quantitative approach in order to collect data. Quantitative methods can be interpreted as a research method based on the philosophy of positivism, used to examine specific populations or samples, data collection using research instruments, quantitative / statistical data analysis, with the aim to test hypotheses which has been set (Sugiyono, 2019).

### Population, Sample and Sampling Technique

Population is the entire subject of research. In the research, the population is defined as the area to be studied, where this area consists of subjects or objects that have certain criteria and characteristics that are in accordance with those set by the researcher (Sugiyono, 2019). The population referred to in this study is Bontang city player PUBG game. The sample that can be taken from a minimum of 96.04 people is rounded off by 100 respondents. To facilitate the research, the researchers took a sample of 124 respondents. In the purposive sampling method, the research sample is based on certain criteria, namely: PUBG game players, Bontang city students, Aged 16 years or older, and Join an E-sport organization

### Data Collection Method

Primary data is the data that collected first by the researcher in order to get the result of the interview and also all the information data researcher have of the research and Primary data is the information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran and Bougie, 2016). The primary data used in this research is the questionnaire that will be distributed to the respondents.

### Operational Definition of Research Variables

1. Enjoyment Value (X1): as an event that refers to the pleasure of doing a certain activity in the use of technology (indicators: fun, perceived enjoyment and playfulness value)
2. Visual Authority Value (X2): the value obtained when playing games where characters have costumes that can be varied (indicators: showing off, decorative props and vanity items)
3. Monetary Value (X3): refers to investment, value for money, the requirements of the quest system and hobbies. (indicators: investment, profit from the game and item price )
4. Purchase Intention (Y): consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase. (indicators: items updated, trend and good items)

### Testing of Research Instruments

The aim of instrument testing is to determine the instrument's validity and reliability so that it can be determined if it is suitable to use it for data collection in this analysis. Validity test use to see the validity of the questions, whether the questions within the questionnaire are valid and in-line with the research. According to

Sugiyono (2019), a study is considered valid if the data collected and the data that actually happened to the object under study have the same results. Reliability test is established by testing for both consistency and stability of the answer of questions. According to Sugiyono (2019), reliable research results, if there are similarities in data at different times. A reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data.

### Multiple Linear Regression Analysis

The data analysis technique used in this research is multiple linear regression analysis method. Multiple linear regression analysis is used to measure the effect of the independent variable and dependent variable (Sugiyono, 2019). The equation model of multiple regression analysis which used in this research can formulated as shown below.

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

Where:

- Y : Customer Purchase Intention  
 $\alpha$  : Constant, when all independent variable = 0  
 X1 : Enjoyment Value  
 X2 : Visual Authority Value  
 X3 : Monetary Value  
 $\beta_1, \beta_2, \beta_3$  : Slope of each independent variable  
 e : Error term

## RESULT AND DISCUSSION

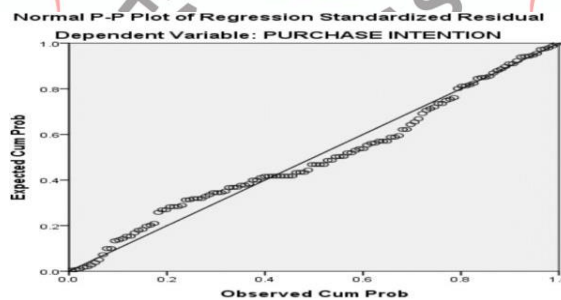
### Result

#### Validity and Reliability

In validity test, shows that all indicator statement items from the Enjoyment Value (X1), Visual Authority Value (X2), Monetary Value (X3) and Purchase Intention (Y) variables have a Pearson correlation value greater than r table (0.195). Thus, the entire item statement of the research variable is valid. In reliability test, it shows that all indicator statement items from the Enjoyment Value (X1), Visual Authority Value (X2), Monetary Value (X3) and Purchase Intention (Y) variables have a Cronbach's alpha value greater than 0.6. This means that the measuring instrument is reliable.

#### Classical Assumption Test

##### Normality Test



**Figure 2. Normality Test**

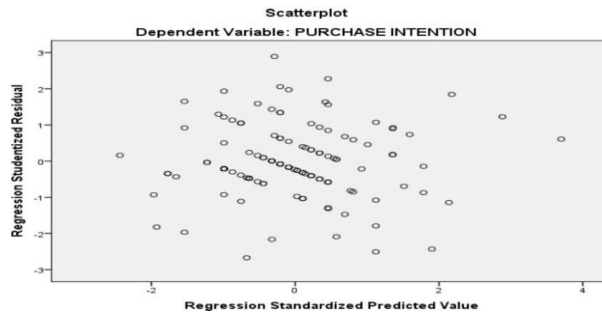
*Source: Data Processed (2022)*

The graphing data (points) are spread out along the diagonal line in figure 2, and the spread follows the diagonal line. This demonstrates that the regression model fits the normality requirement.

##### Heteroscedasticity Test

It can be seen from the scatterplot image in figure 3 that it can be seen that the points spread randomly and are spread both above and below the number 0 on the Y axis, so it can be concluded that in this regression model there is no heteroscedasticity.





**Figure 3. Heteroscedasticity Test**  
 Source: Data Processed (2022)

**Multicollinearity Test**

**Table 1. Multicollinearity Test**

Model	Coefficients <sup>a</sup>	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Enjoyment Value	.723	1.383
	Visual Authority Value	.591	1.691
	Monetary Value	.761	1.314

Source: Data Processed (2022)

Based on the results of the table above, the independent variable has a Tolerance Value > 0.100 and the VIF value is < 10.00, so the assumption of multicollinearity has been met or there are no symptoms of multicollinearity.

**Multiple Linear Regression Analysis**

**Table 2. Multiple Linear Regression Analysis**

Model	Coefficients <sup>a</sup>		Standardized Coefficients
	Unstandardized Coefficients	Std. Error	
	B		Beta
1 (Constant)	1.926	1.100	
Enjoyment Value	.122	.093	.112
Visual Authority Value	.124	.114	.103
Monetary Value	.573	.097	.496

a. Dependent Variable: Purchase Intention

Source: Data Processed (2022)

$$Y = 1.926 + 0.122 X_1 + 0.124 X_2 + 0.573X_3 + e$$

From the multiple linear regression equation above it can be interpreted as follows:

1. The constant value is 1.926 which states that if the variable Enjoyment Value (X1), Visual Authority Value (X2), and Monetary Value (X3) is equal to 0, then the Purchase Intention (Y) is 1.926.
2. The regression coefficient value for the Enjoyment Value (X1) variables is 0.122. This value shows a positive effect between the Enjoyment Value and Purchase Intention variables. Assuming that the other variables remain constant.
3. The regression coefficient value for the Visual Authority Value (X2) variable is 0.124. This value shows a positive effect between the Visual Authority Value and Purchase Intention Variables. This means that if the Visual Authority Value increase, then the Purchase Intention variable will increase. Assuming that the other variables remain constant.
4. The regression coefficient value for the monetary Value variable (X3) has a positive value of 0.573. This shows that if Monetary Value increases by 1%, the Purchase Intention will increase by 0.573 with the assumption that other independent variables are held constant. A positive sign means that it shows a unidirectional

influence between the independent variable and the dependent variable.

## Hypothesis Test

**Table 3. T- Test**

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	1.926	1.100	
Enjoyment Value	.122	.093	.112
Visual Authority Value	.124	.114	.103
Monetary Value	.573	.097	.496

a. Dependent Variable: Purchase Intention

Source: Data Processed (2022)

Based on the table above, the results obtained are:

1. Hypothesis 2 states that there is a positive effect of Enjoyment Value variable on Purchase Intention at PUBGGM game. From the table, it is known that 'count is 1.307 and 'table is 1.97993, so 'count > 'table. While the significance value of X1 is 0.194, it means that  $0.194 > 0.05$  (significance has a greater value than Alpha) this indicates that the Enjoyment Value (X1) has no effect on Purchase Intention (Y), therefore H2 is rejected.
2. Hypothesis 3 states that there is a positive effect of Visual Authority Value (X2) variable on Purchase Intention at PUBGGM game. From the table, it is known that 'count is 1.806 and 'table is 1.97993, so 'count > 'table. While the significance value of X2 is 0.280, it means that  $0.280 > 0.05$  (significance has a greater value than Alpha) this indicates that the Visual Authority Value (X2) has no effect on Purchase Intention (Y), therefore H3 is rejected.
3. Hypothesis 4 states there is a positive effect of Monetary Value (X3) variable on Purchase Intention at PUBGGM game. From the table, it is known that 'count is 5.935 and 'table is 1.97993, so 'count > 'table. While the significance value of X3 is 0.000 this value below the alpha value of, it means that  $0.00 < 0.05$ , this indicates that the Monetary Value (X3) has positive effect on Purchase Intention (Y) partially, therefore H3 is accepted.

## F-Test

**Table 4. F-Test**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134,811	3	44,937	22,597	,000 <sup>b</sup>
	Residual	238,633	120	1,989		
	Total	373,444	123			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Enjoyment Value, Visual Authority Value, Monetary Value

Source: Data Processed (2022)

Based on the output above, it is known that the significant value is 0.000 with F value is 22,597. The significant value for the effect of X1, X2, and X3 simultaneously on Y is  $0.000 < 0.05$  (the significance value is less than 0.05) and for Fcount 22,597 > Ftable 2.68 (Fcount is greater than Ftable) so it can be concluded that Hypothesis 1 is accepted which means that Enjoyment Value, Visual Authority Value, and Monetary Value simultaneously have effect on Purchase Intention at PUBGGM game.

## Discussion

### Enjoyment Value on Purchase Intention

According to the test result, it shows that Enjoyment Value has no effect on Purchase Intention. According to Park and Lee (2011), Enjoyment Value is one of the value dimensions that affects purchase intention. Based on TCV, Enjoyment Value has other terms, namely Emotional Value involving, fun, perceived enjoyment and playfulness value. Enjoyment Value is assessed from the enjoyment of playing games that are felt by the players. This study indicates that Enjoyment Value does not significantly affect purchase intention on PUBGGM game virtual items for respondents who live in Bontang city as a competitive player. For the players, playing with their

squad or team is the main pleasure in playing the PUBGM game and creating chemistry to help adapt in game. Therefore, Enjoyment Value does not significantly impact purchasing intention. The results of this research is similar to previous studies by Sadana (2020), which indicate that Enjoyment Value does not have a significant effect on Purchase Intention.

### **Visual Authority Value on Purchase Intention**

According to the result, it shows Visual Authority Value has no effect on Purchase Intention. According to Park and Lee (2011), e. Visual Authority Value has reasons or values of purchasing game items and can be seen from showing off, decorative props, vanity items, hedonic attributes, and visual/musical appeal value. According to Ho and Wu (2012), in this case buying or consuming products depends on how consumers want to be seen and / or how they want to be seen in the eyes of others. Factors in social values are (social self-image expression and social relationship). These two factors are used to find out how much in determining the user's purchase decision. Social Value can also position individuals as trendy and sophisticated (Turel, Serenko, and Bontis, 2010). This study indicates that Visual Authority Value does not significantly affect purchase intention on PUBGM game virtual items for respondents who live in Bontang city as a competitive player. The most important thing for players is the skill in playing the game as well as the cohesiveness of the team or squad that is formed not from how expensive the item is or how many items are owned. In virtual matches, items are not important because they have no effect on increasing player skills. Virtual items are only for decoration of the players' characters in the game. Therefore, Visual Authority Value does not significantly impact purchasing intention. The results of this research y is similar to previous studies by Warouw (2014) which indicate that Visual Authority Value does not have a significant in affect Purchase Intention.

### **Monetary Value on Purchase Intention**

According to the test result, it shows that monetary Value has a positive effect on Purchase Intention. According to Park and Lee (2011), Monetary Value is a new value in the form of additions in the 4 dimensions that have been mentioned. Monetary Value refers to investment, value for money, the requirements of the quest system, and hobbies. Monetary Value: How much is the price paid when compared to the effects and benefits of the game item to be purchased. In this study, players felt that the PUBGM game items they bought were worth it and players were happy to buy them. This study indicates that monetary Value has a positive effect on Purchase Intention. Through existing respondent data, competitive PUBGM game players in the city of Bontang, buy virtual items as investments where the buying and selling price given is quite reasonable, in accordance with its uses and functions. Virtual items in the PUBGM game can always be traded back and for virtual items that exist in the early season have a selling price that is more expensive than the original price, so players who have virtual items in the early season have a higher selling price. Thus, it is indicated that Monetary Value affect Purchase Intention. This research similar to the studies by Tanjaya and Salim (2022) about the effect of Monetary Value on Purchase Intention virtual items indicate that Monetary Value has a significant influence on the purchase intention of virtual items in the game and has the strongest influence compared to the Enjoyment Value and Visual Authority Value on the Purchase Intention of virtual items in the game.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusions**

1. Enjoyment Value does not partially effect on Purchase Intention virtual items at PUBG game. Buying virtual items gives a fun feeling that is more than just getting free items from the game.
2. Visual Authority Value does not partially impact Purchase Intention virtual items at PUBG game. This shows that showing off, decorative props and vanity items are not very influential in purchasing virtual items because for the players skill is more important than just skin.
3. Monetary Value does partially effect on Purchase Intention virtual items at PUBGM game. This shows that Monetary Value make players buy virtual items because the players are interest to invest and have a hobby in collecting of virtual items that always have a good value.
4. Enjoyment value, Visual authority value and monetary value have a significant affect virtual items on Purchase Intention items in the PUBGM game.



### Recommendations

1. The virtual items contained in the PUBGM game never fail to attract the attention of PUBGM players to buy various virtual items is to find fun, in this study the players are not too concerned with the fun of virtual items but from the skills and matches won. Skill is the important thing for players in game and virtual items cannot increase skills in playing because in the PUBGM game there is no pay to win system. To increase purchase intention in purchasing virtual items, the PUBGM game must adding items that can make easier player to get total of kill and some items that can increase character and vehicles XP. Virtual items are usually used to show off to other players or as content ideas for content creators. However, this study focused on getting information from students in the city of Bontang and in this study the results showed that they bought virtual items not to show off or want to collect vanity items but only for decoration so that the character in the game did not look plain and some player also think virtual items are not important but skills are the main thing. In the future, it is hoped that the PUBGM game will release virtual items that are striking among students, such as special items for students, not just like items that can be obtained in general
2. Respondents in this study is Bontang city students and also domiciled in Bontang city area who join E-sports organization as a competitive player. To get more diverse results, further researchers need to consider the limitations of the research that the researchers made. The point is because this study research only focused on students in Bontang city, the results of this study do not necessarily apply to all cities.

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