

Unpacking Drivers of Virtual Item Purchases in Valorant: Insights on Monetization from Indonesian Players

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Abstract. This study investigates factors impacting Indonesian Valorant players' intentions to purchase in-game virtual items using a quantitative analysis of 420 survey responses. Results reveal that enjoyment and aesthetics positively predict purchase intention, while Satisfaction has no significant effect. The findings provide game publishers with nuanced insights to optimize monetization strategy - carefully balancing player experience with compelling value propositions around virtual offerings. However, research generalizability is limited by the niche focus. Broader validation across gaming genres and cultural settings can substantiate the conclusions further.

Keywords: Valorant, Virtual Items, Purchase Intention, Enjoyment, Price Utility, Aesthetics, Satisfaction, Character Competency, Playfulness

1. Introduction

With over 116 million players, Indonesia has one of the fastest-growing gaming markets globally (*The Indonesian Gaming Market*, 2022). Online multiplayer games like Valorant have seen a sharp rise in popularity recently. Over 20 million people worldwide are playing the tactical shooter game Valorant, available for free (O, 2023). Valorant is a free-to-play game that makes money by selling virtual items. These virtual items include player cards, weapon skins, and other purely decorative things that have no bearing on gameplay.

More research is needed on the variables influencing Indonesian players' intention to buy virtual items in the game despite Valorant's rising popularity and the volume of virtual items being bought. By thoroughly investigating the factors influencing Indonesian players' propensity to purchase virtual items in Valorant, this study seeks to fill this vacuum in the literature. Buying virtual items in online games is a frequent occurrence. According to studies, users buy virtual items for several purposes, such as improving their gaming experience, expressing their uniqueness, and letting other players know how they feel about themselves (Wilson James Metasurya Loa & Margaretha Pink Berlianto, 2022). That being said, different games and civilizations have distinct aspects influencing players' intentions to buy virtual items.

A strong sense of community and a penchant for collectivism are characteristics of the gaming culture in Indonesia. In addition, compared to gamers from other cultures, Indonesian gamers are more prone to be impacted by peer pressure and societal conventions. These factors may significantly influence Indonesian players' decision to buy virtual items in Valorant.

However, more research is needed on the factors influencing Indonesian players' intention to purchase virtual items in Valorant. This study aims to address this gap in the literature by investigating the factors that influence Indonesian players' propensity to buy virtual items in Valorant. The findings of this study provide valuable insights for game developers in developing effective strategies for selling virtual items in the Indonesian market.

Although this study explores a relevant and little-studied field, it must be acknowledged that it has certain limitations. First, the research primarily concerns the Valorant player market in Indonesia. This implies that players in other areas with different cultural backgrounds and gaming habits might need help but cannot apply the findings. Furthermore, the range of factors examined was constrained. It is noted that the buying of virtual goods may have been investigated. Additional variables that could be included in future research include the players' disposable income, age demographics, and Valorant's marketing efforts.

Also, information obtained by players through self-reporting may be used in the research. This data may be biased or errors. Given the absence of in-game data on virtual item purchases, the study may have to rely on estimates or surveys. This may restrict how accurate the results can be. These restrictions identify the limitations of the present study and emphasize the necessity for more investigation into this field. This research can be expanded upon using different approaches, a broader scope, and possibly working with game creators to obtain in-game data.

2. Literature Review

2.1. Related Works

This study examines Indonesian Valorant gamers' plans to buy virtual goods. This study gathered some of the studies for the study sample from the many studies that have been done on purchase intention. A study (Purnami & Agus, 2020) employs a gender-dominated game as a case study to further their investigation. According to their research, in the case of the male game—Mobile Legend—perceived connectivity, perceived reasonable price, and loyalty have a favorable significant effect on in-app purchase intention. On the other hand, it was discovered that perceived reward, perceived reasonable pricing, perceived connectivity, and loyalty positively affect in-app purchase intention in the instance

of a female game, Love Nikki, in the study.

Furthermore, a different study uses gender as a moderation variable to examine the variables influencing the in-game purchase intentions of Turkish Gen Z gamers. According to (Akin, 2023), a considerable relationship exists between gamer satisfaction and enjoyment, perceived attractiveness, and economic value. Furthermore, loyalty impacted in-game purchase intention, and player satisfaction positively influenced loyalty. However, based on gender, female players displayed a more substantial amplitude of enjoyment-gamer satisfaction than male players. However, regarding perceived attractiveness and economic worth on gamer satisfaction, men showed larger impact sizes than women.

(Ghazali et al., 2023) conducted additional studies, but this time, the focus was just one game: Dota 2. Using an online questionnaire with a five-point Likert scale as the measurement tool, this study demonstrated a favorable correlation between purchase intention and flow. The state of flow itself was favorable and greatly influenced by telepresence, skill, challenge, and enjoyment. The continuous intention has also considerably influenced the association between flow and buy intention. Purchasing delight also plays a moderating function in the relationship that strengthens the relationship between flow and purchase intention and between continuous and purchase intention.

An analysis conducted by (Eric ska et al., 2021) on buy intention in freemium mobile games discovered that during the COVID-19 outbreak in Indonesia, purchase intention was significantly influenced by performance and effort expectancy. During the COVID-19 outbreak in Indonesia, it was unexpected that social influence did not affect purchasing intention. For several reasons, the study indicated that social influence has little effect on purchase intention. Activities conducted from home, for instance, prevent people from meeting, which reduces social effects during the COVID-19 pandemic.

The main topic of previous research has been how influencers affect consumers' intentions to buy online video games. PewDiePie was used as the influencer source in study by (Boonchutima & Sankosik, 2022), and the researchers tested the correlation between PewDiePie's reputation and his followers' propensity to make purchases. The study's findings imply that the intention to buy video games and the source's legitimacy have moderate positive correlations. Regretfully, this study showed that the researchers may not have correlated the three source credibility indicators.

Studies on purchase intention have also been conducted; however, they did not focus on game situations. Previous research indicates that a few things influence consumers' intentions to purchase. According to (Yu, 2023), a customer's purchase intention may be influenced by several elements, including price, quality, trust, and consumer perception. The findings of their study indicate that quality is the most crucial factor influencing customers' buy intentions, trust is a critical component that influences customers' purchase intentions, and pricing has little to no effect on these intentions. The findings of the various subdivision indicators in customer perceptions suggest that consumer perception is straightforward and comprehensive. This indicates that brands should raise consumer knowledge and product usage through guidance and advertising to increase consumers' buying propensity.

An additional prior study examines the variables influencing Chinese millennial consumers' intentions to make online purchases based on recommendations from influencers (Chen et al., 2023). Eight characteristics were found in this study to influence Chinese millennial consumers' inclination to buy women's clothing online. The eight factors are perceived utility, simplicity of use, attitude toward social media, subjective norms, perceived behavioral control, attractiveness, professionalism, and impact. This study, which gathered 728 authentic surveys, reveals that, out of those eight criteria, perceived behavioral control is the only one that has a negligible impact on the intention to make an online purchase. On the other hand, online purchase intention is strongly and favorably influenced by the remaining seven factors: perceived usefulness, ease of use, attitude toward social media, subjective norms, attractiveness, professionalism, and influence.

An analysis of Generation Z's purchasing intentions for Muslim fashion by (Hakim et al., 2023) revealed that buying interest in Muslim design is significantly influenced by attitudes, subjective norms, and

religiosity. Nonetheless, there is a negative correlation between intention and purchasing behavior control. Furthermore, research by (Ju & Jung, 2020) demonstrates that diversion, education, and entertainment significantly impact experience satisfaction. Additionally, this study stated that if all three of those characteristics are high, there is a significant likelihood that the purchase intention will follow, as those three factors improved experience satisfaction and had a favorable effect.

2.2. Enjoyment and Satisfaction

Based on previous management studies showed that enjoyment affected Satisfaction (Wilson James Metasurya Loa & Margaretha Pink Berlianto, 2022). Enjoyment is obtained from users' experiences of pleasure and fun when playing games. Another way to think of enjoyment is the extent to which engaging in a particular activity is thought to bring pleasure and joy unto itself, independent of the results of the activity (Liu & Wu, 2007). When users' enjoyment is higher, then users' Satisfaction will also be higher. It goes the same way that when users' enjoyment decreases, their Satisfaction decreases (Wilson James Metasurya Loa & Margaretha Pink Berlianto, 2022).

This study aims to find users' intention to purchase virtual items in Valorant. To achieve that, this study starts by testing a hypothesis that overall user enjoyment of Valorant affects overall user satisfaction with Valorant. Therefore, the first hypothesis is:

H₁: Enjoyment has a significant effect on satisfaction

2.3. Satisfaction and Purchase Intention

Based on previous sustainability studies showed that Satisfaction affected purchase intention (Wilson James Metasurya Loa & Margaretha Pink Berlianto, 2022)(Ho & Wu, 2012). Satisfaction is the difference between how well a product or service performs and how much the customer expects it to perform (García-Salirrosas et al., 2022). Generally, when the user is satisfied with the product, the intention to purchase it increases. In other ways, when users are dissatisfied with the product, their intention to purchase it will decrease (Ho & Wu, 2012).

This study aims to find users' intention to purchase virtual items in Valorant. To achieve that, this study hypothesizes that overall user satisfaction with Valorant affects users' intention to purchase virtual items in Valorant. Therefore, the second hypothesis is:

H₂: Satisfaction has a significant effect on purchase intention

2.4. Price Utility and Purchase Intention

Based on previous studies state that the value of money and the utility of pricing relate to how logically the virtual items are priced (Prakosa & Sumantika, 2022). Usually, users are willing to buy a reasonably priced product. On the contrary, if the product is offered at an unreasonable price, users will lose interest in buying the product (Frederick & Warouw, 2014)(Prakosa & Sumantika, 2022).

This study aims to find users' intention to purchase virtual items in Valorant. To achieve that, this study tests a hypothesis that the price utility affects users' intention to purchase virtual items in Valorant. Therefore, the third hypothesis is:

H₃: Price utility has a significant effect on purchase intention

2.5. Character Competency and Purchase Intention

Previous management studies showed that character competency is related to the increasing competency of the character received to purchase virtual items(Ho & Wu, 2012). The theory also shows character competency as a functional theory that consumes virtual goods (Prakosa & Sumantika, 2022). This means character competency does have the effect of increasing purchase intention for virtual items.

This study aims to find users' intention to purchase virtual items in Valorant. To achieve that, this study tests a hypothesis that character competency affects users' intention to purchase virtual items in Valorant. Therefore, the fourth hypothesis is:

H₄: Character competency has a significant effect on purchase intention

2.6. Aesthetics and Purchase Intention

Based on previous studies, aesthetics is one of the emotional theories of consumption values for virtual items in online games (Kim et al., 2011). The aesthetics of virtual items in video games are related to the increase in players' Satisfaction from purchasing them (Ho & Wu, 2012) (Frederick & Warouw, 2014). It means the more visually appealing a virtual item is, the more likely players will purchase it.

This study aims to find users' intention to purchase virtual items in Valorant. To achieve that, this study tests a hypothesis that aesthetics affects users' intention to purchase virtual items in Valorant. Therefore, the fifth hypothesis is:

H₅: Aesthetics has a significant effect on purchase intention

2.7. Playfulness and Purchase Intention

Based on previous management studies, playfulness is also one of the emotional theories of consumption values for virtual items in online games (Kim et al., 2011). Playfulness influences consumers' buying intention (Frederick & Warouw, 2014). The increased pleasure, focus, and imagination of buying virtual items correlates with playfulness (Ho & Wu, 2012). Players are more likely to purchase the virtual item when the virtual item can make the game more fun and engaging.

This study aims to find users' intention to purchase virtual items in Valorant. To achieve that, this study tests the hypothesis that playfulness affects users' intention to purchase virtual items in Valorant. Therefore, the sixth hypothesis is:

H₆: Playfulness has a significant effect on purchase intention

3. Methodology

3.1. Research Model

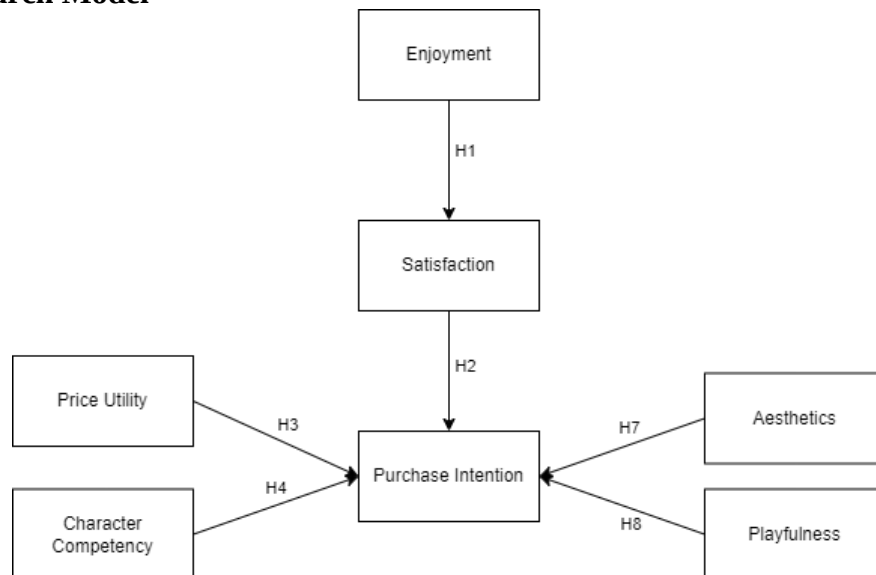


Fig. 1: Research Model

The model used in this study is shown in Figure 1. This research consists of seven variables: Enjoyment, Satisfaction, Price Utility, Character Competency, Aesthetics, Playfulness, and Purchase Intention. Enjoyment of playing Valorant affects Satisfaction. The variables satisfaction, price utility, character competency, aesthetics, and playfulness influence the purchase intention of users to buy virtual items in Valorant.

3.2. Procedures and Measures

This study uses a quantitative methodology to focus on Valorant users, particularly in Indonesia. An online survey using Google Forms was distributed via social media platforms like Instagram, WhatsApp, and Line to evaluate the six hypotheses. The online survey was written in Indonesia and used closed-ended questions.

This online survey asked respondents to complete 27 questions (see Table 1) using the given scale. This study employed a seven-point Likert scale, where one represents "strongly disagree" and seven represents "strongly agree."

Table 1: Variable and Indicator

Variable	Code	Indicator
Enjoyment	ENJ1	Playing Valorant is enjoyable
	ENJ2	Playing Valorant is pleasant
	ENJ3	Playing Valorant is exciting
	ENJ4	Playing Valorant is interesting
Satisfaction	SAT1	I am satisfied with Valorant
	SAT2	I think that Valorant is very good
	SAT3	I am satisfied with my decision to play Valorant
	SAT4	My choice to play Valorant is a wise one
Price Utility	PU1	Virtual items in Valorant are great products for their price
	PU2	The price of virtual items sold in Valorant is reasonable
	PU3	The virtual items sold in the Valorant are very worth buying
	PU4	Virtual items sold in Valorant are viewed as prudent as far as cost
Character Competency	CC1	When I use the virtual items in Valorant, I can get more game points than before
	CC2	When I use the virtual items in Valorant, I increase my game powers
	CC3	When I use the virtual items in Valorant, I increase my game powers
Aesthetics	AES1	The virtual items sold in the Valorant are very good
	AES2	The virtual items sold in the Valorant look cool
	AES3	The virtual items sold in Valorant are aesthetically appealing
	AES4	The virtual items sold in Valorant have attractive aesthetic feature

Playfulness	PLY1	When I use the virtual items sold in Valorant, I enjoy the game more
	PLY2	When I use the virtual items sold in Valorant, I find the game more exciting
	PLY3	Using the virtual items sold in Valorant is interesting to me
	PLY4	Using the virtual items sold in Valorant stimulates my curiosity
	PLY5	Using virtual items sold in the Valorant game keeps me enthusiastic about playing
Purchase Intention	PI1	There is a high probability that I will purchase virtual things from Valorant later on
	PI2	My readiness to purchase virtual merchandise from Valorant in what's to come is high
	PI3	The likelihood that I will purchase virtual merchandise from Valorant in what's to come is high

A population of 816,590 Valorant players in Indonesia is used in this study. According to (Tejada et al., 2012), we can use Slovin's Formula, a variant of Cochran's formula, to calculate the research sample size by assuming a p-value of 0.5 and an error tolerance of 5%, or 95% confidence level. According to Slovin's formula calculation, about 400 respondents are required for this study.

Once the online survey has been distributed and sufficient respondents have responded, the data is processed using the Smart PLS software version 4.0.9.6.

3.3. Respondents

By distributing the online survey in a Google Form, the online survey received 428 respondents with 420 qualified respondents. Based on the data presented in Figure 2, the results indicate that the demography is primarily male, with 328 respondents (78.1%) and 92 respondents (21.9%) female.

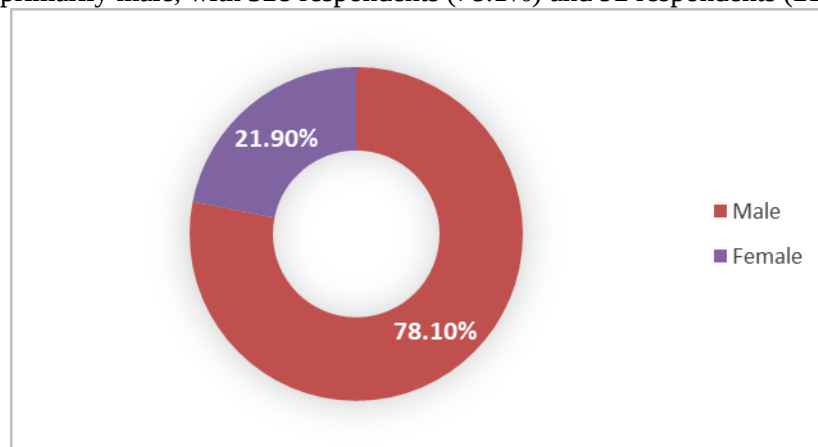


Fig. 2: Respondents' Demographic

The respondents are further broken down by age groups in the diagram displayed in Figure 3. The online survey results show that young adults aged 20 – 24 form the largest group with 251 respondents (59.8%), followed by those over 24 years old with 134 respondents (31.9%) and teenagers aged 15 –

19 with 35 respondents (8.3%).

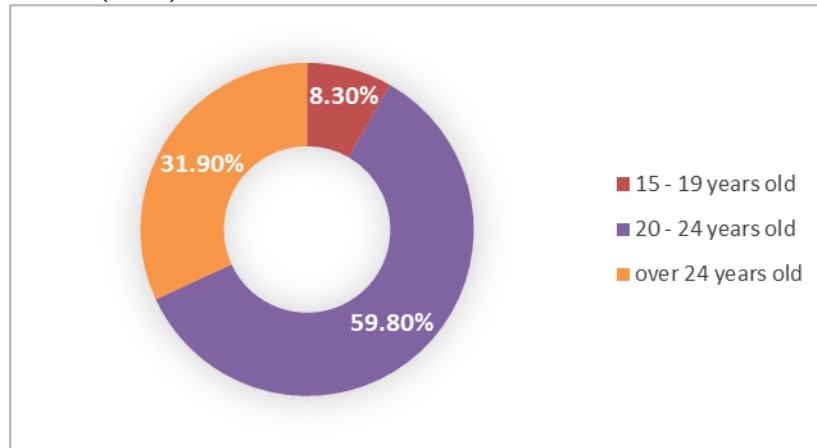


Fig. 3: Respondents' Age Group

3.4. Validity and Reliability Test

Validity and reliability tests are done to examine the accuracy and consistency of the method used in this study, which is how accurate and consistent respondents respond to questions in the questionnaire (Sürücü & Maslakçı, 2020). This study uses convergent and discriminant validity to test the validity.

The convergent validity testing results can be assessed based on loading factors and Average Variance Extracted (AVE). When the loading factors value exceeds 0.7 and the AVE value exceeds 0.5, an indicator can be considered to have a high level of validity and meet the convergent validity (Chin & Todd, 1995).

The concurrent validity result is displayed in Table 2 below, where it is evident that all variables have an AVE value larger than 0.5 and all indicators have loading factors values greater than 0.7. As indicated by the above result, every variable and indicator is valid for convergent validity.

Table 2: Convergent Validity Result

Variable	Indicator	Loading Factor	AVE
Enjoyment	ENJ1	0.871	0.737
	ENJ2	0.835	
	ENJ3	0.867	
	ENJ4	0.861	
Satisfaction	SAT1	0.846	0.748
	SAT2	0.854	
	SAT3	0.876	
	SAT4	0.882	
Price Utility	PU1	0.877	0.787
	PU2	0.896	
	PU3	0.870	
	PU4	0.904	
Character Competency	CC1	0.906	0.819
	CC2	0.923	
	CC3	0.885	

Aesthetics	AES1	0.860	0.739
	AES2	0.839	
	AES3	0.879	
	AES4	0.861	
Playfulness	PLY1	0.812	0.703
	PLY2	0.827	
	PLY3	0.844	
	PLY4	0.872	
	PLY5	0.835	
Purchase Intention	PI1	0.936	0.881
	PI2	0.941	
	PI3	0.938	

After testing the convergent validity, the next step is to test the discriminant validity. Discriminant validity testing can be assessed based on the Cross Loadings value, which is determined by comparing the results of the Cross Loadings to the construct itself. When the loadings value of an indicator is a more excellent value for its construct than for other constructs, the indicator of a question can be considered valid (Sekaran & Bougie, 2016).

Table 3 below shows the discriminant validity result. This clearly shows that each indicator's cross-loading value is higher for its construct than for any other construct. Based on the findings, every indicator in this study was valid for discriminant validity.

Table 3: Discriminant Validity Result

	AES	CC	ENJ	PI	PLY	PU	SAT
AES1	0.860	0.578	0.745	0.297	0.757	0.644	0.728
AES2	0.839	0.586	0.728	0.253	0.743	0.551	0.685
AES3	0.879	0.606	0.758	0.296	0.780	0.573	0.706
AES4	0.861	0.608	0.758	0.288	0.770	0.608	0.710
CC1	0.605	0.906	0.588	0.441	0.654	0.676	0.612
CC2	0.637	0.923	0.640	0.525	0.704	0.737	0.681
CC3	0.637	0.885	0.635	0.391	0.681	0.644	0.646
ENJ1	0.774	0.550	0.871	0.341	0.796	0.639	0.829
ENJ2	0.666	0.657	0.835	0.490	0.723	0.721	0.841
ENJ3	0.778	0.580	0.867	0.280	0.755	0.593	0.794
ENJ4	0.770	0.566	0.861	0.335	0.760	0.614	0.813
PI1	0.303	0.463	0.389	0.936	0.454	0.601	0.469
PI2	0.313	0.495	0.397	0.941	0.444	0.622	0.478
PI3	0.315	0.467	0.405	0.938	0.452	0.613	0.496
PLY1	0.757	0.506	0.724	0.254	0.812	0.554	0.655
PLY2	0.717	0.493	0.699	0.325	0.827	0.559	0.649
PLY3	0.771	0.694	0.743	0.436	0.844	0.664	0.720
PLY4	0.740	0.699	0.752	0.479	0.872	0.693	0.745
PLY5	0.745	0.676	0.781	0.434	0.835	0.671	0.773
PU1	0.645	0.593	0.711	0.524	0.695	0.877	0.750
PU2	0.521	0.640	0.623	0.616	0.608	0.896	0.701

PU3	0.692	0.778	0.692	0.558	0.744	0.870	0.713
PU4	0.611	0.692	0.642	0.607	0.663	0.904	0.692
SAT1	0.753	0.577	0.817	0.372	0.744	0.688	0.846
SAT2	0.725	0.646	0.813	0.473	0.758	0.689	0.854
SAT3	0.712	0.648	0.840	0.437	0.743	0.693	0.876
SAT4	0.661	0.602	0.834	0.487	0.705	0.706	0.882

Reliability testing results can be assessed based on Cronbach's Alpha and Composite Reliability. The reliability can be considered vital when Cronbach's Alpha value exceeds 0.7, and the Composite Reliability value exceeds 0.7 (Chin, 1998).

Table 4 below shows the reliability test results, indicating that every variable has a Composite Reliability value larger than 0.7 and a Cronbach's Alpha value greater than 0.7. The result above shows that all variables are valid for the reliability test.

Table 4: Reliability Test Result

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
AES	0.883	0.886	0.919
CC	0.890	0.910	0.931
ENJ	0.881	0.881	0.918
PI	0.932	0.932	0.957
PLY	0.897	0.916	0.922
PU	0.910	0.914	0.937
SAT	0.888	0.888	0.922

4. Research Findings and Discussion

4.1. Hypothesis Analysis

To conclude the hypothesis analysis, this study uses path coefficient values. It is carried out to determine whether there are any relationships between the variables. A higher value is associated with a stronger relationship between these variables and a more significant influence on the relationship between latent constructs. It is possible to consider a hypothesis to be accepted when the p-value is less than 0.05 (Pee, 2015). The two-tail significance levels are 1%, 5%, and 10%, while the typical critical t-values are 2.57, 1.96, and 1.65 for significance levels, and in this study, two-tailed with a significance level of 5% is used. Therefore, the hypothesis is significant when the t-statistics is more than 1.96 (Hair Jr et al., 2021).

Table 5: Hypothesis Analysis

Variable	Original sample (O)	P-Values	T statistics (O/STDEV)	Result
Enjoyment → Satisfaction	0.955	0.000	3.376	Accepted
Satisfaction → Purchase Intention	0.146	0.288	0.730	Not Accepted
Price Utility → Purchase Intention	0.620	0.000	105.763	Accepted
Character Competency → Purchase Intention	0.071	0.465	1.811	Not Accepted

Aesthetics → Purchase Intention	-0.545	0.001	5.816	Accepted
Playfulness → Purchase Intention	0.314	0.070	1.062	Not Accepted

The results of the hypothesis analysis, as indicated by Table 5, indicate that three of the hypotheses are accepted, and the remaining three are not.

The first hypothesis' enjoyment result indicated that it is accepted because the p-value is 0.000, less than 0.05. Moreover, this hypothesis has a positive effect because the t-statistics is 3.376, more than 1.96. As a result, it has been determined that H1: Enjoyment has a positive and significant effect on Satisfaction.

The result of the second hypothesis, Satisfaction, indicates that it is not accepted because the p-value is 0.288, which means the p-value is more than 0.05. Moreover, this hypothesis has an adverse effect because the t-statistics is 0.730, less than 1.96. As a result, it has been determined that H2: Satisfaction has a negative and has no significant effects on purchase intention.

The third hypothesis' result, price utility, indicated that it is accepted because the p-value is 0.000, which means the p-value is less than 0.05. Furthermore, this hypothesis also has a positive effect because the t-statistics is 105.763, and it is more than 1.96. As a result, it has been determined that H3: Price utility has a positive and significant effect on purchase intention.

The fourth hypothesis' result, character competency, indicated that it is not accepted because the p-value is 0.465, which is more than 0.05. It also has a negative effect because the t-statistics of this hypothesis is 1.811, which is less than 1.96. As a result, it has been determined that H4: Character competency has negative and has no significant effects on purchase intention.

The fifth hypothesis' result, aesthetics, indicated that it is accepted because the p-value is 0.001, which is less than 0.05. Additionally, this hypothesis t-statistics is 5.816, which is more than 1.96; this means that the hypothesis has a positive effect. As a result, it has been determined that H5: Aesthetics has positive and significant effects on purchase intention.

The sixth hypothesis' result, playfulness, indicated that it is not accepted because the p-value is 0.070, which is more than 0.05. Furthermore, it is indicated that it has an adverse effect because the t-statistics is 1.062 and less than 1.96. As a result, it has been determined that H6: Playfulness has negative and has no significant effects on purchase intention.

4.2. Theoretical Implication

Valorant has been a popular online game these days. Moreover, many players bought virtual items that are sold in Valorant. By doing this study, we aim to analyze more deeply the factors that affect Indonesian players' intention to purchase virtual items in Valorant. Additionally, this study is based on findings similar to previous studies.

In previous findings, many people think that buying virtual items in Valorant makes players consistently make impossibly accurate shots, known as aimbots (Krūze, 2022). This study finds out that the statement is false; buying virtual items in Valorant does not affect players' aim consistency. So, this reason isn't the intention behind Valorant players' purchasing virtual items.

Based on the findings in this study, Valorant players are satisfied with the game because they enjoy it. Unfortunately, the Satisfaction of the games does not make players intend to purchase virtual items. This finding was also proven in a previous study by Wilson James & Margaretha, who found that enjoyment positively affects Satisfaction. This means that Valorant players found out that playing this game was enjoyable and satisfied with the experience. However, they also found that Satisfaction does not affect purchase intention (Wilson James Metasurya Loa & Margaretha Pink Berlianto, 2022). Supported by another previous study, it was found that spending is less likely to occur in younger people, and those pursuing higher education are also more likely to invest more of their money in related

activities rather than other expenditures (Prakosa & Sumantika, 2022). In this study, the primary respondents during the survey are 20 to over 24 years old, which means that they most likely prioritize needs other than purchasing virtual items in Valorant.

Additionally, other reasons players intend to purchase virtual items in Valorant are the aesthetics and the price of virtual items. These findings are also proven in previous studies by Adhi Prakosa & Ahsan Sumantika, where the price utility significantly affects purchase intention (Prakosa & Sumantika, 2022), and by Cheng-Hsun Ho & Ting-Yun Wu, who found that aesthetics does affect purchase intention (Ho & Wu, 2012).

4.3. Practical Implication

These findings provide reasons why Valorant players intend to purchase virtual items. Initially, prioritizing individual happiness is essential since it increases Satisfaction in general. This means that players should prioritize the parts of the game they enjoy the most, mastering particular agents, trying out new strategies, or just hanging out with friends. Establishing an enjoyable and friendly environment within the Valorant community can increase enjoyment even more by motivating players to prioritize communication and teamwork over individual achievement.

Deciding to purchase virtual items is significantly affected by the value proposition that the game itself provides. When skins, bundles, and other virtual items are considered to provide essential utility or visual appeal, players are more likely to spend money on those virtual items. This illustrates how important it is that developers and designers carefully consider how these items perform and look, making sure they either meet players' specific preferences or offer real value.

Unexpectedly, findings in this study indicate that playfulness and character competency do not affect purchase intention. Even though these aspects can add to the overall fun, there might be other reasons why players spend money for virtual items in Valorant. It also means that there might be better ways to encourage in-game purchases than focusing on the complexities of characters or entertaining features.

These findings provide Riot Games, the developer of Valorant, with helpful guidance for developing Valorant's future and revenue plans. The main goal should constantly be optimizing player enjoyment, which is the basis for loyalty and Satisfaction. Ensuring every player has a satisfying and enjoyable experience includes constantly improving gameplay mechanics, balancing agents, and responding to community concerns.

Moreover, this study shows how important it is to provide virtual items with unique value propositions. Every virtual item in Valorant should be thoughtfully crafted to appeal to a particular player demographic, whether through improving gameplay features, offering aesthetic options for customization, or just offering exclusive collectibles. For these offerings to resonate with the target demographic, community collaboration and player feedback can be crucial components of the design process.

Additionally, the study indicates that examining factors other than playfulness and character complexity that affect purchase intention may be helpful. Focusing on more factors, such as social features, competitive growth, and personalization options, might be helpful. Riot Games can create a more focused and successful revenue plan that benefits the game and its players by knowing the different aspects that affect player spending behavior.

5. Conclusion

This research investigated what motivates Indonesian players of Valorant to purchase virtual items. 428 respondents were given an online survey as part of a quantitative approach. The results can guide future research projects and offer insightful information to game creators, including Riot Games.

The findings show that whereas enjoyment significantly affects Satisfaction, Satisfaction does not influence the intention of purchasing. This implies that although Valorant can be enjoyable and satisfying for players, other considerations exist when making virtual item purchases. Price utility and aesthetics are two examples of this study's criteria. Virtual goods that players find attractive or valuable are more likely to be bought by them. Remarkably, purchase intention was not significantly impacted by character competency or playfulness.

The practical implications of these findings for Valorant's development and future revenue goals are presented. Maintaining player enjoyment as a top priority is essential since it encourages loyalty and Satisfaction. Additionally, developers need to ensure that virtual items have a clear value proposition, whether through practical advantages or visually appealing designs. Additional studies on social features, chances for competitive growth, and personalization choices may shed more light on player spending patterns and help develop a more profitable business strategy that benefits the game and players.

Additionally, these results offer several exciting areas for further study. Investigating why Indonesian Valorant players' Satisfaction does not translate into an intention to purchase might be an excellent choice to start. Other factors may be mediating the relationship between purchase intention and Satisfaction. Furthermore, another research may examine the characteristics of virtual items that trigger interest in Indonesian players. This might benefit developers in producing virtual items that are more likely to be purchased. Lastly, it would be interesting to investigate how purchase intention is affected by social features, development in competition, and customization possibilities. These elements might be more significant than character complexity or playfulness when influencing Indonesian players' buying habits.

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