

INTISARI

Industri gim *freemium* menghadapi tantangan rendahnya konversi pemain gratis menjadi berbayar, fenomena yang terlihat jelas pada basis pemain Wuthering Waves di Indonesia. Melalui kerangka *Theory of Consumption Values* yang terdiri atas aspek nilai fungsional, emosional, sosial, serta moneter, riset ini berupaya menginvestigasi determinan intensi pembelian pada barang fungsional. Variabel keterbenaman (*immersion*) turut dianalisis untuk melihat peran moderasinya dalam model riset. Sampel penelitian yang dipilih berdasarkan metode *purposive sampling* melalui survei daring terdiri atas 205 konsumen di Indonesia yang mempunyai pengalaman membeli barang premium dalam gim. Data kuantitatif yang diperoleh kemudian diuji menggunakan teknik PLS-SEM melalui aplikasi SmartPLS.

Secara empiris, penelitian ini membuktikan bahwa aspek nilai fungsional, emosional, serta moneter memiliki hubungan positif dengan intensi pembelian. Sementara itu, nilai sosial tidak menunjukkan dampak signifikan. Temuan menarik terlihat pada peran moderasi keterbenaman, di mana variabel ini terbukti menguatkan pengaruh nilai fungsional dan sosial, namun justru memperlemah dampak nilai emosional terhadap niat beli. Implikasi dari hasil ini sangat krusial bagi pengembang gim dalam merancang strategi monetisasi yang efektif dan mendorong niat pembelian pemain.

Kata Kunci: Niat Pembelian, Barang Fungsional, Teori Nilai Konsumsi, Keterbenaman, Wuthering Waves, Gim *Freemium*.

ABSTRACT

The freemium gaming industry faces the challenge of low conversion rates from free to paid players, a phenomenon that is clearly evident in the player base of Wuthering Waves in Indonesia. Using the Theory of Consumption Values framework, which consists of functional, emotional, social, and monetary value aspects, this study aims to examine the determinants of purchase intention for functional goods. The immersion variable was also analyzed to see its moderating role in the research model. The research sample, selected using purposive sampling through an online survey, consisted of 205 consumers in Indonesia who had experience purchasing premium products. The quantitative data obtained was then tested using the PLS-SEM technique with SmartPLS application.

Empirically, this study proves that purchase intention is positively influenced by functional, emotional, and monetary value aspects. Meanwhile, social value does not show a significant impact. An interesting finding was observed in the moderating role of immersion, where this variable was found to strengthen the influence of functional and social value, but also weakened the influence of emotional value on purchase intention. The implications of these results are crucial for game developers in designing effective monetization strategies and encouraging players' purchase intention.

Keywords: Purchase Intention, Functional Goods, Consumption Value Theory, Immersion, Wuthering Waves, Freemium Games.