

PERAN *FLOW EXPERIENCE* DAN *PERCEIVED VALUES* TERHADAP INTENSI PEMBELIAN *VIRTUAL GOODS* DALAM GAME ROBLOX

Rafly Yafi Andrianto¹, Haidar Buldan Thontowi²

^{1,2}Fakultas Psikologi Universitas Gadjah Mada

e-mail: *rafly.y.a@mail.ugm.ac.id, ²haidar.buldan@ugm.ac.id

Abstrak. Perkembangan teknologi seperti smartphone dan internet membuat industri game mobile mengalami pertumbuhan signifikan. Roblox menjadi salah satu freemium game berbasis *user-generated content* (UGC) yang berkembang signifikan dalam 5 tahun terakhir baik dalam unsur jumlah pemain maupun pendapatan dari pembelian *virtual goods* dalam game Roblox. Penelitian ini bertujuan untuk mengetahui peran *flow experience* dan *perceived values* terhadap intensi pembelian *virtual goods* dalam game Roblox. Partisipan terdiri dari 292 pemain rutin Roblox yang berusia 18 tahun ke atas dan pernah melakukan pembelian *virtual goods* dalam game Roblox. Hasil penelitian menunjukkan bahwa terdapat peran positif antara *flow experience* dan *perceived values* terhadap intensi pembelian *virtual goods* dalam game Roblox. Item avatar (kosmetik) menjadi jenis *virtual goods* yang paling banyak dibeli oleh partisipan diikuti *gamepass*, dan akses server.

Kata kunci: *flow experience, perceived values, intensi pembelian, virtual goods, Roblox*

Abstract. Technological developments, such as smartphones and the internet, have led to significant growth in the mobile gaming industry. Roblox has become one of the freemium games based on user-generated content (UGC) that has experienced significant growth over the past five years, both in terms of the number of players and revenue from virtual goods purchases. This study aims to determine the role of flow experience and perceived values on the purchase intention of virtual goods in Roblox. Participants consisted of 292 regular Roblox players aged 18 and above who had previously purchased virtual goods in the game. The results indicate that both flow experience and perceived values have a positive role in the purchase intention of virtual goods in Roblox. Avatar items (cosmetic) were the most frequently purchased type of virtual goods by participants, followed by gamepasses and server access.

Keywords: *flow experience, perceived values, purchase intention, virtual goods, Roblox*