

# Pengaruh Character Image Terhadap Word-of-Mouth Melalui Top Up Genesis Crystal pada Game Genshin Impact di Indonesia = The Influence of Character Image to Word-of-Mouth Through Genesis Crystal Top-Up in the Game Genshin Impact in Indonesia

Kevin Reynaldo, author

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## Abstrak

Penelitian ini bertujuan untuk memahami pengaruh character image (symbolic representation dan self-image congruence) terhadap impulse buying, dan satisfaction dalam merekomendasikan secara word-of-mouth pada game Genshin Impact di Indonesia. Character image adalah salah satu faktor penting dalam meningkatkan pendapatan dan juga sebagai nilai jual pada perusahaan game, seperti yang terjadi di Genshin Impact yang penjualan utamanya terdapat pada karakter yang membuat pendapatan perusahaan meningkat. Penelitian kuantitatif ini menggunakan non-probability sampling dengan metode judgment sampling dengan jumlah sampel 514 responden gen Z di Indonesia. Hipotesis pada penelitian diuji dengan menggunakan metode Structural Equation Modeling (SEM) dengan menggunakan Lisrel 8.8. Hasil penelitian ini menunjukkan adanya pengaruh positif antara symbolic representation dengan kategori narasi dan cerita terhadap satisfaction; self-image congruence dengan kategori kepribadian terhadap impulse buying, satisfaction, dan word-of-mouth; dan satisfaction dengan kategori gacha dan pengalaman bermain terhadap word-of-mouth pada game Genshin Impact. Sedangkan hubungan yang tidak memiliki pengaruh ditemukan pada symbolic representation dengan kategori narasi dan cerita terhadap impulse buying; dan impulse buying dengan kategori internal impulse dan external impulse terhadap satisfaction.

.....This research aims to understand the influence of character image (symbolic representation and self-image congruence) on impulse buying and satisfaction in word-of-mouth recommendations for the game Genshin Impact in Indonesia. Character image is an important factor in increasing revenue and value for game companies, as seen in Genshin Impact, where the main sales come from in-game character, which increases the company's revenue. This quantitative study used non-probability sampling with a judgment sampling method, with a sample size of 514 respondents gen Z in Indonesia. The hypotheses in this study were tested using Structural Equation Modeling (SEM) with Lisrel 8.8. The results of this study show a positive influence between symbolic representation with categories of narrative and story to satisfaction; self-image congruence with categories of personality to impulse buying, satisfaction, and word-of-mouth; and satisfaction with categories of gacha and gameplay experience on word-of-mouth for the game Genshin Impact. While no significant influence was found between symbolic representation with categories of narrative and story to impulse buying; and between impulse buying with categories of internal impulse and external impulse to satisfaction.