

Analisis faktor yang mendorong pengguna untuk membeli gacha dari perspektif UTAUT-GIM dan perceived risk = Factors analysis on user's gacha buying intention from UTAUT-GIM and perceived risk

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Abstrak

Penelitian ini mengajukan sebuah model adopsi teknologi pembelian videogame gacha dengan pendekatan teori UTAUT-GIM dan perceived risk. Instrumen penelitian dikembangkan dalam bentuk survei yang disebarkan secara daring dimana responden akan mengevaluasi karakter virtual yang mereka pilih dan kemudian mengevaluasi pengalaman pembelian gacha pada permainan Genshin Impact. Uji hipotesis dilakukan dengan analisis data dari total 2218 responden dengan menggunakan metode CB-SEM. Ditemukan bahwa teori UTAUT-GIM dan perceived risk dapat diterapkan dalam konteks adopsi pembelian gacha di videogame. Faktor visual attractiveness dan competency memiliki korelasi positif terhadap perceived value. Faktor perceived fairness memiliki pengaruh positif yang kuat terhadap effort expectancy, anticipated enjoyment, dan social influence. Social influence tidak mendapatkan hasil signifikan pada penelitian ini untuk diambil kesimpulan. Sementara perceived risk memiliki korelasi negatif yang lemah terhadap intensi pengguna untuk membeli gacha. Terakhir, effort expectancy, anticipated enjoyment, social influence, perceived value, dan habit memiliki pengaruh positif yang lemah terhadap keinginan membeli gacha. Penelitian ini memberikan perspektif baru pada model UTAUT-GIM yang ternyata juga relevan untuk digunakan pada konteks videogame gacha dan menjelaskan faktor-faktor yang dapat menjelaskan persepsi nilai sebuah karakter virtual pada videogame gacha. Dengan hasil ini, pengembang videogame gacha dapat mengetahui bagaimana prioritas yang harus disusun dalam pengembangan videogame gacha agar dapat memiliki keseimbangan antara pencarian keuntungan dan strategi pemasaran gacha yang tidak sehat.

.....This study proposes a technology adoption model for buying gacha videogames with the UTAUT-GIM theoretical approach and risk perception. The research instrument was developed in the form of a boldly launched survey where respondents would develop a virtual character of their choosing and then develop a gacha buying experience in the Genshin Impact game. Hypothesis testing was carried out by analyzing data of total 2218 respondents using the CB-SEM method. It was found that the UTAUT-GIM theory and perceived risk can be applied in the context of the adoption of gacha purchases in videogames. The factors of visual attractiveness and competence have a positive correlation with perceived value. Perceived fairness has a strong positive effect on business expectations, anticipated enjoyment, and social influence. Social influence did not get significant results in this study to draw conclusions. While the perceived risk has a weak negative correlation on the intention of users to buy gacha. Finally, effort expectations, anticipated enjoyment, social influence, perceived value, and habits have a weak positive influence on the desire to buy gacha. This study provides a new perspective on the UTAUT-GIM model which is also relevant for use in the context of the gacha videogame and explains the factors that can explain the perceived value of a virtual character in the gacha videogame. With this result, gacha videogame developers can find out how priorities must be set in gacha videogame development to have a balance between profits and unhealthy gacha marketing strategies.