

## Engagement dan consumption behavior dalam Gacha Games Genshin Impact: Studi pada generasi Z di Indonesia = Engagement dan consumption in Genshin Impact Gacha Games: Study on generation Z in Indonesia

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### Abstrak

Dalam industri hiburan, games telah menjadi pemimpin baru, dengan model pendapatan free-to-play menjadi populer. Gacha games, sebagai salah satu jenis game free-to-play, telah menarik perhatian sebagai objek penelitian. Namun, penelitian terkait gacha games cenderung terfokus pada pembelian konsumen, tanpa memperhatikan consumption behavior lainnya. Penelitian ini bertujuan untuk mengungkapkan bagaimana engagement pemain gacha games khususnya pada Genshin Impact mempengaruhi consumption behavior, termasuk purchase intention, co-production, community engagement, word-of-mouth, dan new player recruitment dengan menggunakan Social Exchange Theory sebagai dasar. Penelitian ini akan difokuskan pada warga negara Indonesia, generasi Z, yang telah memainkan gacha games setidaknya dalam 6 bulan terakhir. Penelitian ini akan dianalisis menggunakan PLS-SEM.

.....Games have emerged as a new leader in the entertainment industry, with the popularity of free-to-play revenue models. Gacha games, a type of free-to-play game, have gained attention as subjects of research. However, existing research on gacha games tends to concentrate on consumer purchases, neglecting other consumption behaviors. This study aims to uncover how the engagement of gacha game players, particularly in Genshin Impact, impacts consumption behavior, including purchase intention, co-production, community engagement, word-of-mouth, and recruitment of new players, using Social Exchange Theory as a framework. The study will focus on Indonesian citizens from Generation Z who have been playing Genshin Impact for at least the last 6 months. The research will be analyzed using PLS-SEM.