

ABSTRAK

Perkembangan industri *Game* digital telah mendorong meningkatnya aktivitas pembelian item virtual melalui sistem *top up*, salah satunya pada *Game Genshin Impact*. Keputusan pemain untuk melakukan pembelian ulang *top up* dipengaruhi oleh berbagai faktor, di antaranya *Hedonic Motivation* dan *Price Value*. *Hedonic Motivation* berkaitan dengan kesenangan dan kepuasan yang dirasakan pemain selama bermain, sedangkan *Price Value* berkaitan dengan persepsi pemain mengenai kesesuaian antara manfaat yang diperoleh dengan biaya yang dikeluarkan. Penelitian ini bertujuan untuk menganalisis pengaruh *Hedonic Motivation* dan *Price Value* terhadap Keputusan Pembelian Ulang *Top up* pada *Game Genshin Impact*. Penelitian ini menggunakan metode penelitian kuantitatif dengan pendekatan survei. Populasi penelitian adalah pemain *Genshin Impact* yang pernah melakukan *top up* dan berdomisili di wilayah Banyumas dan sekitarnya. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak 87 orang. Pengumpulan data dilakukan melalui penyebaran kuesioner menggunakan skala Likert lima poin. Data dianalisis menggunakan metode Partial Least Square (PLS) dengan bantuan aplikasi SmartPLS 4. Hasil penelitian menunjukkan bahwa *Hedonic Motivation* berpengaruh positif dan signifikan terhadap Keputusan Pembelian Ulang dengan nilai koefisien jalur sebesar 0,456, nilai T-Statistics sebesar 5,303, dan nilai P-Values sebesar 0,000. *Price Value* juga berpengaruh positif dan signifikan terhadap Keputusan Pembelian Ulang dengan nilai koefisien jalur sebesar 0,426, nilai T-Statistics sebesar 4,476, dan nilai P-Values sebesar 0,000. Hasil uji koefisien determinasi menunjukkan nilai R-Square sebesar 0,569 dan R-Square Adjusted sebesar 0,556, yang berarti *Hedonic Motivation* dan *Price Value* mampu menjelaskan Keputusan Pembelian Ulang sebesar 56,9%, sedangkan sisanya sebesar 43,1% dipengaruhi oleh faktor lain di luar penelitian. Variabel *Hedonic Motivation* merupakan variabel yang memiliki pengaruh lebih dominan dibandingkan *Price Value* terhadap Keputusan Pembelian Ulang *Top up* pada *Game Genshin Impact*.

Kata kunci: *Hedonic Motivation*, *Price Value*, Keputusan Pembelian Ulang, *Top up*, *Genshin Impact*.

ABSTRACT

The development of the digital gaming industry has driven increased activity in purchasing virtual items through top-up systems, one of which is in the Game Genshin Impact. Players' decisions to re-purchase top-ups are influenced by various factors, including Hedonic Motivation and Price Value. Hedonic Motivation relates to the pleasure and satisfaction Players experience during gameplay, while Price Value relates to Players' perceptions of the appropriateness of the benefits obtained versus the costs incurred. This study aims to analyze the influence of Hedonic Motivation and Price Value on Re-purchase Top-Up Decisions in the Game Genshin Impact. This study uses a quantitative research method with a survey approach. The study population is Genshin Impact Players who have made top-ups and reside in the Banyumas area and its surroundings. The sampling technique used purposive sampling with a total of 87 respondents. Data collection was carried out by distributing questionnaires using a five-point Likert scale. The data were analyzed using the Partial Least Square (PLS) method with the help of the SmartPLS 4 application. The results of the study showed that Hedonic Motivation had a positive and significant effect on Repurchase Decisions with a path coefficient value of 0.456, a T-Statistics value of 5.303, and a P-Values value of 0.000. Price Value also had a positive and significant effect on Repurchase Decisions with a path coefficient value of 0.426, a T-Statistics value of 4.476, and a P-Values value of 0.000. The results of the determination coefficient test showed an R-Square value of 0.569 and an Adjusted R-Square of 0.556, which means that Hedonic Motivation and Price Value were able to explain Repurchase Decisions by 56.9%, while the remaining 43.1% was influenced by other factors outside the study. Hedonic Motivation is a variabel that has a more dominant influence than Price on Top-Up Repurchase Decisions in Genshin Impact.

Keywords: Hedonic Motivation, Price Value, Repurchase Decisions, Top-Up, Genshin Impact.