

ABSTRACT

COMPULSIVE ANALYSIS OF ONLINE SHOPPING IN THE USE OF MIKROTRANSAKSIS IN ONLINE GAMES (CASE STUDY: GENSHIN IMPACT GAME COMMUNITY @BABUFESS)

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The use of microtransaction systems in video games has been a topic of major concern, particularly regarding their impact on player behavior. The research problem at hand pertains to the prevalence of compulsive online shopping cases within the microtransaction system of a particular game. The game selected for this study is Genshin Impact, as it currently boasts a large player base and is renowned for its substantial revenue generated through microtransactions. This research aims to analyze the use of the microtransaction system in the game Genshin Impact in the Twitter community @BABUFESS, with a focus on variables that influence the COSS (Compulsive Online shopping Scale) method and players' motivation to carry out microtransactions. This research uses a quantitative approach by distributing questionnaires to 269 respondents. The questionnaire was designed to evaluate the variables Mood modification, Conflict, Tolerance, and Withdrawal in COSS and identify their relationship with players' motivation to carry out microtransactions. The main objective of this research is to analyze the relationship between the COSS variables and player motivation in carrying out microtransactions in the game Genshin Impact in Twitter community @BABUFESS. Apart from that, this research also aims to provide recommendations for game developers in designing microtransaction systems that can optimize the gaming experience without increasing the risk of compulsive online shopping behavior. The research results indicate that there is a positive correlation between the variables Mood modification, Conflict, Tolerance, and Withdrawal in COSS and players' motivation to carry out microtransactions. These findings also show a significant relationship between these variables and compulsive online shopping behavior in the context of using the microtransaction system in Genshin Impact.

Keywords: Microtransactions, Compulsive Online shopping (COSS), Genshin Impact, Motivation, Variables