



TO WHALE OR NOT TO WHALE: REPEATED PURCHASE BEHAVIOR PAID PLAYERS IN GENSHIN IMPACT

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ARTICLE INFO	ABSTRACT
Published: July 27 th , 2023 Keywords: Genshin Impact, online game, purchase decision, purchase intention	<i>Online games are a means of entertainment for people of all ages and can be easily accessed by anyone. Games or online games that are becoming a trend today are socially interactive video games. These online games invite friends, family, and others to join and participate in ongoing games. This study investigates factors influencing repurchase decisions and intentions among online game players, Genshin Impact, in DKI Jakarta. A quantitative research method was employed, utilizing Partial Least Square with SmartPLS software, and a sample of 500 respondents was analyzed. The variables examined include online game service, game authenticity, social influence, facilitating online conditions, hedonic motivations, price value, habit, repurchase intention, and repurchase decision. The findings reveal that game authenticity, facilitating online conditions, and habit positively influence repurchase intention, while online game services negatively affect it. However, social influence, hedonic motivation, and price value do not significantly impact repurchase intention. In terms of repurchase decisions, facilitating online conditions, hedonic motivation, price value, and repurchase intention have a positive influence, whereas social influence and habit exert a negative effect. Online game services and game authenticity do not significantly influence repurchase decisions. The study also found that repurchase intention mediates the positive impact of game authenticity, facilitating online conditions and habits on repurchase decisions, and the negative impact of online game service on repurchase decisions. However, it does not mediate the effects of social influence, hedonic motivation, and price value on repurchase decisions.</i>
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INTRODUCTION

Advancements in technology have significantly influenced social behaviors, including leisure activities such as online gaming. Online games, particularly socially interactive ones, have become a prevalent form of entertainment across all age groups due to their accessibility and ability to engage players emotionally (Granic et al., 2014; Osmanovic & Pecchioni, 2015). As of January 2022, 94.5% of internet users aged 16-64 in Indonesia engage in video gaming, making Indonesia the third-largest gaming market globally, following the Philippines and Thailand (Dihni, 2022). The immersive nature of these games often leads to a desire for continued play and social sharing, contributing to the rapid growth of the online gaming industry in Indonesia.

Genshin Impact, a video game developed and published by MiHoYo, is a game that has garnered significant attention. Accessible across multiple platforms, Genshin Impact has consistently increased its player base throughout 2022, with the highest growth observed in March and the peak player count reaching over 65 million in November (Table 1).

Tabel 1. Average Monthly Players

Month	Average Monthly Players	Growth	
		Number	Percentage
January 2022	57.850.014	827.358	1,45%
February 2022	58.501.155	651.141	1,13%
March 2022	61.023.770	2.522.615	4,31%
April 2022	61.562.016	538.246	0,88%
May 2022	62.021.146	459.130	0,75%
June 2022	62.320.225	299.079	0,48%
July 2022	62.750.449	430.224	0,69%
August 2022	63.301.146	550.697	0,88%
September 2022	63.014.545	-286.601	-0,45%
October 2022	63.665.014	650.469	1,03%
November 2022	65.014.545	1.349.531	2,12%
December 2022	64.914.487	-100.058	-0,15%

Sources: (Active Player, 2023; Zulkiflee, 2022)

Previous studies have explored various factors influencing player satisfaction, loyalty, and purchase intention in Genshin Impact (Lestari et al., 2022; Rusli & Berlianto, 2022). However, the factors driving repeated purchase behavior, a critical aspect of the game's revenue model, remain underexplored (Yoo, 2015).

This study aims to fill this gap by examining the influence of online game service, game authenticity, social influence, facilitating online conditions, hedonic motivations, price values, and habits on repurchase intention and decision. While online game service has been a popular research topic, few studies have compared game genres across various variables (Ghuman & Griffiths, 2012). The research also considers the role of game authenticity, defined by the game's uniqueness, and social influence, the perceived importance of others' opinions, in driving repurchase behavior. Facilitating conditions, hedonic motivations, price value, and habit are potential influencing factors (Chaudhuri & Holbrook, 2001; Rusli & Berlianto, 2022; Venkatesh et al., 2003). However, this study aims to comprehensively understand the factors driving repeated purchase behavior in online gaming. The contribution the study can make is enriching the scientific literature for online games business and other aspects related to it.

METHOD

This research is quantitative research. The population used by the researcher were players and fans of the Genshin Impact Game who are members of the community. The object of this research is Genshin Impact game players in the DKI Jakarta area. The population in this study were all Genshin Impact Game players who are members of the community in the DKI Jakarta area. The number of respondents is 500 samples. The sampling technique used in this study was by using a random sampling technique, in which the samples were randomly selected but still

determined the study population. The data source used is primary data, namely the respondents' answers from the given questionnaire. Respondents in this study were the Genshin Impact Game player community in the DKI Jakarta area. Questionnaires were distributed to respondents from November 2022 to January 2023. Data collection was carried out using a questionnaire consisting of a series of written questions asked to respondents. After the data obtained is collected, the data is formed into tabulations which are then processed using the SmartPLS 3.9 software.

RESULT AND DISCUSSION

Profile of the Participants

In this study, the respondents were Genshin Impact game players in the DKI Jakarta area with a total of 500 respondents. The characteristics of the respondents are obtained as follows in table 2.

Table 2. Characteristic of Respondents

Characteristics	f	%
Gender		
Man	430	86%
Woman	70	14%
Age		
<17 years	40	8%
17-22 years	225	45%
23-27 years	115	23%
28-32 years	40	8%
33-37 years	35	7%
38-42 years	20	4%
43-47 years	20	4%
>47 years	5	1%
Education		
Junior High School	125	25%
High School	140	28%
Diploma	100	20%
Bachelor	135	27%
Long Play		
<1 year	60	12%
1-2 years	110	22%
2-3 years	260	52%
>3 years	70	14%

This study found that the respondents of this study were dominated by men with a total of 430 respondents, aged 17-22 years with a number of 225 respondents, high school with a number of 140 respondents, and playing time of 2-3 years with a total of 260 respondents.

Reliability and Validity

Table 3. Convergent Validity

Variable	Indicators	Outer Loading	Discriminant Validity Minimum
Online Game Service	I often buy the products offered in the Genshin Impact Online Game	0.924	0.70
	I often buy various products offered in the Genshin Impact Online Game	0.944	0.70
	I often recommend other people about the products in the Genshin Impact Online Game	0.889	0.70
	I often show others that I like purchasing Genshin Impact Online Game products	0.927	0.70
	I feel like I want to continue using Genshin Impact Online Game products	0.943	0.70
	I keep buying Genshin Impact Online Game products to support my game	0.891	0.70
Authenticity of Game	I intend to follow the products presented by the Genshin Impact Online Game	0.924	0.70
	I want to keep abreast of the latest products in the Genshin Impact Online Game	0.917	0.70
	I intend to buy Genshin Impact Online Game products more often	0.942	0.70
	I intend to buy products regularly on the Genshin Impact Online Game	0.926	0.70
	I intend to find Genshin Impact Online Game products anywhere	0.909	0.70
	I intend to tell others about the benefits of buying Genshin Impact Online Game products	0.934	0.70
	I feel a satisfaction with the Genshin Impact Online Game	0.937	0.70
	When I buy Genshin Impact Online Game products, it can give me more satisfaction when playing	0.917	0.70

	When playing, I feel this game is so exciting that I forget the time	0.912	0.70
Social Influences	I always have had the desire to continue playing Genshin Impact Online Games	0.943	0.70
	I always wanted to continue the Genshin Impact Online Game	0.936	0.70
	I have the desire to run the Genshin Impact Online Game on an ongoing basis	0.892	0.70
	I find the sound effects pleasing to the ear	0.936	0.70
	I feel that storytelling in the Genshin Impact Online Game is good to hear	0.935	0.70
	I feel that the graphic design of the Genshin Impact Online Game is good	0.900	0.70
	I feel that the animation in the Genshin Impact Online Game is good	0.938	0.70
Facilitating Online Condition	I feel that the character design of the Genshin Impact Online Game is good	0.910	0.70
	I feel that the setting design in the Genshin Impact Online Game is good	0.901	0.70
	I am very interested in what other people think of my online game character.	0.919	0.70
	When I have an opinion on improving Genshin Impact Online Games, I will proactively offer my suggestions to the Genshin Impact game company via the game forum.	0.898	0.70
	I share my game experiences, chats, or thoughts on game forums.	0.903	0.70
	People who influence my behavior (influencers) think that I should play Genshin Impact Online Game	0.915	0.70
Hedonic Motivation	I was carried away by the influence of the environment to play the Genshin Impact Online Game continuously	0.922	0.70
	I play the Genshin Impact Online Game via a cellphone or other electronic device due to the influence of friends	0.902	0.70
	I will play if my friends also play the Genshin Impact game	0.921	0.70

	Other people near me influenced me into thinking that I should play Genshin Impact Online Game	0.924	0.70
	Other people near me influenced me to buy Genshin Impact Online Game products for the sake of game continuity	0.896	0.70
Price Value	I have a cell phone that supports the Internet to access the Genshin Impact Online Game via cell phone.	0.943	0.70
	I have other electronic devices to support me in playing the Genshin Impact Online Game	0.922	0.70
	Given the resources, opportunities and knowledge required to purchase Genshin Impact Online Game products, it was easy for me to use the system.	0.945	0.70
Habit	I have the ability to support buying Genshin Impact Online Game products online	0.918	0.70
	I have the necessary knowledge to purchase Genshin Impacts Online Game products	0.911	0.70
	I have the knowledge to buy Genshin Impact Online Game products with my friends	0.907	0.70
	I would love to play Genshin Impact Online Game	0.923	0.70
	I feel happy when I play the Genshin Impact Online Game	0.918	0.70
	I feel entertained while playing the Genshin Impact Online Game	0.909	0.70
Repurchase Intention	I feel I can forget about my problems while playing the Genshin Impact Online Game	0.918	0.70
	I feel interested in playing the Genshin Impact Online Game	0.928	0.70
	I feel myself liking this Genshin Impact Online Game with my friends	0.925	0.70
	I feel that Genshin Impact Online Game products have a quality product that matches the price offered	0.915	0.70
	I feel that the money spent to buy Genshin Impact Online Game products is affordable	0.913	0.70
	I feel that the Genshin Impact Online Game product has a good value	0.943	0.70

Repurchase Decision	I feel that I am used to playing the Genshin Impact Online Game	0.933	0.70
	I have a habit of playing Genshin Impact Online Games and buying game products to continue playing	0.948	0.70
	I feel addicted to using the Genshin Impact game	0.918	0.70
	Genshin Impact Online Game products make me want to keep playing	0.934	0.70
	If I want to entertain myself, then I will play the Genshin Impact Online Game	0.945	0.70
	I feel that continuing to play in the Genshin Impact Online Game makes me feel even more entertained	0.916	0.70

Table 3 above shows the Outer loading of this research between 0.889 to 0.948, while the outer loading higher than 0.7 shows that all of the items are valid.

Table 4. Reliability Result

Variable	CA	CR	AVE
Online Game Service	0.964	0.971	0.846
Authenticity of Game	0.979	0.981	0.854
Social Influences	0.966	0.972	0.853
Facilitating Online Condition	0.959	0.967	0.831
Hedonic Motivation	0.960	0.968	0.834
Price Value	0.930	0.956	0.878
Habit	0.961	0.968	0.836
Repurchase Intention	0.966	0.972	0.853
Repurchase Decision	0.970	0.976	0.869

Table 4 above shows The Cronbach's alpha and Composite Reliability (CR) parameters for all items are higher than 0.7. The Cronbach alpha output shows that the reliability of items is between 0.930 to 0.979. Meanwhile, the Composite Reliability of items' output is between 0.956 and 0.981. The Average Variance Extracted (AVE) output was between 0.831 to 0.878 and supported the Convergent Validity of the variables higher than 0.5.

Structural Model

Direct relationships were tested, and results from this analysis are presented in detail in Table 5 for the direct effect and Table 6 for the indirect effect.

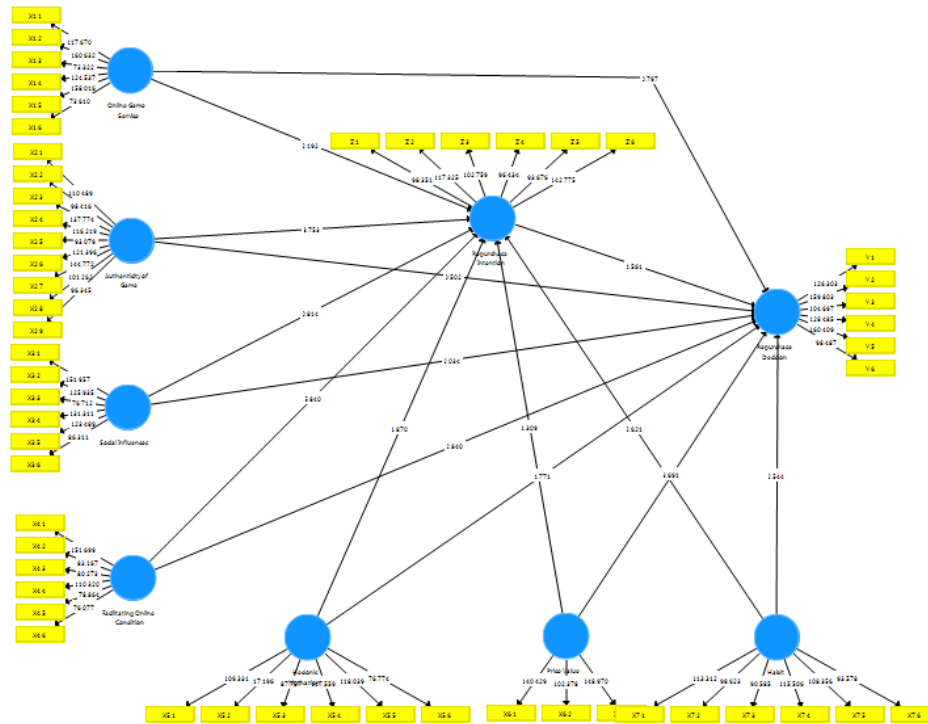


Figure 1. Hypothesis Testing Result

Table 5. Direct Effect

	Original Sample	t-stat	P
Online Game Service -> Repurchase Decision	0.042	0.797	0.426
Online Game Service -> Repurchase Intention	-0.139	2.192	0.029
Authenticity of Game -> Repurchase Decision	0.040	0.502	0.616
Authenticity of Game -> Repurchase Intention	0.542	8.753	0.000
Social Influences -> Repurchase Decision	-0.037	2.034	0.042
Social Influences -> Repurchase Intention	0.016	0.814	0.416
Facilitating Online Condition -> Repurchase Decision	0.098	2.840	0.005
Facilitating Online Condition -> Repurchase Intention	0.216	5.840	0.000
Hedonic Motivation -> Repurchase Decision	0.501	4.771	0.000
Hedonic Motivation -> Repurchase Intention	0.150	1.870	0.062
Price Value -> Repurchase Decision	0.214	3.691	0.000
Price Value -> Repurchase Intention	0.055	1.309	0.191
Habit -> Repurchase Decision	-0.212	2.544	0.011
Habit -> Repurchase Intention	0.155	2.621	0.009
Repurchase Intention -> Repurchase Decision	0.344	4.561	0.000

Table 6. Indirect Effect

	Original Sample	t-stat	P
Online Game Service -> Repurchase Intention -> Repurchase Decision	-0.048	2.100	0.036
Authenticity of Game -> Repurchase Intention -> Repurchase Decision	0.186	3.859	0.000
Social Influences -> Repurchase Intention -> Repurchase Decision	0.005	0.768	0.443
Facilitating Online Condition -> Repurchase Intention -> Repurchase Decision	0.074	3.518	0.000
Hedonic Motivation -> Repurchase Intention -> Repurchase Decision	0.052	1.739	0.083
Price Value -> Repurchase Intention -> Repurchase Decision	0.019	1.233	0.218
Habit -> Repurchase Intention -> Repurchase Decision	0.053	2.355	0.019

Repurchase decisions refer to the behavior of customers who, based on positive past experiences, choose to revisit or reconsume a product (Oke et al., 2016). High levels of satisfaction often indicate a high likelihood of repurchase intention.

Repurchase intention is an individual's evaluation of the likelihood of repurchasing a service and their decision to engage in future activities with the service provider (Hellier et al., 2003). It is often a sign of customer satisfaction and is influenced by factors such as customer satisfaction (Ilyas et al., 2020; Lin & Lekhawipat, 2014).

Online gaming services are a significant part of internet content services, with global user penetration reaching 11.8% and projected global revenue of approximately USD 17 billion in 2020 (Clement, 2022). Several studies have explored the factors that encourage users to continue using online gaming services (Agag et al., 2019; Chan et al., 2014; Wei et al., 2017).

Authenticity, derived from the Latin and Greek "authenticus" and "authentikos," refers to the perceived uniqueness or realness of an experience (Vannini & Franzese, 2008). In the context of online gaming, authenticity can influence players' engagement and loyalty, although this area remains under-researched.

Social influence, or socio-cultural factors, refers to the degree to which a person perceives that others' opinions affect their behavior (Adiwibowo et al., 2012; Wang & Chou, 2014). It has been identified as a significant predictor of technology adoption (Chen, 2003; Venkatesh et al., 2003).

Facilitating conditions refer to the degree to which an individual believes that existing technical, organizational, and infrastructural support can aid the use of technology (Al-Qeisi et al., 2014; Venkatesh et al., 2003).

Hedonic motivation refers to the pleasure derived from using technology (Brown & Venkatesh, 2005). It has been identified as a significant factor influencing behavioral intentions towards technology adoption (Venkatesh et al., 2012).

Price value refers to an individual's assessment of the costs associated with the benefits gained from adopting technology (Dodds et al., 1991). It is a significant factor in the adoption of mobile technology (Yu, 2012).

Habit refers to the tendency of users to use technology automatically due to learning and prior experience (Putranto, 2015). The time it takes for an action to become a habit varies greatly, with an average of 76 days reported in a study by Lally et al. (2010).

The original sample value of the effect of Online Game Service on Repurchase Decision is 0.042 with $p\ 0.426 > 0.05$, which states that Online Game Service has no significant effect on Repurchase Decision. The original sample value of Online Game Service on repurchase intention is -0.139 with $p\ 0.029 < 0.05$, which states that online game service has a significant negative effect on repurchase intention. The original sample value of Online Game Service on Repurchase Decision through Repurchase Intention is -0.048 with $p\ 0.036 < 0.05$, which states that Online Game Service has a significant negative effect on repurchase intention through Repurchase Decision.

The original sample value for the effect of Authenticity of Game on Repurchase Decision is 0.040 with $p\ 0.616 > 0.05$, which states that Authenticity of Game has no significant effect on Repurchase Decision. The original sample value of Authenticity of Game on repurchase intention is 0.542 with $p\ 0.000 < 0.05$, which states that Authenticity of Game has a significant positive effect on repurchase intention. The original sample value of Authenticity of Game on Repurchase Decision through Repurchase Intention is 0.542 with $p\ 0.000 < 0.05$, which states that Authenticity of Game has a significant positive effect on repurchase intention through Repurchase Decision.

The original sample value of the influence of Social Influences on Repurchase Decisions is -0.037 with $p\ 0.042 < 0.05$ which states that Social Influences have a significant negative influence on Repurchase Decisions. The original sample value of Social Influences on repurchase intention is 0.016 with $p\ 0.416 > 0.05$, which states that Social Influences have no significant effect on repurchase intention. The original sample value of Social Influences on Repurchase Decision through Repurchase Intention is 0.005 with $p\ 0.443 > 0.05$, which states that Social Influences have no significant effect on repurchase intention through Repurchase Decision.

The original sample value of the effect of Facilitating Online Conditions on Repurchase Decisions is -0.098 with $p\ 0.005 < 0.05$, which states that Facilitating Online Conditions have a significant negative effect on Repurchase Decisions. The original Facilitating Online Condition sample value on repurchase intention is 0.216 with $p\ 0.000 < 0.05$, which states that Facilitating Online Condition has a significant positive effect on repurchase intention. The original Facilitating Online Condition sample value on Repurchase Decision through Repurchase Intention is 0.074 with $p\ 0.000 < 0.05$, which states that Facilitating Online Condition has a significant positive effect on repurchase intention through Repurchase Decision.

The original sample value of the effect of Hedonic Motivation on Repurchase Decision is 0.501 with $p\ 0.000 < 0.05$, which states that Hedonic Motivation has a significant positive effect on

Repurchase Decision. The original sample value of Hedonic Motivation on repurchase intention is 0.150 with $p\ 0.062 > 0.05$, which states that Hedonic Motivation has no significant effect on repurchase intention. The original sample value of Hedonic Motivation on Repurchase Decision through Repurchase Intention is 0.052 with $p\ 0.083 > 0.05$, which states that Hedonic Motivation has no significant effect on repurchase intention through Repurchase Decision.

The original sample value of the effect of Price Value on Repurchase Decision is 0.214 with $p\ 0.000 < 0.05$, which states that Price Value has a significant positive influence on Repurchase Decision. The original sample Price Value on repurchase intention is 0.055 with $p\ 0.191 > 0.05$, which states that Price Value has no significant effect on repurchase intention. The original sample Price Value on Repurchase Decision through Repurchase Intention is 0.019 with $p\ 0.218 > 0.05$, which states that Price Value has no significant effect on repurchase intention through Repurchase Decision.

The original sample value of Habit's influence on Repurchase Decision is -0.212 with $p\ 0.011 < 0.05$ which states that Habit has a significant negative influence on Repurchase Decision. The original sample habit value on repurchase intention is 0.155 with $p\ 0.009 < 0.05$ which states that habit has a significant positive effect on repurchase intention. The original Habit sample value on Repurchase Decision through Repurchase Intention is 0.053 with $p\ 0.019 < 0.05$ which states that Habit has a significant positive influence on repurchase intention through Repurchase Decision.

The original sample repurchase intention value on repurchase decision is 0.155 with $p\ 0.009 < 0.05$, which states that repurchase intention has a significant positive effect on repurchase decision.

CONCLUSION

This research found that Repurchase intention is positively influenced by the Authenticity of Game, Facilitating Online Conditions, and Habit. Meanwhile, Repurchase intention is negatively affected by Online Game Services. Repurchase intention is not influenced by Social Influence, Hedonic Motivation, or Price Value.

Repurchase decision is positively influenced by Facilitating Online Condition, Hedonic Motivation, Price Value, Repurchase Intention. Meanwhile, Repurchase intention is negatively influenced by Social Influence, Habit. Repurchase intention is not influenced by Online Game Service or Authenticity of Game.

Repurchase intention mediates the positive influence of the Authenticity of Game, Facilitating Online Conditions and Habits on Repurchase Decision. Repurchase intention mediates the negative influence of Online Game Services on the Repurchase Decision. Meanwhile, Repurchase Intention is unable to mediate Social Influence, Hedonic Motivation, and Price Value on Repurchase Decision.

This study found that repurchase intention can be increased through the Authenticity of Game, Facilitating Online Conditions, and Habit. During repurchasing intentions, this study supports that high repurchase intention is caused by the Authenticity of Game, Facilitating Online Conditions, and Habit that is felt by consumers. Meanwhile, the Repurchase decision is positively

influenced by Facilitating Online Conditions, Hedonic Motivation, Price Value, and Repurchase Intention. So Genshin Impact is needed to pay attention to the Authenticity of Game, Facilitating Online Conditions, Habit, Hedonic Motivation, Price Value, and Repurchase Intention to increase consumer decisions and desires in top-up balances at Genshin Impact.

This study found a gap in the differences between variables affecting repurchase intention and decision. For example, online game service impacts repurchase intention but does not affect repurchase decision. Even though the online game service influences the repurchase decision if it is mediated by repurchase intention, this also happens to other variables, such as the Authenticity of Game. Then, the social influence variable shows that it has an impact on repurchase decisions but not on repurchase intention. In fact, making a purchase requires intention in decision-making. This also happens to other variables, such as hedonic motivation and price value.

Future researchers are expected to be able to answer the mysteries in this study so that they can improve and complement existing theories. This can be seen by the existence of several differences in the results of research with previous studies, such as online game service variables, game authenticity, social influence, hedonic motivation, and price value.

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