

THE INFLUENCE OF FUNCTIONAL VALUES, SOCIAL VALUES, AND HEDONIC MOTIVATION ON REPURCHASE INTENTION OF VIRTUAL GOODS IN ROBLOX USERS AMONG GENERATION Z SURABAYA

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Abstract

The purpose of this study is to investigate whether or not Generation Z Surabaya Roblox users' interest in purchasing virtual items is influenced by hedonic motives, social values, and functional values. Quantitative methods based on an associative research design are used in this study. The 156 subjects included in this research were selected using a non-probability selection method. Data was collected by a questionnaire, and it was analyzed using multiple linear regression. Hedonic motivation, social values, and functional values all have a favorable and substantial influence on repurchase intention simultaneously, according to the study. Functional value has a favorable and substantial effect on repurchase intention. The influence of societal values on repurchase intention is favorable and substantial. In a favorable and statistically significant way, hedonic motivation influences the desire to repurchase intention.

Keywords: *Functional Value, Hedonic Motivation, Social Value, Repurchase Intention, Virtual Goods*

INTRODUCTION

Recent advances in information and communication technologies have had a profound impact on consumer habits. The increase in internet penetration in Indonesia shows that digital activities are increasingly integrated into daily life, especially in the young age group (APJII, 2025). Generation Z, who grew up in an all-digital environment, has a tendency to make online platforms a space for interaction, entertainment, and consumption. This transformation also drives the growth of the online game industry, which not only offers a gaming experience but also presents a virtual item-based economic system.

The rapid development of digital technology over the past five years (2021–2025) has shifted consumer patterns, particularly among the younger generation, from physical goods to digital spending. Data from the Indonesian Association of Indonesian Professionals (APJII) for 2025 shows that internet user penetration in Indonesia has reached 229 million, a 1.16% increase from the previous year (Figure 1). In total, 95.3% use the internet to play online games, making Indonesia the second-largest gaming market internationally.

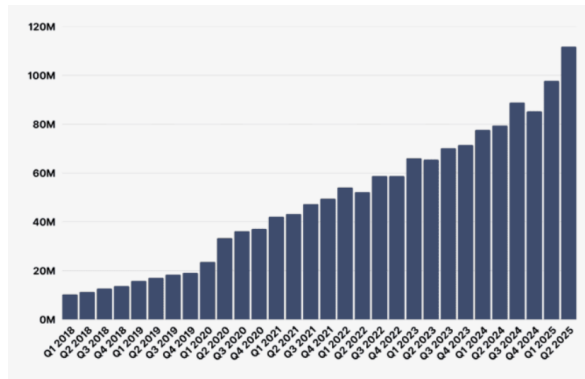


Figure 1. Roblox Daily Active Users Chart

Source: *backlinko.com* (2025)

This growth is clearly visible on the Roblox platform, where the number of daily active users (DAU) globally jumped sharply from 42.1 million in 2021 to 111.8 million in 2025. Economically, the global virtual goods market is projected to continue growing rapidly to reach a value of USD 736.26 billion by 2035, indicating a shift in consumption value towards digital products with symbolic and social meaning. On Roblox itself, users use the Robux currency to transact various virtual items such as avatar accessories and exclusive skins. However, there is an interesting phenomenon where the monthly repurchase rate on Roblox actually decreased from 91% in 2021 to 76% in the second quarter of 2025 (Roblox Corporation, 2025). This raises important questions about the factors that actually encourage user repurchase intention amidst the massive growth of the digital population.

Both acquiring new consumers and retaining existing ones through repeat purchases are crucial to a business's success from a marketing standpoint. Marketing management focuses on creating and delivering value to consumers in order to create long-term relationships (Kotler, Keller & Chernev, 2022). Interest in re-buying is an important indicator because it reflects the satisfaction and positive evaluation of consumers towards products that have been used before. In the context of digital products, the decision to buy back is not solely based on rational needs, but is also influenced by social and emotional experiences that accompany the consumption process.

Platforms like Roblox provide various virtual items that users can buy to improve performance, character appearance, and access to certain features. The virtual item has a physical intangible value, but has a functional and symbolic meaning for its users. Functional value is related to the perception of the useability, quality, and benefits of the product in supporting play activities. If virtual items are able to provide real benefits in the game, then the tendency of users to repurchase will be higher (Mkedder, Bakır, Aldhabyani, & Ozata, 2024). The findings of Zahro and Hadi (2023) also emphasize that the perception of useability is related to the intention of repurchase in the digital context.

In addition to utilitarian aspects, social dimensions also influence consumption behavior in online environments. Social value refers to the perception that a product can enhance self-image, status, and recognition within a social group (Mkedder et al., 2024). In gaming communities, ownership of certain items often serves as a symbol of digital identity and a means of demonstrating existence. Previous research has not been entirely consistent. Jati, Lukitaningsih, and Ningrum (2022) found a relatively weak effect,

while Ferdiansyah and Suryawirawan (2024) showed a significant and positive effect. These differences in results indicate the need for further testing in different contexts and with different sample characteristics.

In addition to rational and social factors, hedonic motivation is an important element in digital purchasing behaviour. Hedonist motivation refers to the individual's encouragement to obtain pleasure, entertainment, and pleasant emotional experiences through consumption activities (Kala'lembang, 2022). In the world of online games, the purchase of virtual items often gives players a sense of satisfaction, pride, and joy. Research by Pranatika and Albari (2022) shows that hedonic motivation has a relationship with repurchase intention, and its influence can be indirect through mediation variables.

Based on the description, there are still research gaps related to simultaneous testing between functional values, social values, and hedonic motivation towards the interest in rebuying virtual goods, especially among Roblox users in Surabaya, among Generation Z. Most of the previous research was conducted in the context of e-commerce or physical products, so it has not fully represented the dynamics of consumption in the online game environment. The purpose of this research is to examine the relationship between Generation Z users' interest in repurchasing virtual products on Roblox in Surabaya and their functional values, social values, and hedonic motivation. The study's findings will hopefully add to the growing body of digital marketing literature and provide gaming platform developers with something to think about when planning how to boost customer loyalty using a value-based strategy.

LITERATURE REVIEW

Theory of Consumption Values (TCV)

The Theory of Consumption Values (TCV), proposed by Sheth, Newman and Gross (1991), serves as the main theoretical framework for this research. According to this theory, five main values influence consumers' decisions to buy, use, or select a product: functional value, social value, emotional value, epistemic value, and conditional value. These principles aid in explaining why people are prepared to spend material resources on intangible goods in the context of digital and virtual goods. The Theory of Consumption Values' use in the digital sector is still developing.

Repurchase Intention

Consumers' propensity to buy previously utilised items or services is known as repurchase intention. In a digital context, the interest in re-buying virtual goods is influenced by the perception of the value received by consumers while using the product (Putri, Mahmud, Anomsari & Purwatiningsih, 2024). Previous shopping experience has a big impact on future purchasing decisions. Consumers who are happy with a product are more likely to purchase it again, according to this data.

Functional Value, Social Value, and Hedonic Motivation on Repurchase Intention

Consumer repurchase intention is interpreted as the outcome of assessing several complementary value aspects within the context of the Theory of Consumption Values (Sheth et al., 1991). Repurchase intention in the Roblox digital ecosystem is a result of a combination of practical utility, identity recognition, and emotional gratification rather than a single motivation (Mkedder et al., 2024). According to recent research by

Agustin and Samuel (2024), users' purchase intentions in the online gaming sector are determined by consuming values, particularly social and functional values. The results of Putritamara, Purwanti, Hartono, Satria and Hidayat (2024), which show that consumer values (including hedonic features) concurrently build positive attitudes that encourage sustainable purchase behavior, support this.

H1: Functional value, social value, and hedonic motivation have a simultaneous effect on repurchase intention of virtual goods among Roblox users in Surabaya

Functional Value on Repurchase Intention

Functional value is related to consumer perception of the quality, usability, and performance of a product (Mkedder et al., 2024). In virtual items, functional value can be in the form of improved character abilities, ease of play, or exclusive features that support the user experience. If virtual items are considered to have real benefits in improving the playing experience, then the possibility of repurchase will increase. On the other hand, low functional value can reduce repurchase intention. According to earlier research, functional value increases repurchase intention in a positive way. Jati et al. (2022) discovered that functional value had a substantial impact on purchase intention for virtual products in the game Audition Let's Dance.

H2: Functional value has a positive and significant effect on the repurchase intention of virtual goods among Roblox users in Surabaya

Social Value on Repurchase Intention

Mason, Oduro, Umar and Zamparo (2023) in their study stated that social values are one of the five main dimensions in the Theory of Consumption Values, which explains the reasons for consumers in making purchasing decisions. Social value arises when a product or service is associated with a certain social group or is able to cause social recognition for its users. Social value is related to the ability of a product to improve self-image, social status, and acceptance in social groups. Social value refers to the utility derived from a product's ability to enhance a person's social status or self-image within their group. On the Roblox platform, ownership of exclusive items is often used as a symbol of digital identity. Research by Putritamara et al. (2024) provides a different perspective, suggesting that social value is sometimes insignificant because it is highly dependent on individual characteristics and their social environment. This provides a space for this study to re-examine the consistency of the influence of social value on Generation Z in Surabaya.

H3: Social value has a positive and significant effect on repurchase intention of virtual goods among Roblox users in Surabaya

Hedonist Motivation on Repurchase Intention

Hedonist motivation can be interpreted as motivation owned by consumers to pursue pleasure. To fulfil selfish needs such as shopping freedom, fantasy, escape from reality, and entertainment, these motives affect the buying process through factors such as visual appeal, pleasure, and diversion (Pranatika & Albari, 2022). Hedonic consumers are more likely to purchase goods because they feel satisfied with themselves after making a purchase (Kaczmarek, 2017).

H4: Hedonic motivation has a positive and significant effect on repurchase intention virtual goods in roblox users among generation z Surabaya

Conceptual Framework and Hypotheses

The conceptual framework of this study, which is based on the literature review, suggests that hedonic motivation, social values, and functional values all positively affect Roblox users' intentions to buy virtual items in Surabaya, Generation Z. This is the conceptual framework that may be derived from the description of the interrelationships between the variables (Figure 2):

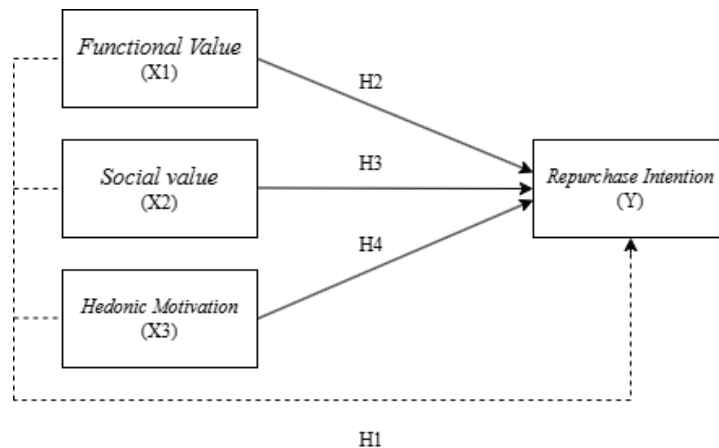


Figure 2. Research Hypothesis

Source: data processed by the author, 2026

The following is the formulation of the research hypothesis, which is based on the conceptual framework and the findings of earlier studies:

H1: Functional value, social value, and hedonic motivation have a simultaneous effect on repurchase intention of virtual goods among Roblox users in Surabaya

H2: Functional value has a positive and significant effect on repurchase intention of virtual goods among Roblox users in Surabaya

H3: Social value has a positive and significant effect on repurchase intention virtual goods among Roblox users in Surabaya

H4: Hedonic motivation has a positive and significant effect on repurchase intention of virtual goods among Roblox users in Surabaya

This study examines how functional value, social value, and hedonic motivation affect Roblox users in Generation Z Surabaya's inclination to repurchase virtual products. In this research, the dependent variable is the intention to repurchase, whereas the independent factors are functional value, social value, and hedonic incentive.

RESEARCH METHOD

This study uses a quantitative associative research approach to look for a cause-and-effect relationship between the two variables. This study uses repurchase intention as its dependent variable and uses functional values, social values, and hedonic motivation as its independent components. The data gathered for this study came from a survey that was administered as part of the quantitative research strategy. Generation Z residents of Surabaya who utilize Roblox are the subjects of this study. The sample criteria were active Roblox users in the last 3 months, domiciled in Surabaya, aged 13–28 years (Generation Z), and had made a virtual goods purchase at least once. Utilizing

the purposive sampling approach, a non-probability sampling strategy is used. The sample for this study was selected using the Slovin formula.

Data were collected through a questionnaire distributed boldly using a Likert Scale with 5 point scale to measure respondents' perceptions. The research instrument included four main variables: Functional Value, Social Value, Hedonic Motivation, and Repurchase Intention (Table 1). Data analysis was performed using multiple linear regression techniques using IBM SPSS version 26 software to test the influence partially and simultaneously.

SPSS is the tool for data analysis. A reliability test was conducted using Cronbach's Alpha with a limit of > 0.60 , and a validity test was administered using Pearson's Product Moment to evaluate the instrument. Numerous linear regression analyses, t-tests for partial testing and simultaneous F-tests are all part of data analysis. To determine the extent to which an independent variable influences a dependent variable, one uses the coefficient of determination. Classical assumption tests include normality, multicollinearity, heteroskedasticity, and autocorrelation

Table 1. Operational Definitions of Variables

No.	Research Variables	Operational Definition	Indicators
1	Functional Value (X1)	The perceived and actual value of a product is determined by its physical performance, utility, or function, referred to as Functional Value (Tamara et al., 2024).	<ul style="list-style-type: none"> • Quality • Price • Ease of Use (Novitasari & Vedy, 2023)
2	Social Value (X2)	Social value is one of the five main dimensions in the Theory of Consumption Values that explains consumers' reasons for making purchasing decisions. (Mason et al., 2023)	<ul style="list-style-type: none"> • Social Image • Social Status • Social Recognition • Social Identity • Social Influence (Mason et al., 2023)
3	Hedonic Motivation (X3)	The urge to initiate an action that will encourage a positive experience (a pleasant or good experience) is known as hedonic motivation (Kaczmarek, 2017)	<ul style="list-style-type: none"> • Gratification Shopping. • Idea Shopping. • Social Shopping. (Pranatika & Albari, 2022)
4	Repurchase Intention (Y)	Repurchase intention is a customer's desire to repurchase a product, repurchase intention is the desire to buy a product again as a result of a previous purchase. (Faradisa, Hasiholan & Minarsih, 2016)	<ul style="list-style-type: none"> • Transactional Interest • Referential Interest • Preferential Interest (Imran et al., 2025)

RESULTS AND DISCUSSION

This research was conducted on 156 respondents who were Roblox online game users from Generation Z in Surabaya. The researcher helped respondents understand the

questionnaire items during the data collection process. Table 2 summarizes the characteristics of the respondents.

Table 2. Respondent Demographic Profile

Characteristics	Category	Frequency	Percentage
Gender	Female	104	67%
	Male	52	33%
Age	13 – 16 years	6	4%
	17 – 20 years	23	15%
	21- 24 years	111	71%
	25 – 28 years	16	10%
Domicile	East Surabaya	56	36%
	West Surabaya	34	22%
	Central Surabaya	31	20%
	South Surabaya	25	16%
	North Surabaya	10	6%
Status/Occupation	Worker	26	17%
	Students	130	83%
	Others	0	0%
Purchase Frequency	1 – 2 Times	65	42%
	3 – 4 Times	50	32%
	>4 Times	41	26%

The demographic results show that most respondents are female with a total of 104 respondents (67%) and within the 21–24 age range (71%), shows the age segment of generation z. East Surabaya was home to 56 respondents, or 36% of the total. 31 respondents (20%) lived in Central Surabaya, whereas 34 respondents (22%) lived in West Surabaya. 10 respondents (6%), lived in North Surabaya, whereas 25 respondents (16%), lived in South Surabaya. Thus, it can be said that the majority of the study's respondents were residents of East Surabaya. Additionally, students made up 83% of the respondents. The majority of respondents (65, or 42%) fell into the 1–2 times bracket when it came to buying frequency. This suggests that most respondents had a low to moderate frequency of purchases.

Validity and Reliability Analysis

All indicators were deemed genuine based on the validity test findings, which showed that all statement items had correlation values higher than the table's r value. In the meantime, reliability tests revealed that every variable's Cronbach's Alpha value was greater than 0.60, meaning that every variable was considered consistent and dependable enough to be used in the study.

Because the computed r value was shown to be higher than the r table value, which is 0.1572, all 28 statement items were deemed genuine. All of the questionnaire's statement items from the independent and dependent variables were therefore legitimate and suitable for additional analysis (Table 3). The four variables with a Cronbach's Alpha value > 0.60 in the reliability test findings demonstrate the instrument's dependability. The specifics are as follows: 0.676 for functional value, 0.761 for social value, 0.771 for hedonic motivation, and 0.650 for repurchase intention.

Table 3. Validity Test Results

Variable	Item Questions	r value	r table	Sig
Functional value (X1)	X1.1	0,622	0,1572	0,000
	X1.2	0,581	0,1572	0,000
	X1.3	0,669	0,1572	0,000
	X1.4	0,641	0,1572	0,000
	X1.5	0,558	0,1572	0,000
	X1.6	0,554	0,1572	0,000
Social value (X2)	X2.1	0,468	0,1572	0,000
	X2.2	0,398	0,1572	0,000
	X2.3	0,615	0,1572	0,000
	X2.4	0,676	0,1572	0,000
	X2.5	0,545	0,1572	0,000
	X2.6	0,600	0,1572	0,000
	X2.7	0,456	0,1572	0,000
	X2.8	0,594	0,1572	0,000
	X2.9	0,626	0,1572	0,000
	X2.10	0,609	0,1572	0,000
Hedonic Motivation (X3)	X3.1	0,502	0,1572	0,000
	X3.2	0,490	0,1572	0,000
	X3.3	0,664	0,1572	0,000
	X3.4	0,596	0,1572	0,000
	X3.5	0,693	0,1572	0,000
	X3.6	0,731	0,1572	0,000
Repurchase Intention (Y)	Y.1	0,677	0,1572	0,000
	Y.2	0,734	0,1572	0,000
	Y.3	0,559	0,1572	0,000
	Y.4	0,540	0,1572	0,000
	Y.5	0,793	0,1572	0,000
	Y.6	0,759	0,1572	0,000

Classical Assumption Test

A significance value of 0.063, which is larger than 0.05, was given by the normality test using the Kolmogorov-Smirnov technique with the Monte Carlo approach. As a result, the residual data is deemed to be normally distributed. According to the results of the multicollinearity test, each independent variable has a tolerance of 0.10 and a VIF of less than 10.00. Variables functional value (tolerance 0.664 and VIF 1.506), social value (tolerance 0.604 and VIF 1.655), hedonic motivation (Tolarance 0,548 and VIF 1,823) and in this instance, heteroscedasticity does not exist since the results of the heteroscedasticity test show an ambiguous pattern and the points are dispersed above and below the number 0 on the Y axis. The Durbin-Watson value, as determined by the Model Summary table, was 2.290. Since this value falls between 1.5 and 2.5, it can be said that the regression model does not have an autocorrelation issue. As these four assumptions are satisfied, the data are declared valid and reliable for proceeding to the multiple linear regression analysis stage.

Multiple Linear Regression Analysis

Functional value, social value, and hedonic incentive together create a model that explains changes in repurchase intention, according to the regression equation that results. The coefficients' all-positive trend suggests that consumer repurchase intention tends to rise in tandem with increases in these three independent factors. The results of the regression analysis can be seen in Table 4.

Table 4. Regression Analysis

	Unstandardized		Standardized		t	Significance
	Coefficients B	Std. Error	Coefficients Beta			
(Constant)	-3,716	2,045			-1,817	0,071
X1	0,637	0,090	0,478		7,082	0,000
X2	0,121	0,051	0,167		2,355	0,020
X3	0,275	0,094	0,219		2,944	0,004
R ² = 0,540						
Adjusted R ² = 0,531						
F = 59,430 Sig. = .000						

One way to measure the impact of an independent variable on a dependent one is via regression analysis. The following outputs were generated using the multiple linear regression algorithm based on the data processing outcomes as Formula 1.

$$RI = -3,716 + 0,637 FV + 0,121 SV + 0,275 HM \quad (1)$$

This regression model represents the relationship between functional value, social value, and hedonic motivation with repurchase intention.

F Test (Simultaneous Test)

According to the choice rule, if the calculated F-value is more than the critical F-table value or the significance value is less than 0.05, then the independent factors have an effect on the dependent variable. If either the calculated f-value or the sig value is more than 0.05 or less than the f-table, then the independent variables do not influence the dependent variable at the same time.

Compared to the F table value of 2.66, the estimated F value of 59.430 is greater, according to these calculations. Also, the study's significance threshold is 0.05, and this result is lower than that (0.000 < 0.05). This research proves that functional value, social value, and hedonic motivation all have a substantial simultaneous effect on the dependent variable repurchase intention. So, it's possible for changes to functional value, social value, and hedonic motivation to have an effect on repurchase intention changes all at once.

t-Test (Partial Test)

The purpose of the Partial Test, sometimes called the t-test, is to find the individual effects of independent factors on dependent variables. Data processing findings reported in Table 7, and the calculated t-value for variable functional value is 7.082. At the 0.000 level of significance, this t-value is higher than the t-value of 1.976. Since this value is less than 0.05, we may conclude that functional value has a substantial and positive effect on repurchase intention. Furthermore, the computed t-

value for variable social value is 2.355 (greater than the actual t-value of 1.976) at a significance level of 0.020. Since the significance value is less than 0.05, it may be deduced that variable social value has a positive and significant influence on variable repurchase intention. For the hedonic motivation variable, the calculated t-value is 2.944. This result is greater than the t-table value of 1.976, with a significance value of 0.004. These findings demonstrate that variable hedonic motivation also has a positive and large influence on variable repurchase intention, as its significance value is below the stated limit. The results of the partial tests show that functional value, social value, and hedonic motivation all have a substantial impact on repurchase intention, the dependent variable. The greatest beta coefficient value among these three variables indicates that functional value has the most dominant influence.

Coefficient of Determination

The coefficient of determination (R^2) is used to evaluate how well the independent variables explain the dependent variable. The results show an R Square value of 0.540, indicating that 54% of the variation in repurchase intention can be explained by functional value, social value, and hedonic motivation. The remaining 46% is influenced by other factors not included in this study. These findings indicate that the model has a moderate ability to explain repurchase intention.

Discussion

A more thorough explanation can be found as follows, based on the processed data from a questionnaire given to 156 respondents and the research findings mentioned above:

The Influence of Functional Values, Social Values, and Hedonic Motivation on Repurchase Intention of Virtual Goods in Roblox Users Among Generation Z Surabaya

Functional Value, Social Value, and Hedonic Motivation simultaneously had a positive and significant impact on the Repurchase Intention for Virtual Goods among Roblox Users in Generation Z Surabaya. The high repurchase intention of the respondents is a result of these three factors taken together. 74% of respondents said they would be prepared to spend Robux on further purchases, and 70% said they intended to buy virtual products again in the future. Additionally, 77% of respondents were likely to share their positive experiences, and 69% of respondents were willing to suggest purchases to friends. In fact, according to 74% of respondents, Roblox is their preferred platform for buying virtual goods. This illustrates how favorable experiences in functional, social, and hedonistic domains collectively influence repurchase and loyalty tendencies.

The results of this study support the idea of repeat purchase intention proposed by Putri et al. (2024), who stated that previous shopping experiences influence consumers' tendency to make repeat purchases. Another study by Umara, Suryadi, Isnaeni, Yulianti, and Tumini (2021) found that repeat purchase intention is positively influenced by consumers' perceptions of the importance of product quality. Overall, the research findings indicate that Roblox users in Surabaya from Generation Z are more likely to make repeat purchases when they like the product, perceive tangible benefits, and receive social recognition. Therefore, repeat purchase intention for virtual commodities is primarily shaped by a combination of functional value, social value, and hedonic

incentives. These results support the idea that social and emotional factors interacting during the decision-making process also impact digital consumption behavior.

The Influence of Functional Values on Repurchase Intention of Virtual Goods in Roblox Users Among Generation Z Surabaya

Consequently, repurchase intention, the desire in making a repeat purchase, is significantly affected by the functional value variable. The majority of respondents tended to evaluate virtual items' quality and usefulness favorably in terms of functional value. This is evident from the fact that 28% strongly agreed and 60% agreed that virtual items match expectations and have good visual display quality. Additionally, 34% of respondents strongly agreed and 44% agreed that the cost of virtual items is reasonable given the advantages. 43% of respondents agreed and 41% strongly agreed that virtual items are simple to use in games, while 45% agreed and 37% strongly agreed that the procedure of buying and using them is not challenging.

According to studies conducted by Tamara, Hermawan, and Purwaamijaya (2024); Yuliana and Azizah (2024), functional value significantly influences the interest in purchasing virtual goods in the Mobile Legends game. This is because users are more inclined to make repeat purchases when they experience the benefits of the product firsthand, which increases user satisfaction. These results also lend credence to the idea that, as a generation of digital natives, Generation Z typically weighs the advantages of digital items before making another purchase. Generation Z takes into account the degree to which virtual items offer long-term utility in their gaming experience in addition to aesthetic appeal and trends. Therefore, the likelihood that Roblox users will repurchase virtual products increases with their perceived functional value. The dominance of functional value in this study aligns with the argument that product knowledge and practical utility are the primary foundations of perceived value. Just as consumers of physical products prioritize quality and function, Roblox users remain rational, prioritizing items that provide tangible utility in the game (such as feature access or performance enhancements) over fun or social aspects.

The Influence of Social Values on Repurchase Intention of Virtual Goods in Roblox Users Among Generation Z Surabaya

Repurchase intention is positively and significantly influenced by the social value variable. This leads to the conclusion that consumers' perceptions of social features are crucial in promoting interest in repurchasing virtual items. In terms of social values, respondents also showed a high degree of agreement about how virtual products influence social interactions and self-image. Purchasing virtual items can enhance one's self-image, according to 37% of respondents who agreed and 38% who strongly agreed. Additionally, 56% highly agreed and 33% agreed that using virtual items enhances their appearance while playing. 72% of respondents felt more appreciated when utilizing specific virtual items, and 47% agreed and 31% strongly agreed that employing an attractive avatar can draw other players' attention. Social effect was also noticeable, with 73% of respondents being influenced by trends and 71% being lured to purchases based on recommendations from friends or other players.

This study's results are consistent with Ferdiansyah and Suryawirawan (2024) findings that repurchase intention is positively and significantly influenced by social values. According to this study, customers are encouraged to make more purchases when the product they own improves their standing in the community and fosters social

acceptance. The degree to which possessing virtual goods improves a user's self-image within the gaming community and confers recognition and status is known as social value. In addition to being used as gaming accessories, virtual products on the Roblox platform also function as social representation and identification markers for users. Owners of particular items especially those that are exclusive or well-liked tend to attract attention and recognition from other players, which increases the desire to make additional purchases. The findings of this study are in line with those of Ferdiansyah and Suryawirawan (2024), who found that social values had a favorable and significant impact on repurchase intention. This study indicates that consumers are motivated to make more purchases when the product they own enhances their reputation in the community and promotes social acceptance.

The Influence of Hedonic Motivation on Repurchase Intention of Virtual Goods in Roblox Users Among Generation Z Surabaya

Repurchase intention is positively and significantly influenced by the hedonic motivation variable. Repurchase intention among Roblox users is significantly influenced by hedonic motivation, according to research findings. 88% of respondents said that purchases provide them a sense of personal enjoyment and fulfillment, and 89% said that they are a form of entertainment. This is reflected in the majority of positive responses across all parameters. Additionally, 83% of respondents were interested in investigating distinctive features and displays, and 80% of respondents were driven to buy because they wanted to experience something new. Even though the percentage of social interaction elements in the hedonic context was lower (66%), friend experiences still positively impacted purchase enjoyment (73%).

The importance of emotional aspects in repeat purchase decisions is also supported by recent literature, which states that hedonic value (pleasure and positive emotions) significantly increases consumers' positive attitudes toward repeat purchases. In Roblox, this is reflected in how players not only consider the functionality of virtual items but also seek the enjoyment that comes from owning them. This emotional satisfaction bridges the gap between initial experiences and future repurchase intentions (Putritamara et al., 2024)

Purchasing virtual products on Roblox is an example of emotional consumption due to the strong influence of hedonic motivation. The virtual economy is fueled by experiences (the experience economy) in addition to products and financial transactions. Because they feel happy and satisfied both during the transaction procedure and while utilizing the product, respondents make repeat purchases. The findings of this study are consistent with those of Angelica and Hadi (2024) study, which found that hedonic motivation significantly influences repurchase intention, particularly among Generation Z customers. This study demonstrates that customers' emotional experiences have an impact on repurchase decisions in addition to logical ones.

Theoretically, this study advances research on digital marketing by showing that social value, hedonic motivation, and functional value all have an impact on repurchase intention when it comes to virtual goods. This discovery deepens our understanding of the multifaceted nature of purchase decisions in game-based digital settings, especially among Generation Z, where social and emotional factors are just as significant as logical ones. Additionally, this study adds to the very small body of research on digital consumer behavior on the Roblox platform, especially with regard to Indonesian users.

CONCLUSIONS AND SUGGESTIONS

Various elements, including intellectual, social, and emotional considerations, impact Roblox users repurchase intentions for virtual items. Virtual goods' hedonic motivation, social value, and practical worth all work together to increase the likelihood that consumers will buy them again. Among these variables, functional value emerges as the most dominant factor, indicating that users primarily consider the practical benefits and usefulness of virtual items in enhancing their gaming experience. In addition, social value also contributes to encouraging repurchase behavior through aspects such as social recognition and interaction within the gaming community. Hedonic motivation further strengthens users' intention to repurchase, as the purchasing activity provides enjoyment, entertainment, and emotional satisfaction.

These findings suggest that consumption behavior in digital environments is not solely driven by utilitarian considerations, but also by social interaction and pleasurable emotional experiences gained during gameplay. Developers of Roblox are encouraged to enhance the quality and functional benefits of virtual items in order to strengthen users' repurchase intention. Furthermore, future studies are recommended to incorporate additional variables or expand the research scope to obtain a more comprehensive understanding of repurchase behavior toward virtual goods.

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