

ABSTRACT

Online game industries in Indonesia had been rapidly growing in the past few years. One of the online games discussed in this research namely is Genshin Impact, where the number of players in Indonesia has been increasing every month. Genshin Impact is a free-to-play online game and many players tend to spend a lot of money to purchase virtual items in the game. Genshin Impact players purchase virtual items in order to maximize their own satisfaction. Because of this, many players sometimes re-purchase these virtual items just to satisfy their satisfaction. This study aims to empirically analyze the effect of purchase intensity level on satisfaction level and consumer's income, amount of spending, age, and sex on purchase intensity level.

The data used are primary data which are consumer's income, amount of spending, age, sex, and purchase intensity level, these variables are independent. The second variable used in this study is satisfaction level and purchase intensity level as dependent variable. The data from each variable are obtained through a questionnaire and shared through the Facebook community page. The data was carried out using the Ordinal Logistic Regression Analysis.

The result of this study shows that purchase intensity has a positive and significant effect on satisfaction level, the consumer's income, amount of spending, and sex has a positive and significant effect on purchase intensity level, while age have a negative and significant effect on purchase intensity level.

Keywords: Ordinal Logistic Regression Analysis, Purchase Intensity Level, Satisfaction Level