

ABSTRACT

The high desire of a gamer to compete gives rise to the gamer's desire to be able to have a competitive advantage. A gamer is encouraged to continue to compete in having products that can improve their playing abilities. This encourages gamers to be able to make in-game purchases. The aim of this research is to analyze the influence of unobstructed play and motivation to compete on interest in making in-game purchases and in-game purchase decisions.

The population used in this research were all online FPS game players in the city of Semarang. The sampling technique used was purposive sampling. The samples taken were 166 respondents who lived in the city of Semarang, aged 18 years and over and actively played online FPS games. The data collection method in this research uses a questionnaire with Google Form. The data analysis method uses structural equation modeling.

Competitive motivation does not have a significant effect on purchase intention. Unobstructed play has a positive and significant effect on buying interest. Competitive motivation has a positive and significant effect on purchasing decisions for in-game products. Unobstructed play has a positive and significant effect on purchasing decisions for in-game products. Purchase interest has a significant influence on purchasing decisions for in-game products. Purchase interest mediates the relationship between competitive motivation and in-game product purchasing decisions. Purchase interest mediates the relationship between unobstructed play and in-game product purchasing decisions.

Keywords: unobstructed play, motivation to compete, interest in making in-game purchases, in-game purchase decisions