

ABSTRACT

The advancement of digital technology has stimulated digital consumption activities, such as online game purchases and virtual goods acquisition, particularly among Generation Z. This purchasing behavior is influenced by attitude toward behavior, subjective norms, and perceived behavioral control. From the perspective of fiqh muamalah (Islamic commercial jurisprudence), this phenomenon is noteworthy to examine as it pertains to non-physical digital transactions. This study aims to analyze the effects of social influence, hedonic motivation, satisfaction, and performance expectancy on the purchase of in-game items in Mobile Legends, based on the Theory of Planned Behavior (TPB) and the perspective of fiqh muamalah. Respondent data were collected through an online questionnaire distributed via Google Forms, with participants limited to Mobile Legends players residing in the Jabodetabek region. The data were analyzed using the Structural Equation Modeling–Partial Least Squares (PLS-SEM) method to identify the determinants of in-game purchase behavior, complemented by a descriptive analysis based on fiqh muamalah. The findings indicate that social influence, hedonic motivation, satisfaction, and performance expectancy each exert a positive and significant effect on purchasing behavior, with performance expectancy emerging as the most dominant factor. This result suggests that perceived improvement in gaming performance is the primary driver influencing the purchasing behavior of Mobile Legends players.

Keywords: purchase decision, social influence, hedonic motivation, performance expectancy, satisfaction, item game online

