

Abstract

This study aims to find the determinants of virtual product purchase intention in videogame, the videogame used for this research is an online free-to-play videogame called Genshin Impact.

A study on Genshin Impact player. The method used in this study is a mixed method using both quantitative method and qualitative method. The population in this study are people who played Genshin Impact. The sample used for quantitative method and qualitative method are 100 people and 5 people respectively. Data analysis was carried out using SPSS and SmartPLS.

The results show that the Aesthetic Design variable has a positive and significant effect on Purchase Intention, while Free-trial Experience and Online Review variable doesn't have significant effect on Purchase Intention.

Keywords: Videogame, Purchase Intention, Aesthetic Design, Free-trial Experience, Online Review, Genshin Impact



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