

# HUBUNGAN ANTARA KONTROL DIRI DENGAN PERILAKU KONSUMTIF *MICROTRANSACTION* PADA *EMERGING ADULT* PEMAIN *GAME FREEMIUM*

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## ABSTRAK

Model *microtransaction* pada *game freemium* yang diterapkan dalam beberapa tahun terakhir dianggap *predatory* karena mampu memengaruhi atau bahkan mempersulit pemainnya dalam berprogres di dalam *game*. Fenomena ini dapat menyebabkan pemainnya untuk berperilaku konsumtif, khususnya pada *emerging adult* yang belum stabil dan masih mengeksplorasi identitasnya. Kontrol diri di sini diperlukan oleh *emerging adult* dalam menghindari perilaku konsumtif *microtransaction*. Penelitian ini ditujukan untuk mengetahui hubungan antara kontrol diri dengan perilaku konsumtif *microtransaction* pada *emerging adult* pemain *game freemium*. 130 sampel diperoleh menggunakan teknik *purposive sampling* dengan kriteria subjek berusia 18-25 tahun, bermain *game freemium* setidaknya 8 jam per minggu, dan pernah *top up* di *game* yang dimainkan. Skala yang digunakan pada penelitian ini terdiri dari skala kontrol diri (26 aitem,  $\alpha=0,891$ ) dan skala perilaku konsumtif *microtransaction* (24 aitem,  $\alpha=0,863$ ). Nilai  $r_{xy}=-0,572$  dengan signifikansi  $\alpha=0,000$  ( $p<0,05$ ) dari hasil analisis *Spearman's Rho* menunjukkan bahwa terdapat hubungan negatif yang signifikan antara kontrol diri dengan perilaku konsumtif *microtransaction* pada *emerging adult* pemain *game freemium*.

**Kata kunci:** kontrol diri, perilaku konsumtif, *microtransaction*, *freemium game*, *emerging adults*

# RELATIONSHIP BETWEEN SELF-CONTROL AND CONSUMPTIVE MICROTRANSACTION BEHAVIOR AMONG EMERGING ADULT PLAYERS OF FREEMIUM GAMES

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## ABSTRACT

The microtransaction model in freemium games, implemented in recent years, has been considered predatory since it can influence or even impede players' progress within the game. This phenomenon may lead players to engage in consumptive behavior, particularly among emerging adults who are still in the process of identity exploration and are not yet stable. Self-control is necessary for emerging adults to avoid consumptive microtransaction behavior. This study aimed to determine the relationship between self-control and consumptive microtransaction behavior among emerging adult players of freemium games. A sample of 130 participants was obtained using purposive sampling techniques, with subjects aged 18-25 years, playing freemium games for at least 8 hours per week, and having previously made in-game purchases. The scales used in this study consisted of a self-control scale (26 items,  $\alpha=0.891$ ) and a consumptive microtransaction behavior scale (24 items,  $\alpha=0.863$ ). The value of  $r_{xy}=-0.572$  with a significance level of  $\alpha=0.000$  ( $p<0.05$ ) from the Spearman's Rho analysis indicates that there is a significant negative relationship between self-control and consumptive microtransaction behavior among emerging adult players of freemium games.

**Keywords:** self control, consumptive behavior, microtransaction, freemium game, emerging adults