

# Understanding Purchase Intentions on DOTA 2 Virtual Items: A Study of Indonesian Players' Game Satisfaction and Emotional Value

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Article Info	ABSTRACT
<p><b>Keywords:</b> Game Satisfaction, Emotional Value, Purchase Intention, Virtual Items.</p>	<p>In an ever-changing digital game climate, where players' needs are always changing, the Dota 2 developers find themselves at the forefront of the task of providing new virtual items. This study delves into the challenging domain of virtual creation, focusing on the captivating features of the Battle Pass, formerly known as the Compendium. The primary purpose of this research is to undertake an in-depth study of the effects of game satisfaction and emotional value on the purchase intention of Dota 2 Indonesia Facebook group members, particularly those who have been involved in numerous Battle Pass sales. Purposive random sampling method was used to acquire a total of 96 respondents. Following the distribution of the questionnaire, all data was deemed valid and reliable for analysis utilizing multiple linear regression analysis, determination coefficient analysis, and hypothetical tests (t-test and f-test). Preliminary results show positive and significant effects of game satisfaction and emotional value on purchase intentions for Battle Pass components. Clearly, satisfaction with the game experience appears to be an important determinant in the foundation of purchase intentions, while the positive effect of emotional value on the decision-making process is evident. The practical implications of these findings reach the Dota 2 developers, calling for a strategic focus on improving not only the offensiveness of Battle Pass weapons, but also the entire game experience. Recommendations include efforts focused on improving the game system, implementing stronger security measures, and improving Dota 2's visual appeal. Additionally, it is recommended to create and manage social media accounts to expand user reach and community involvement. This research advances the understanding of the virtual economy, providing valuable insight into the complex processes that shape user behavior in online games. Subsequently, this research undoubtedly contributes to the marketing field by shedding light on the intricacies of gamer satisfaction and emotional value in the context of virtual item purchases. The implications of these findings underscore the importance for game developers to prioritize user satisfaction, security, and aesthetics to foster a positive virtual economy and sustain user engagement.</p>

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## INTRODUCTION

The development of the domestic and global entertainment industry has led to intense competition for market share. Companies can no longer rely solely on competitive products, prices and multiple channels but must support it with significant marketing efforts for their products and/or services. Along with the progress in communication and information technology, it is expected that

technological devices will perform not only one function, but also many functions to meet human needs. The demand for multifunctional devices has encouraged people and companies to be creative in developing these services. The launch of the Internet represents a great advance in the expansion of the work of technology. The internet is now used not only for information purposes but also for entertainment purposes. One aspect of online entertainment that has attracted public attention is gaming.

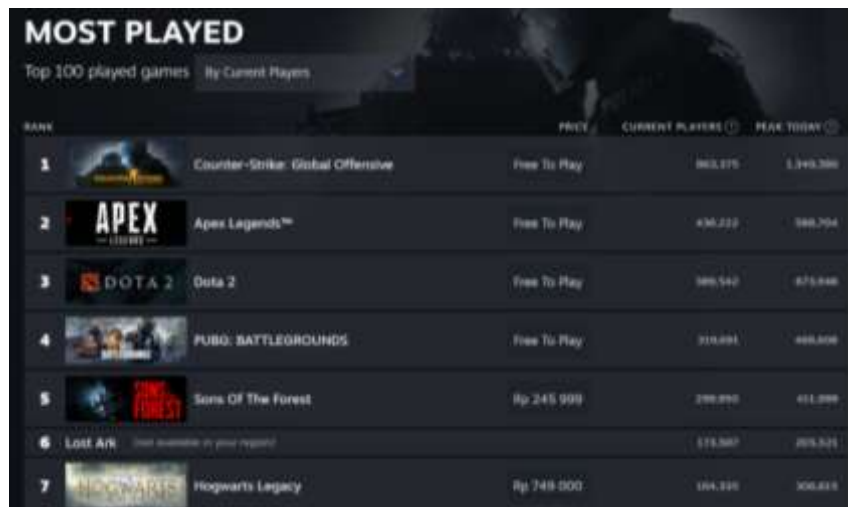
According to Da Costa & Seok (2020), video games nowadays can be found on a variety of platforms, including personal computers (PCs), specialized gaming consoles, handhelds, and mobile devices. While these games provide fascinating participatory experiences, their worldwide connectedness is also generating safety concerns. The Internet has become familiar and easy for everyone. Today, it is an important thing, as well as one of the main necessities for many individuals. It is used in a variety of ways in everyday life, and it is growing in its ever-increasing role in society. The most popular online activity is online games, in which individuals can not only play with the computer but also interact with other online users. Online games involve developing a virtual environment that replicates reality, a virtual reality that can be called a reality model, by generating conditions that approximate reality and experimenting with things that can happen easily. This game is one in which the player achieves a certain goal in a game world that is comparable to reality (Kim & Lee, 2019).

**Chart 1.** Number of Steam Users as of February 2023



Source: STEAM (2023)

Chart 1 shows a total of 32,511,034 Steam users participating in online games, including free and paid games that can be accessed by different audiences. Steam itself is the largest digital distribution platform for PC (personal computer) games compatible with operating systems such as Windows, Linux and OS X. Online game is described by Mawalia (2020) as a networked game in which one person interacts with another in order to achieve goals, vision, and mission in the virtual world. Many individuals can play this game on one hand at the same time. This game is better described as a technology rather than a genre or style of game. The game's mechanism is designed to link players with one another. Pavlovic (2020) further explains that there are different types or genres of online games, including MMORPG (*Massively Multiplayer Online Role-Playing Game*), MOBA (*Multiplayer Online Battle Arena*), MMOFPS (*Massively Multiplayer Online First Shooter*), MMO Games and MMO Music. In MOBA games, players control a character with special abilities different from other characters, with the ultimate goal of destroying the opponent's structure.



RANK	PRICE	CURRENT PLAYERS	PEAK TODAY
1	Free To Play	963,875	1,349,390
2	Free To Play	436,222	588,704
3	Free To Play	386,542	675,646
4	Free To Play	318,891	468,008
5	Rp. 245.000	298,890	411,098
6	Free To Play	173,387	205,525
7	Rp. 748.000	164,336	306,614

Source: STEAM (2023)

**Figure 1.** List of the 7 Most Popular Steam Games as of February 2023

DOTA 2 (Defense of the Ancients), is a well-known MOBA game among Indonesian players and ranking as one of the top ten very popular online games, as shown by Figure 1. Furthermore, according to Himang, et al. (2021), the Multiplayer Online Battle Arena (MOBA), often known as Action Real-Time Strategy (ARTS), is one of the most popular strategy video games. It is a subgenre of strategic video games in which the player selects a character from a team to fight against the opposing squad. The primary goal is to destroy the enemy team using the skills of the chosen character. DOTA 2 is an online game in which 10 players are divided into two teams and the goal is to destroy the opponent's base. DOTA's competitive scene gradually emerged under Icefrog's leadership, with the year 2006 heralding the start of a significant increase in the number and size of DOTA event prize pools (Tan, 2018). The game has earned praise for its gameplay, production quality, and fidelity to its predecessor (DotA MOD Warcraft III). DOTA 2 is the third most popular game on Steam. Its ranking in the top ten is due not just to its amazing graphics and frequent upgrades, but also to its significant community outreach. The game has an official blog at [www.blog.Dota.com](http://www.blog.Dota.com) and is active on social media channels like Facebook, where it posts updates on current events. This emphasizes the importance of marketing and virtual item sales in becoming key revenue streams for game producers. As the online gaming business becomes more competitive, developers, like DOTA 2, must understand user behavior. As a result, understanding players' purchasing intentions is critical for developers looking to increase earnings for the company.

A Virtual Item is a non-physical object or currency that is purchased for use in an online community or game. Items purchased or traded in the virtual world effectively have virtual qualities. Virtual items in online gaming can take the shape of avatar modification, bases, or player characters purchased with real money (Cleghorn & Griffiths, 2019). The use of virtual products in online games is an unavoidable need that has a direct impact on the expansion of the linked sector. The global online gaming sector, namely in the realm of virtual objects, is estimated to be worth \$15 billion (Cleghorn & Griffiths, 2019). The rapid growth of the virtual item market in online gaming suggests a high degree of virtual item purchases by players. DOTA 2 includes virtual items known as Battle Pass within the game. The Battle Pass is a virtual item that may be purchased to gain access to tournament and event features as well as numerous cosmetic items. Previously, the Battle Pass was called as the Compendium (Steam, 2023). Twenty-five percent (25%) of the proceeds from Battle Pass purchases are set aside for tournament prizes, exclusively for 'The International'. The Battle Pass contains various levels that users can unlock by completing in-game quests or purchasing points with electronic currency known as Steam Wallet Codes (Petrovskaya & Zendle, 2020). The following is sales data from

Battlepass DOTA 2 from the last 3 tournaments ‘The International’, which are presented in the table below:

**Table 1.** Total Purchases of DOTA 2 Battle Pass Virtual Items (2019-2022)

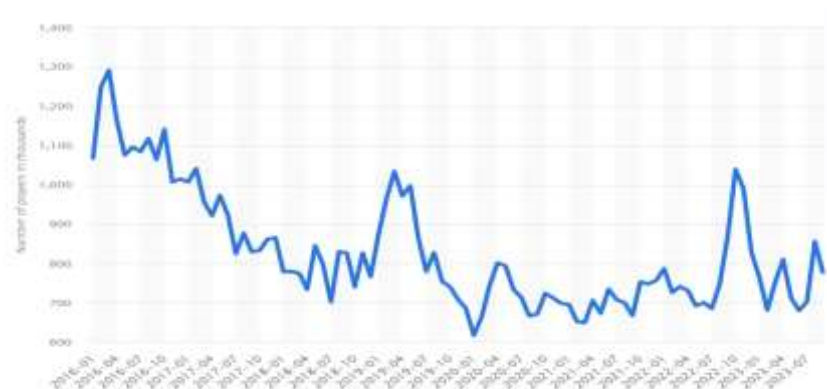
Year	2019	2021	2022
Location	Shanghai	Bucharest	Singapore
Prize Pool (USD)	\$34.330.068	\$40.018.195	\$18.930.775

Source: STEAM (2023)

According to Table 1 above, the overall purchase of Battle Pass virtual items fluctuated from 2019 to 2022. The total cost of Battle Pass virtual items purchased in 2019 was \$34,330,068. Subsequently, there was an upsurge in the purchasing of Battle Pass virtual products in the following tournament in 2021. However, the overall purchase plummeted quite drastically in 2022, reaching \$18,930,775. This reflects a reduction in Battle Pass virtual item purchases in 2022, as opposed to the previous years, which witnessed constant growth. The low intention to purchase virtual items is determined by a number of factors, one of which is perceived enjoyment, which is strongly related to game satisfaction (Bleize & Antheunis, 2019). Player contentment in online games is an essential factor influencing online players' decisions to purchase virtual items within the game. In accordance with Ho & Wu (2012), satisfaction with the game refers to a gamer's perceived enjoyment happiness with the game since it matches their expectations. The sheer number of alterations to DOTA 2 gameplay is one of the reasons people are hesitant to utilize a customized hero or even play DOTA 2.

According to the findings of Bleize & Antheunis (2019), satisfaction with the game has a positive effect on purchase intention, which means that the more satisfied a player is with the game, the more likely they are to purchase virtual items. When players are satisfied with the game they are playing, they are more likely to purchase game-provided things as a symbol of their happiness. On the contrary, the major findings of Anggraeni & Jonathan (2021) imply that the more the enjoyment and continuous intention to play the game, the less likely the online gamers are to make purchase of virtual goods.

**Chart 2.** Growth in the Number of DOTA 2 Players (2016-2023)



Source: STATISTA (2023)

Chart 2 makes it clear that there were fluctuations in the overall number of DOTA 2 players between January 2016, when it was at one million, and August 2018, when it was down to 700,000 players. The overall number of online gamers experienced a notable surge from January to July 2019, totaling one million. However, it declined to 600,000 at the beginning of 2020, its lowest point. There were then variations through July 2022. The number of players online increased in August and reached

one million by October 2022. But in 2023, the number of participants drastically fell, reaching less than 700,000 by June of that year. It also implies that most DOTA 2 improvements have deterred people from playing the game, with the exception of The International (TI) events, which have increased player logins.

Moreover, Clancy (2023) underscores that DOTA 2 is infamous for its harsh learning curve and noxious competitive environment, which can be detrimental to players' mental health. The large number of heroes and complex tactics create a difficult atmosphere that encourages verbal abuse and deliberate disruption of the gaming community. The problem is made worse by inadequate moderation tools, which lower gamers' self-esteem. Some players choose less time-consuming gaming experiences because to the game's time-consuming nature and the overwhelming pressure to keep current with the meta. DOTA 2's overall enjoyment may be significantly impacted by gaming anxiety or burnout brought on by the high-stress environment and pressure to perform well.

This leads to the discussion that emotional value is another component determining purchasing intention. Emotional values are dependable and significant decision-making factors, and the ways in which they affect the appraisal of products are consistent. The underlying contention of research on the adoption and consumption of products is that people process these kinds of emotions differently depending on whether the thing they are assessing is primarily pleasurable or utilitarian/functional (Bettiga, et al. 2020). Purchase intention is influenced by emotional value because consumers are more willing to acquire a product out of sheer interest. This is due to the fact that using the product makes the user feel happy. Furthermore, the preview option in the game allows players to evaluate the skins and costumes, enabling them to make impulsive decisions about whether or not to satisfy their desire to purchase.

According to Pratiwi's (2015) research finding, emotional value has no impact on purchase intention of gaming items, meaning that a product's interest level has no relevance to players' decision to purchase. Conversely, Zhou & Tong (2022) discovered that customers' purchase intentions in live-streaming e-commerce could be stimulated by emotional trust and perceived emotional value. Similarly, the findings of Asshidin, Abidin, & Borhan (2016) indicate a somewhat significant relationship between emotional value and purchase intention. Yoo (2015) also found that emotional value plays a major role in influencing the intention to purchase items because people take psychological value into account when making purchases. A product has a higher chance of being purchased by a player if it makes them feel good. In order to increase purchase intention, online gaming companies could make their game objects more exciting or visually appealing.

## METHODS

This particular study was a causal research that employed a quantitative method. Causal or explanatory research, as explained by Dudovskiy (2022), determines the magnitude and nature of cause-and-effect relationships. Causal studies examine a setting or a specific problem in order to understand the patterns of correlations between variables. Subsequently, as underscored by Mason (2021), quantitative research methods are built on formal, objective, and systematic techniques that numerically quantify data. Quantitative methods are objective, and deductive, and rely on numerical quantification and result generalization. These methods are used to determine the effect of satisfaction with game and emotional value toward purchasing intention within this study.

The population in this study consisted DOTA 2 Online Game members in the DOTA 2 Indonesian Facebook group. Given the number of populations that is unknown with certainty, the number of samples to be utilized in this study is determined using Cochran's formula for unknown sampling (Cochran, 1977), which is as follows:

$$n = \left( \frac{Z}{4\mu} \right)^2$$

- n = Sample size.  
Z = Sample of confidence level in this research. This research set the confidence set to 95%, therefore  $\alpha = 0,05$  and  $Z = 1,96$   
 $\mu$  = Margin of error. This research uses 5% error percentage.

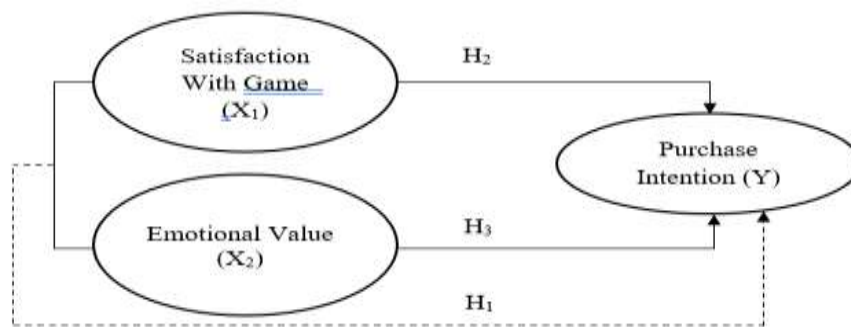
The equation result using the above formula is as follows:

$$n = \frac{1.9^2}{4(0.05)^2} = 96.04$$

The equation yields 96.04, which will be rounded to 96. This means that the sample size for this study will be 96 respondents.

Purposive sampling, which is also refers to non-probability or purposeful sampling, was utilized in this study, which means that the research sample was chosen with specific criteria in order for the data acquired to be more representative (Teddlie & Yu, 2007). The criteria for selecting responders included being an active DOTA 2 player, having purchased the virtual Battle Pass DOTA 2 item more than once, being at least 17 years old, and residing in Indonesia. This method assures that the sampled respondents have characteristics that are relevant to the study and they are better able to understand the statements from the distributed questionnaires.

The Likert scale was then used to rate respondents' responses, which is intended to test the degree to which respondents agree with statements on a range of 1 (strongly disagree) to 5 (strongly agree) (Batterton & Hale, 2017). Figure 2 below illustrates the research model of this study.



**Figure 2.** Research Model

Source: Theoretical studies and previous research results

Information:

- > : Partial influence  
- - - - -> : Simultaneous Influence

The research data collected was examined in phases. Firstly, the validity and reliability test research instrument were utilized, followed by the classical assumption tests. The classical assumption

tests (normality test, multicollinearity test, and heteroscedasticity test), which were essential for multiple linear regression analysis, assessed deviations from study variables. Since this study examined the effect of more than one independent variable on purchasing decisions, a multiple linear regression method was chosen. The findings of multiple linear regression analyses can be used to generate regression equations, analysis of determination, simultaneous test (F-test), and partial test (t-test).

## RESULTS AND DISCUSSION

### Characteristics of Respondents

The data on respondents' personal identities, acquired from 96 completed questionnaires, provides a comprehensive look at the respondents' individual profiles. This includes information such as gender, age, and occupation, which sheds light on the study's specific demographic characteristics. Understanding these personal features is critical for contextualizing the findings and gaining relevant insights into the correlations between variables, particularly in the context of their DOTA 2 involvement and purchase of its virtual items. Further elaboration on these demographic features will lead to a more nuanced assessment of the research findings and lay the groundwork for analyzing the study's significance in the larger context of online gaming behavior and purchase intention of virtual items. To clarify the characteristics of the respondents, the data of the respondents are listed in the table 2 below:

**Tabel 2.** Respondent Characteristics

<b>Gender</b>	<b>Amount (People)</b>	<b>Percentage (%)</b>
Male	83	86.46%
Female	13	13.54%
<b>Total</b>	<b>96</b>	<b>100</b>
<b>Age</b>	<b>Amount (People)</b>	<b>Percentage (%)</b>
17 – 25 years old	36	37.50%
26 – 35 years old	54	56.24%
36 – 45 years old	3	3.13%
> 45 years old	3	3.13%
<b>Total</b>	<b>96</b>	<b>100</b>
<b>Occupation</b>	<b>Amount (People)</b>	<b>Percentage (%)</b>
Highschool/University Student	38	39.58%
Civil Servant / Private Employee	43	44.80%
Entrepreneur	13	13.54%
Youtuber	2	2.08%
<b>Total</b>	<b>96</b>	<b>100</b>

Source: Primary data processed (2023)

### Research Instruments Validity and Reliability Test Results

The validity test is performed to verify the validity of the research instrument. As mentioned in the study of Nurhikmah (2019), a research instrument must be capable of measuring what should be measured in order for the data obtained to accurately represent the true situation. The scale validity is computed by connecting the item's value to the total value, which indicates item consistency with the test. Additionally, test items with an item correlation index larger than 0.30 have good validity, while items with an index of correlation in the range of 0.10 to 0.30 are advised for revision, and items with a smaller correlation index, 0.10 to negative, should be removed. Pearson's product-moment correlation is the correlation approach used (Nurhikmah, 2019).

Additionally, the reliability test is used to assess the reliability research instrument. A research instrument is considered good if the tools are highly reliable. According to Yamin & Kurniawan (2009), when Cronbach's Alpha coefficient ( $r$  Alpha) is more than 0.7, all test items are considered reliable.

**Table 3.** Instrument Validity Test Results

No	Variables	Code	Indicators	Correlation Coefficient	Status
1.	Satisfaction with Game ( $X_1$ )	X1.1	Game excellence	0,907	Valid
		X1.2	Enjoyment from the game	0,907	Valid
		X1.3	The quality and service	0,941	Valid
		X1.4	The decision to play	0,846	Valid
2.	Emotional Value ( $X_2$ )	X2.1	Emotional reaction to the situation	0,891	Valid
		X2.2	Emotional reaction to the product	0,873	Valid
		X2.3	Emotional reaction to the advertisement	0,764	Valid
		X2.4	Emotional reaction to the brand	0,867	Valid
3.	Purchase Intention ( $Y$ )	Y.1	Transactional	0,895	Valid
		Y.2	Referential	0,927	Valid
		Y.3	Preferential	0,913	Valid
		Y.4	Explorative	0,882	Valid

Source: Primary data processed (2023)

According to the results of the validity test shown in Table 3 above, all instruments had correlation coefficient values greater than 0.30. This indicates that all questionnaire-based data collection instruments are valid.

**Table 4.** Instrument Reliability Test Results

No	Variables	Cronbach's Alpha	Status
1.	Satisfaction with game ( $X_1$ )	0,924	Reliable
2.	Emotional value ( $X_2$ )	0,922	Reliable
3.	Purchase Intention ( $Y$ )	0,871	Reliable

Source: Primary data processed (2023)

Based on the analysis results in Table 4, the calculated Cronbach's Alpha value for each variable is greater than 0.70. This signifies that all instruments are reliable, and the research can proceed.

### Classic Assumption Test

The classical assumption test is a statistical test used to determine the relationship between variables, such as the normality, multicollinearity, and heteroscedasticity tests utilized in this study (Ainiyah, Deliar, & Virtriana, 2016). The following presents the results of the classical assumption test which were processed using SPSS software version 26 For Windows:

**Table 5.** Normality Test Results

	N	Unstandardized Residual	
		96	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	.84739797	
Most Extreme Differences	Absolute	.082	
	Positive	.056	
	Negative	-.082	
Test Statistic		.082	
Asymp. Sig. (2-tailed)		.115 <sup>c</sup>	

Source: Primary data processed (2023)

The normality test determines whether or not data has a normal distribution. A normal distribution is indicative of good research data (Santoso, 2010). Table 5 above shows the results of the normality test utilizing the One-Sample Kolmogorov-Smirnov method. The Asymp value. Sig. (2-tailed) is 0.115. This number is greater than 0.05 significance level, indicating that the data is distributed normally.

**Table 6.** Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Constant	.180	.402		.448	.656		
Satisfaction with game	.279	.087	.258	3.194	.002	.933	1.072
Emotional value	.606	.090	.543	6.723	.000	.933	1.072

Source: Primary data processed (2023)

As explained by Gani & Amalia (2015), the multicollinearity test is used to detect whether or not variables in a multiple regression model have a strong correlation. If the independent variables have a high correlation, the relationship between them and the dependent variable will be disrupted. Hence, an acceptable regression model should not have a correlation between the independent variables, or it should be mutually collinear but not strongly linked.

According to Table 6 above, all independent variables have tolerance values greater than 0.10, and the calculated VIF values show that all variables have VIF values less than 10. This signifies that there is no indication of multicollinearity in the regression model that was constructed.

**Table 7.** Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
Constant	1.081	.243			4.449	.000
Satisfaction with Game	-.084	.053	-.167		-1.585	.116
Emotional Value	-.030	.054	-.058		-.392	.582

Source: Primary data processed (2023)

The heteroscedasticity test determines whether there is unequal variance or residuals from one observation to the next. If the variance of residuals remains constant from one observation to the

next, this is referred to as homoscedasticity. On the contrary, if it varies, this is referred to as heteroscedasticity. A good regression model has homoscedasticity, which indicates that there is no heteroscedasticity (Ghozali, 2016).

According to the heteroscedasticity test results using Glejser method shown in table 7 above, each independent variable has a significance value greater than 0.05. This signifies that there is no equalization of variance from one observation to another in this regression model, thus no heteroskedasticity occurs.

### Multiple Linear Regression Analysis

Multiple regression analysis is a statistical technique for examining the relationship between a single dependent variable and a number of independent variables. The goal of multiple regression analysis is to use known independent variables to predict the value of a single dependent variable. Each predictor value is weighted to indicate its proportional contribution to the overall prediction (Wagner, Moore, & Aryel, 2006).

**Table 8.** Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	.180	.402		.448	.656
Satisfaction with Game	.279	.087	.258	3.194	.002
Emotional Value	.606	.090	.543	6.723	.000

Source: Primary data processed (2023)

As shown in Table 8 above, it is known that  $a = 0.180$ ;  $b_1 = 0.279$ ;  $b_2 = 0.606$ , as a result of which the multiple linear regression equation is obtained:  $Y = a + b_1X_1 + b_2X_2$  or  $Y = 0.180 + 0.279 (X_1) + 0.606 (X_2)$ , thus the equation can be interpreted:

$a = 0.180$  means that assuming game satisfaction and emotional value are constant, the magnitude of usage intention is 0.180.

$b_1 = 0.279$  indicates that if satisfaction with the game grows by one unit, so will purchase intention by 0.279. This means that any increase in game satisfaction can boost the intention to purchase.

$b_2 = 0.606$  statistically means that increasing emotional value by one unit increases purchasing intention by 0.606. This means that every increase in emotional value can raise the intention to purchase.

To summarize, based on the explanation above, it can be concluded that happiness with the game and emotional value have a positive and significant influence on Indonesian gamers' purchasing intention of DOTA 2 Battle Pass virtual items. In addition, as shown by the results of the multiple linear regression analysis, the variable that affects purchasing intentions the most, as indicated by the highest regression coefficient value, is emotional value, followed by satisfaction with game.

### Determination Analysis

Determination analysis is used to determine how much of the contribution of game satisfaction and emotional value on purchase intention of DOTA 2 Battle Pass virtual items, which is reflected in percentages.

**Table 9.** Determination Analysis Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659 <sup>a</sup>	.434	.422	.85646

Source: Primary data processed (2023)

Based on Table 9 above, the calculation results using SPSS obtained the value of the coefficient of determination (Adjusted R Square) is 0.422. This means that the contribution of satisfaction with game and emotional value on purchase intention of DOTA 2 Battle Pass virtual items is 42.2% while the remaining 57.8% is potentially contributed by other variables, which are not discussed in this study.

### Simultaneous Significance Test (F-test)

The F-test is a panel data regression simultaneous test. This result of the F-test represents the amount of significance that the independent variables influence on the dependent variable (Ayuningtyas, Auliannisa, & Martha, 2023).

**Table 10.** Simultaneous Significance Test Results (F-test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	52.282	2	26.141	35.638	.000 <sup>b</sup>
Residual	68.218	93	.734		
Total	120.500	95			

Source: Primary data processed (2023)

The F-test was carried out by comparing the calculated F-count to the value of F-table (Ghozali, 2016). To calculate the value of the F-table at a 5% significance level, degrees of freedom (df) = k - 1 and (df<sub>2</sub>) = n - k is used, where n is the number of respondents and k is the number of independent and dependent variables. The decision-making criteria are as follows:

If F-count > F-table and the significant value ≤ 0.05, then the independent variables have a significant effect on the dependent variable simultaneously.

If F-count < F-table and significant value ≥ 0.05, then the independent variables have no significant effect on the dependent variable simultaneously.

By using a one-tailed test, 95% confidence level or 5% error rate (0.05) and degrees of freedom for the numerator (df) = (n - k - 1) = (96 - 2 - 1) = 93, the F-table value obtained is 2.70. Based on table 10 above, it can be seen that the F-count value is 35.638, which is greater than the F-table value of 2.70, and the significant value is less than 0.05. This concludes that there is a simultaneous positive and significant effect of satisfaction with game and emotional value toward purchase intention of DOTA 2 Battle Pass virtual items.

### Partial Significance Test (t-test)

The t-test, according to Ghozali (2016), primarily reveals how much the influence of an explanatory or independent variable individually explains the variation in the dependent variable. The t-test (partial) can be performed by comparing the t-count value to the t-table. The decision-making criteria are as follows:

If t-count > t-table and the significant value ≤ 0.05, then the independent variable has a partial significant effect on the dependent variable.

If  $t\text{-count} < t\text{-table}$  and significant value  $\geq 0.05$ , then the independent variable has no partial significant effect on the dependent variable.

**Table 11.** Partial Significance Test Results (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	.180	.402		.448	.656
Satisfaction with Game	.279	.087	.258	3.194	.002
Emotional Value	.606	.090	.543	6.723	.000

Source: Primary data processed (2023)

A one-tailed test with a confidence level of 95% or a significance level of 5% (0.05) and degrees of freedom (n-k-1) equal to 93 (96-2-1) yielded a t-table value of 1.985. Based on table 11, it can be seen that the t1-count value of 3.194 is greater than the t-table value of 1.985. In addition, the significant value is less than 0.05. Therefore, it can be concluded that satisfaction with game has a positive and significant influence partially on purchase intention of DOTA 2 Battle Pass virtual items.

Subsequently, it is also known that the t2-count value is 6.723 greater than the t-table value of 1.985, with the significant value is also less than 0.05. Hence it can also be concluded that the emotional value has a partial positive and significant influence on purchase intention of DOTA 2 Battle Pass virtual items.

## CONCLUSION

This particular study investigated the impact of game satisfaction and emotional value on the purchase intention of Battle Pass virtual items in the online game DOTA 2 among Indonesian gamers. According to the findings, both gaming satisfaction and emotional value had a favorable and significant impact on purchase intention. These findings corroborate the hypothesis that in DOTA 2, game satisfaction and emotional value have a significant simultaneous effect on DOTA 2 Battle Pass virtual item purchase intention. Furthermore, game satisfaction and emotional value were discovered to have positive and significant partial effects on purchase intention, supporting the stated hypothesis. These findings imply that building a favorable gaming experience and fostering emotional connections with the game can significantly increase players' proclivity for purchasing virtual items.

This study sheds light on the factors that influence gamers' intentions to acquire DOTA 2 Battle Pass virtual items. However, there are other areas that require deeper investigation. Further research could look into the moderating effects of other factors on the relationship between game satisfaction, emotional value, and purchase intention. Researchers could, for example, look into how factors like player demographics, gaming experience, and social circumstances influence purchase intention of in-app game virtual items. In other various game genres or circumstances, researchers could look at how emotional value and game satisfaction affect purchase intention. The multiplayer online battle arena (MOBA) game DOTA 2 was the subject this study. If the results of this study apply to other game genres, such as first-person shooters or role-playing games, that would be intriguing to discover.

This study's findings have a number of implications for marketing and consumer behavior. The findings of this study indicate that game satisfaction and emotional value are major factors influencing players' decision to acquire virtual items. This means that game designers and marketers should concentrate on making games that are both pleasant and emotionally engaging. Game designers and marketers should concentrate on making games that are enjoyable and emotionally engaging. This can be accomplished by combining factors such as challenging gameplay, compelling storylines, and

relatable characters. In order to address players' emotional requirements, game makers and marketers should employ a variety of marketing tactics, such as social media and influencer marketing strategies. Game developers and marketers should monitor the efficacy of their marketing tactics across various game genres. This will assist them in determining the most effective techniques and strategies for generating virtual items sales.

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