
INTEGRATION OF PROCUREMENT VALUE: REVIEW OF ONLINE GAMERS CHARACTER IDENTIFICATION AND INFORMATION SUPPLY BEHAVIOUR

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ABSTRACT

The main intention of the study was to uncover the values that online gamers held during the process of observing, assessing and finally held the procurement process. Those values been interpreted and describing a crystal-clear pattern of behavior of the gamers. Survey was conducted to identify as well as reviewed the character of the respondents whose all player of online game. The research took place at surrounding teens neighborhood with the range of age various but most dominantly by college ages. The method of random interview and quick assessment on questionnaire were held to justify the result. It was confirmed from the final observations and data analysis that character identification, integrated value and the way player feel related to the feature of the game significantly gave impact on how they made procurement pattern and intentions. Further research was suggested to observe more on the variety of respondents occupations as the spending power on game level were various.

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1. INTRODUCTION

Initially, the choice of online games in Indonesia was relatively small. It is understandable, because in 2002, the internet was still a rare and expensive option. To use Telkomnet Instant, the price to be paid was around IDR 9,000 per hour at that time. So to play online games, most Indonesians prefer to go to internet cafes to reduce spending. The publishers continue to develop and bring up new games. The success of these pioneer publishers continued to attract the interest of other companies that wanted to also become online game publishers in Indonesia and at that time, there was also support with cheaper internet access tickets. Because of that, it's not surprising that many online games have sprung up from time to time.

According to Video Game Indonesia (VGI), online games in Indonesia have several eras from year to year. That era was a place where an online game controlled gamers at that time. The eras according to VGI are the Nexia Online era, the Ragnarok Online era, the RF (Rising Force Online) era, the Ayodance era, and finally the Point Blank era. These online games have their respective roles in Indonesia. These games are capable of making significant changes to the world of online games in Indonesia. In 2002, online games that first became a trend for Indonesian society were Nexia Online and Laghaim Online. It can be said that the publisher of Bisa Game at that time was quite successful, because the game could last quite a long time, which was about three years. In August 2003, online games in Indonesia began to liven up, with the presence of PT Lyto which presents the best 2D online game to date, Ragnarok Online. Ragnarok Online can be said to be the first online game that can invite thousands of players every day. The crowd creates a miraculous phenomenon, so that it is often discussed in one of the television shows in Indonesia.

Apart from the Ragnarok Online era, according to VGI, the RF era is the era of the game revolution in Indonesia. It was said to be a revolution because at that time there were many online games popping up in Indonesia. In addition, through this RF, gamers are also forced to improve the quality of their computers because these games have started using three-dimensional (3D) graphics. At that time there were two games that dominated that era, namely RF Online and Seal Online where both games used 3D graphics. During the RF era, the biggest change in the world of online games in Indonesia was that gamers no longer used dial-up internet connections. New internet service providers are starting to emerge, offering much better internet quality. The number of internet cafes and their users continues to increase. There are even internet cafes that dare to offer cheaper prices than the packages they have provided. Gamers who previously only played for fun began to experience changes. In this RF era, gamers are getting more serious. They are no longer just looking for friends, but also looking for power and victory. Gamers are also aware that they need strong items to gain power and victory in the game. Also in this RF era, gamers began buying and selling game items using real money or the Rupiah itself. Because of that, this RF era is an era where gamers continue to grow.

According to VGI, RF Online itself had its era around 2006, but RF Online itself became a trend not for a long time, the era was from 2006 to 2007. After that, the number of new online games made gamers have more large selection of online games to play. But RF Online itself has lovers, gamers who like the game so that it makes them want to play RF online even though the interest is decreasing. Seeing the decline in RF online game enthusiasts, this small company or entrepreneur is opening up new business opportunities by making RF online private server games. Private server games have server capacities that are not as big and powerful as the original online games. These small companies or entrepreneurs gather all RF Online game lovers from those who are still playing or those who are not playing (usually said to be retired by gamers) in certain areas. The RF Online private server is usually given an additional name on behalf of the private such as RF Online Gloria, RF Online Fabulous, RF Online Dark, RF Online Return, RF Prime and many more.

Among all RF Online private servers that have ever existed, RF Prime is the newest RF Online private server and has a sizeable market compared to other RF Online private servers. RF Prime has a community where the community only contains RF Online lovers and RF Prime players. Due to the large number of RF Online game lovers, this community has thousands of members in it. Based on information from RF Prime owners received via instant messenger, despite the relatively large number of RF Prime communities, most of the RF Prime game players do not purchase game items with real money or Rupiah. Although several RF Prime game players have made purchases in quite large amounts of rupiah, the number of RF Prime players who have purchased game items is still small.

Three main variables that can influence Game Item Purchase Intention. The three main variables are Integrated Value of Purchasing Game Item, Character Identification, and Satisfaction about Game. If gamers perceive and rate a game item as very valuable, it will increase the possibility for gamers to buy the item. Therefore, the existence of these three variables is to find out how companies can improve Game Item Purchase Intention. In addition, the Integrated Value of Purchasing Game Item variable has dimensions and is divided based on four values. The four values are Enjoyment Value, Character Competency Value, Visual Authority Value, and Monetary Value.

Knowing how interesting Game Item Purchase Intention can be achieved from gamers and likewise the problems experienced by RF Prime, the authors are interested in conducting research with RF Prime objects with following research questions; did the integrated value of purchasing game item gave impact on game item purchase intention? did character identification gave impact on game item purchase intention? did satisfaction about game gave impact on game item purchase intention?

2. LITERATURE REVIEW

Humans in general have their own characteristics. This can be seen physically, race, gender, and many more. One of the things that distinguishes each human being is human behavior itself. From a company perspective, these humans are their customers. Consumer behavior has a definition which means that consumer behavior is behavior which displays consumers in looking for something, buying, using, evaluating, disposing of products and services that they hope to satisfy their needs. successful relationship within a company is influenced by four factors in it. The consumer decision-making process consists of three interrelated stages, namely the input stage, the process stage and the output stage.

The definition of Integrated Values is obtained based on Theory of Consumption Values (Gonçalves et al., 2016). In TCV, there are five types of values, namely based on functional, social, emotional, conditional, and epistemic (Teng, 2018). Based on these five values, TCV is explained as the benefits or benefits that can be felt and owned by certain criteria.(Choe & Kim, 2018) in the world of online games, if gamers feel an item is valuable or valuable, then the chances of them buying the item will increase (Choe & Kim, 2019). This strengthens Integrated Value as one of the variables for researchers to analyze a purchase of game items in online games (De Silva et al., 2021).

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Enjoyment Value is one of the value dimensions that influence purchase intention (De Silva et al., 2021). Based on TCV, Enjoyment Value has another term, namely Emotional Value (Lin et al., 2020). Related to the Value of Purchasing Game Items, Enjoyment Value involves fun, perceived enjoyment, and playfulness values (Talwar et al., 2020). Based on the study of online mobile shopping, Enjoyment can be said to be a fundamental dimension of online shopping (Han & Kim, 2020). In a sophisticated mobile phone, it certainly provides a lot of online media such as product descriptions, pictures, background music, videos, commercial flash animation, and marketing games (Talwar et al., 2020). That way, consumers can feel pleasure and excitement in searching for products and services while interacting through the media provided by the internet (Tan & Yang, 2022). According to the study, Enjoyment is one of the values of the Multiple Value Dimensions in TCV (Tan & Yang, 2022). Enjoyment is defined as an emotion when it reflects pleasure or joy (Simonton & Garn, 2020). Likewise a study to find out the elements of online games, the main factor is Enjoyment in playing online games (S. Nguyen & Llosa, 2023). Enjoyment is defined as the degree to which we engage in activities that provide pleasure and joy regardless of the consequences of these activities (McCann et al., 2016). By looking at several explanations and definitions of Enjoyment Value, this study uses a definition that incorporates TCV explanations (Roberts et al., 2021). The definition of Enjoyment Value is the usefulness or benefits felt from emotions in the form of pleasure or joy (Buff, 2014).

Character Competency Value is one of the value dimensions of Purchasing Game Items (Chan et al., 2022). Character Competency Value has another term, namely functional value (Sergi et al., 2022). Be stronger, functional props, functional items, character competencies, and functional attributes are the Character Competency Value keywords (Sergi et al., 2022). Within the game world, gamers consume digital images just by playing the game and they consume digital images in the game world by using various items such as armors and swords (Y. Wang et al., 2023).

The Digital Images that have been mentioned are known as Game Items. Game Items are created by in-game activities and Game Items can be changed according to gamers' wishes (Dutta et al., 2022). Gamers' experience can be measured from the Functional Value of Game Items and Game World (Dutta et al., 2022). A gamer will be even more obsessed in the virtual world if he gets the required ability to complete challenges in the game or challenge other gamers (Duprez et al., 2022). Low Character Competency really encourages gamers to chase and get advance virtual items that are useful for raising the level of characters in the game or challenging other gamers to get the sensation of their own achievements (Ülger et al., 2014). Functional Attributes are one of the keys to the Character Competency Value (Muzakkir et al., 2022). A game called World of Warcraft has a motivating factor for real-money exchange seen from performance in various ways that are understood in the context of games (C. Liu et al., 2023). A strong character is more valuable than a weak one, a sharp sword (game item) is more valuable than one that is not sharp, a fast horse (game item) is more valuable than a slow one. Performance is a positional attribute, if everyone has a high performance in the game, no one has a high/more value in the game. Based on the game items just mentioned, of course the function of each game item is different, some are low and some are high (Hassen et al., 2022). By looking at several explanations about Character Competency Value, this study will use a definition based on a combination of a series of explanations and explanations about TCV from (Hassen et al., 2022). The definition of Character Competency Value is the usefulness or benefits felt as a driving force for gamers to gain a strength or advantage to achieve the expected goals and achievements (Emami et al., 2022).

Visual Authority Value has another term called Social Value (C. Van Nguyen et al., 2018). Visual Authority Value has reasons or values of purchasing game items and seen from showing off, decorative props, vanity items, hedonic attributes, and visual/musical appeal value (Hassen et al., 2022). Social Value is one of the values of the Multiple Value Dimensions in TCV. Social Value based on studies seen from social gains attributed to the use of artifacts, Social Value can also position individuals as trendy and sophisticated. Visual Authority Value can be explained by Hedonic Attributes (Y. Liu et al., 2022). Hedonic Attributes can be seen from the aesthetic quality of game items. In addition, these attributes are also important in a competitive environment where their use is related to the center of discussion about performance (Lankia et al., 2023). This is exemplified by a game item in World of Warcraft where a weapon or weapon in the game can be forged. By buying an effect called "enchant", forging can be done to improve the performance of the weapon. The forging does not make the weapon stronger but rather has light on the weapon. This makes gamers think that the weapon may be useless but the weapon is cool and elegant. Based on some of the explanations about Visual Authority Value above, this study will use a combined definition according to the explanation given and the explanation of the definition of TCV. The definition of Visual Authority Value is the use or benefit in authorizing appearance as the main goal to present oneself as an attractive, cool and elegant individual.

Monetary Value is a new value in the form of additions in the 4 dimensions that have been mentioned (Böhm et al., 2023). Monetary Value refers to investment, value for money, the requirements of the quest system, and hobbies. Monetary Value is Value-for-Money. Value-for-Money is one of the four dimensions of TCV (Ampudia & Van den

Heuvel, 2022). Users who feel that digital goods are not expensive compared to the benefits they get, will be happy to buy them (Y. Liu et al., 2022). Value for money is one of the four dimensions of perceived value, the rest being emotional value, social value, and quality value (Dong et al., 2021). In the study, game service providers provide a variety of virtual items, such as clothing or decorations, and these require payment (Halder et al., 2020). In Social Networking Sites (SNS), introverts and extroverts can be distinguished by their buying behavior. Introverts will use virtual clothing items that are more expensive and varied, while extroverts will prefer virtual clothing items that are just to try on or just feel comfortable (Choe & Kim, 2018). From the explanations about Monetary Value that have been mentioned, this study will use definitions based on explanations and explanations from the definition of TCV. The definition of Monetary Value is the perceived usefulness or benefits by comparing the costs and benefits of an item before a purchase is made (Talwar et al., 2020).

Character Identification can be identified in the context of the game, namely the means by which gamers receive experiences and interpretations from within the game, as if the events that happened to the game characters happened to them (L. Wang et al., 2022). Character identification is often widely studied within organizations and within the marketing field (Soutter & Hitchens, 2016). This is studied to know and identify customers for products or services from the company. In the context of gaming, Character Identification is defined as a temporary self-perception of gamers on an online game character. Character Identification is also a factor that makes gamers and their game characters one person. Game characters that are made to resemble gamers themselves from actions, emotions, and appearance are made as similar as possible (Rodríguez Rangel et al., 2022). Character Identification can be measured using the "believed similarity" construct. Trusted Similarity can increase the function of perceived similarity of characters to become a more desirable character (Boukes & LaMarre, 2021). Based on the explanation of the definitions and concepts of Character Identification above, this research will use definitions (Zhou & Shapiro, 2022). The definition of Character Identification is a means by which gamers receive experiences and interpretations from the game, as if the events that happened to the game characters happened to them (Boukes & LaMarre, 2021).

Purchase Intention is defined as the possibility that consumers will plan or have the will to buy a product or service in the future (Upadhyay & Kamble, 2023). The measurement of Purchase Intention reflects future buying behavior, such as the product or service is inexpensive, easy to understand, and so on (Upadhyay & Kamble, 2023). Purchase Intention is usually used to predict Purchase Behavior (Sun et al., 2023). Purchase Intention is a reliable indicator in knowing the intention to buy a customer, in this study, Purchase Intention is determined by Perceived Value and Team Identification (Gong & Huang, 2023). Purchase Intention is a certain action towards a product or company (Kim & Park, 2023). Purchase Intention is categorized into positive and negative. Consumers with positive intentions, will praise the company, have preferences, and are willing to pay more, while consumers with negative intentions, consumers will change or reduce the amount of purchases. Purchase Intention is an important concept in the marketing literature (Kjeldsen et al., 2023). Marketing managers who are interested in Customer's Purchase Intention and have the goal of predicting sales of new or existing products and services will assist in marketing decisions related to demand for products and services, market segmentation and promotion strategies (Chen et al., 2022). The formation of consumer purchase intentions must be very dynamic, especially for new targets in the market. Purchase Intention in virtual goods can be measured from enjoyment (Gundala et al., 2022). Purchase Intention is raised through virtual goods as well as satisfaction. These two things are the key to purchase intention and become a continuous routine for consumers (N. H. Nguyen et al., 2023). Purchase Intention involving game items is influenced by Integrated Value which includes Enjoyment, Character Competency, Visual Authority, Monetary, Character Identification and Satisfaction (Bhattacharjee et al., 2023). Of all these variables, Purchase Intention for game items can be identified. From several kinds of explanations regarding Purchase Intention, this study will use the definition of the Game Items Purchase Intention research variable, namely the possibility that consumers will plan or have a willingness to buy game items in the future.

Research Framework

With reference of previous researches and literature review the framework of the research had been identified as below:

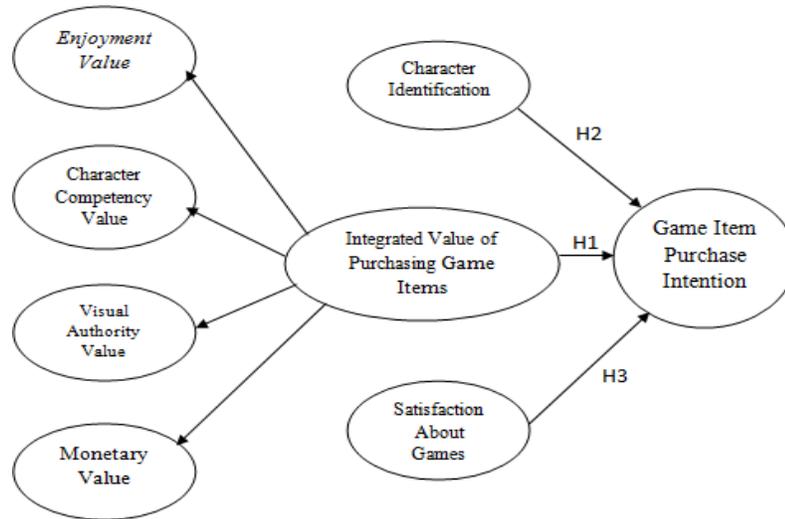


Figure 1. Research Framework

Source: Research Data (2023)

H1: Integrated Value of Purchasing Game Item has a positive effect on Game Item Purchase Intention

H2: Character Identification has a positive effect on Game Item Purchase Intention

H3: Satisfaction About Games has a positive effect on Game Item Purchase Intention

3. METHODS

Based on how to get it, this study uses primary data, where the data is collected and processed by researchers directly from the object. This research is a descriptive research. Descriptive research is a quantitative study and uses two methods, namely the survey method or the observation method. This study uses a survey method, where the survey method is a descriptive research method that has a unit test using a questionnaire. The questionnaire given to a sample of a population is designed to obtain specific information from respondents. The purpose of doing descriptive research is to describe the characteristics of a population using a questionnaire, but it is also used to see the relationship between 'contracts' with one another. Taking the questionnaire from the sample is only done once, this means that the research uses a cross-sectional design which is more often used by descriptive research than longitudinal designs. This research was conducted as proof of the hypothesis that had been prepared at the beginning of the study. This study uses a non-probability sampling technique, where each respondent has the same opportunity to be selected as a sample. The sampling technique used by researchers is judgmental sampling. Judgmental sampling is a form of non-probability sampling in which the researcher performs the first stage, namely determining the quota of a population and the second stage, namely selecting respondents in a judgmental way. Respondents obtained from judgmental sampling must meet several criteria, including people who have played online games.

4. FINDING AND DISCUSSION

The structural model test is carried out by measuring the goodness of fit model. The following is a picture of the research model used to calculate the goodness of fit in this study:

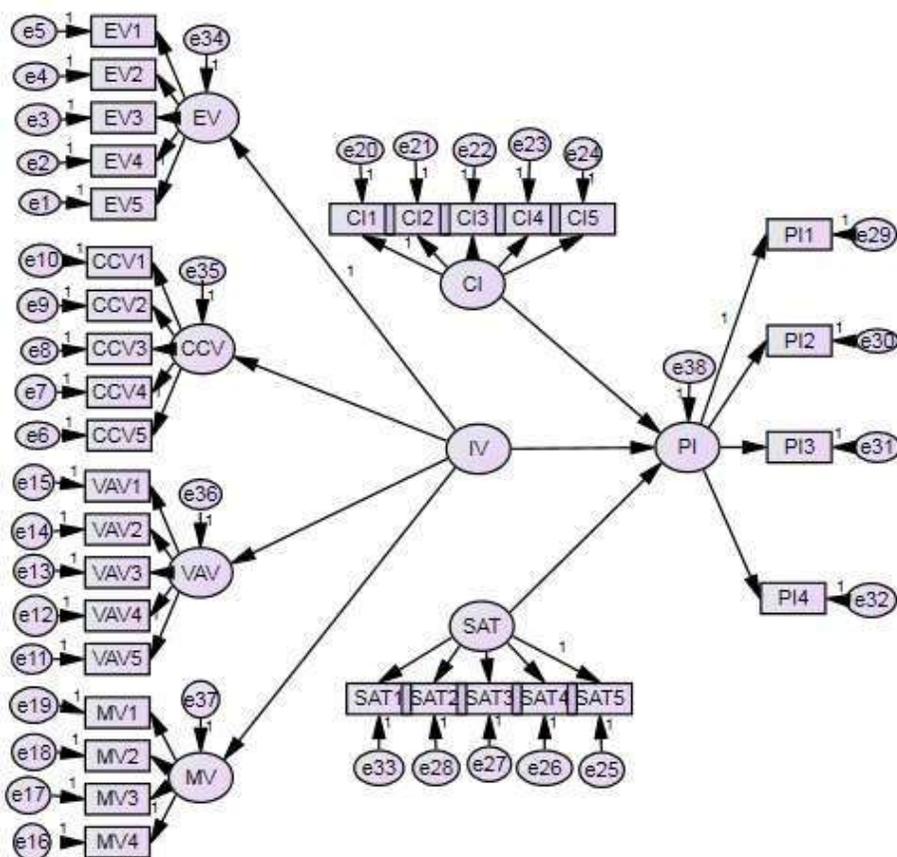


Figure 2. Structural Model

Source: Research Data (2023)

Based on Figure 2, the calculation of the fit test for this research model will be presented in the following goodness of fit tables:

Table 1. Absolute Fitness Measurement Model

GoF	Fitness target Level	Est. Result	Fitness Level
Absolut Fitness Measurement			
Chi-Square $P \geq 0,05$	Value less than $P \geq 0,05$	1275,759	<i>Poor Fit</i>
(GFI)	$GFI \geq 0,90$	0,691	<i>Poor Fit</i>
	$0,80 \leq GFI < 0,90$		
	$GFI < 0,80$		
(RMSEA)	$RMSEA \leq 0,08$	0,099	<i>Marginal Fit</i>
	$0,08 \leq RMSEA < 0,10$		
	$RMSEA \geq 0,10$		
(ECVI)	<i>ECVI saturated</i>	8,669	<i>Good Fit</i>

Source: Research Data (2023)

Table 2. Incremental Measurement Model

GoF	Fitness target Level	Est. Result	Fitness Level
Incremental Fitness Measurement			
TLI	$TLI \geq 0,90$	0,796	<i>Poor Fit</i>
	$0,80 \leq TLI < 0,90$		
	$TLI < 0,80$		



NFI	NFI $\geq 0,90$	0,728	<i>Poor Fit</i>
	$0,80 \leq \text{NFI} < 0,90$		
	NFI $< 0,80$		
RFI	RFI $\geq 0,90$	0,706	<i>Poor Fit</i>
	$0,80 \leq \text{RFI} < 0,90$		
	RFI $< 0,80$		
IFI	IFI $\geq 0,90$	0,811	<i>Marginal Fit</i>
	$0,80 \leq \text{IFI} < 0,90$		
	IFI $< 0,80$		
CFI	CFI $\geq 0,90$	0,813	<i>Marginal Fit</i>
	$0,80 \leq \text{CFI} < 0,90$		
	CFI $< 0,80$		

Source: Research Data (2023)

Table 3. Parsimonious Measurement Model

GoF	Fitness target Level	Est. Result	Fitness Level
Incremental Fitness Measurement			
0,796	CMIN/DF < 2	2,614	<i>Poor Fit</i>
PGFI	PGFI $\geq 0,50$	0,602	<i>Good Fit</i>
PNFI	Higher value the better	0,673	<i>Good Fit</i>
AIC	AIC <i>saturated</i>	1421,759	<i>Good Fit</i>

Source: Research Data (2023)

Table 1, 2 and 3 showed the results of the calculation of the goodness of fit of the research model. Table 2 showed that RMSEA has a Marginal Fit level, ECVI has a Good Fit level, and the results of Chi-Square and GFI calculations have a Poor Fit level. In Table 2, it can be seen that IFI and CFI have a Marginal Fit level, while TLI, NFI, and RFI have a Poor Fit level. In Table 3, the results of the Norm Chi-Square calculation have a Poor Fit level, while PGFI, PNFI, and AIC have a Good Fit level. Analysis of hypothesis testing in this study was carried out using AMOS software. This hypothesis test aims to analyze the relationship between Integrated Value variables on Purchase Intention, Character Identification on Purchase Intention, and Satisfaction on Purchase Intention. The overall results of the hypothesis test are presented in the following table:

Table 4. Hypotheses Test Table

	Hypotheses	Standard Coefficient	P Value	Description
			< 0.05	
H1	Integrated Value for Purchasing Game Items has a positive influence on games Purchase Intention Items	+0,509	0,000	Data supporting Hypotheses 1
H2	Character Identification has a positive influence on Game Item Purchase Intention	+0,261	0,000	Data supporting Hypotheses 1
H3	Satisfaction about Games has a positive influence on Games Purchase Intention Items	+0,312	0,000	Data supporting Hypotheses 1

Source: Research Data (2023)

Based on Table 4, it can be seen that H1 has a standard coefficient which has a positive value of 0.509 so that H1 is stated to be in line with the hypothesis in this research model. The P value shows a value of 0.000 which indicates that the data supports Hypothesis 1. In Hypothesis 2, it can be seen that the standard coefficient has a positive value of 0.261 so that H2 is stated to be in line with the hypothesis in this research model. The P value shows a value of 0.000 which indicates that the data supports Hypothesis 2. In Hypothesis 3, it can be seen that the standard coefficient has a positive value of 0.312 so that H3 is stated to be in line with the hypothesis in this research model. The P Value shows a value of 0.000 which indicates that the data supports Hypothesis 2.

5. CONCLUSION

Based on the results of processing respondent data and analysis of research results using AMOS software on the variable relationship between Integrated Value of Purchasing Game Items and Game Item Purchase Intention, Character Identification with Game Item Purchase Intention, and Satisfaction About Games with Game Item Purchase Intention, it can be taken conclusion as follows: (1) The Integrated Value of Purchasing Game Items has a positive influence on Game Items Purchase Intention where the data processing results show a positive standard coefficient and the P Value shows a value of 0.000 which is in accordance with the requirement that the P Value must be below 0.05. This statement shows that the higher the values that gamers have, the higher their desire to purchase game items. (2) Character Identification has a positive influence on Game Items Purchase Intention where the results of data processing show that the standard coefficient is positive and the P Value is below 0.05, namely 0.000. From this statement, the higher the self-interpretation of game characters, the higher their desire to purchase game items. (3) Satisfaction about Games has a positive influence on Game Items Purchase Intention where the results of data processing show a standard coefficient which points towards a positive relationship and the P Value is below 0.05, namely 0.000. From this statement, the higher the satisfaction of gamers with games, the higher their desire to purchase game items.

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