

The Influence Of Perceived Enjoyment, Electronic Word Of Mouth, And Social Influence On Robux Purchase Intention With Attitude As A Mediating Variable On Roblox Players In Indonesia

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Abstrak

Roblox telah berkembang menjadi platform digital yang menggabungkan permainan, interaksi sosial, dan ekonomi virtual yang berpusat pada mata uang dalam game, Robux. Dalam lingkungan ini, pemain sering terpapar tren komunitas, pengaruh teman sebaya, dan item virtual terbatas waktu yang dapat mendorong perilaku pembelian virtual. Meskipun banyak pengguna adalah remaja atau dewasa muda dengan sumber pendapatan terbatas, pembelian Robux tetap umum, menunjukkan bahwa faktor psikologis dan sosial dapat sangat memengaruhi keputusan pembelian. Oleh karena itu, penelitian ini bertujuan untuk menguji pengaruh kenikmatan yang dirasakan, electronic word of mouth (eWOM), dan pengaruh sosial terhadap niat pembelian Robux, dengan sikap bertindak sebagai variabel mediasi di antara pemain Roblox di Indonesia. Pendekatan penelitian kuantitatif digunakan, dengan memanfaatkan kuesioner online yang didistribusikan melalui media sosial dan komunitas Roblox. Data dari 172 responden dianalisis menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS) dengan SmartPLS 4. Temuan menunjukkan bahwa kenikmatan yang dirasakan, eWOM, dan pengaruh sosial secara signifikan memengaruhi sikap. Sikap memberikan pengaruh positif yang kuat terhadap niat pembelian dan memediasi hubungan antara variabel independen dan niat pembelian. Di antara variabel yang diteliti, pengaruh sosial merupakan faktor paling dominan yang membentuk sikap terhadap pembelian Robux. Hasil ini menggarisbawahi pentingnya interaksi sosial, pengaruh komunitas, dan kenikmatan yang dirasakan dalam membentuk perilaku pembelian virtual dalam ekosistem game online.

Kata Kunci: Kenikmatan Yang Dirasakan; Word of Mouth Elektronik; Pengaruh Sosial, Sikap; Niat Pembelian; Robux; Roblox.

Abstract

Roblox has evolved into a digital platform that combines gaming, social interaction, and a virtual economy centered on the in-game currency, Robux. In this environment, players are frequently exposed to community trends, peer influence, and time-limited virtual items that may encourage virtual purchasing behavior. Despite many users being teenagers or young adults with limited income sources, Robux purchases remain common, suggesting that psychological and social factors may strongly influence purchasing decisions. Therefore, this study aims to examine the influence of perceived enjoyment, electronic word of mouth (eWOM), and social influence on Robux purchase intention, with attitude acting as a mediating variable among Roblox players in Indonesia. A quantitative research approach was employed, utilizing an online questionnaire distributed through social media and Roblox communities. Data from 172 respondents were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. The findings indicate that perceived enjoyment, eWOM, and social influence significantly affect attitude. Attitude exerts a strong positive effect on purchase intention and mediates the relationship between the independent variables and purchase intention. Among the variables examined, social influence is the most dominant factor shaping attitudes toward Robux purchases. These results underscore the significance of social interaction, community influence, and perceived enjoyment in shaping virtual purchase behavior within online gaming ecosystems.

Keyword: Perceived Enjoyment; Electronic Word of Mouth; Social Influence; Attitude; Purchase Intention; Robux; Roblox.

1. Introduction

The rapid expansion of digital technology has profoundly influenced consumer behavior in Indonesia, especially within the domain of online entertainment. According to APJII (2025), internet penetration has reached 80.66% of the population, amounting to 229.4 million users. The online gaming sector has experienced substantial growth, with Roblox reporting 111.8 million daily active users globally in Q2 2025 and significant engagement from the Asia Pacific region. In Indonesia, there are an estimated 7 million active Roblox users, supported by a rapidly expanding community. As Roblox has grown quickly in Indonesia, there has also been a clear rise in virtual item purchases using Robux. Many players, especially teenagers and young adults, buy Robux to customize their avatars, obtain exclusive items, or stay up to date with popular trends in the community. Even though many of these players do not have steady incomes, they still often buy Robux. This shows that their decisions are shaped not only by practical needs but also by social interaction, peer pressure, and the desire for emotional satisfaction within the gaming community. Because of this, it is important to examine the psychological and social reasons people want to buy Robux, especially in social gaming settings where community interaction is strong. These developments suggest that Roblox operates not only as a gaming platform but also as a comprehensive social and economic virtual ecosystem in Indonesia. Roblox is selected as the focus of this research due to its integration of gaming, social interaction, and digital economic activities. Avatars function as representations of social identity, rendering virtual items symbols of status and community acceptance. Consequently, Robux serves not only as a transactional medium but also as an indicator of participation and engagement. Purchasing behavior within this context reflects underlying social and psychological motivations, rather than being solely driven by rational decision-making. The majority of Indonesian Roblox users are approximately 17 years old, with many lacking a permanent source of income yet actively purchasing Robux. Their purchasing behavior is influenced not only by functional requirements but also by emotional and hedonic factors, including perceived enjoyment. This enjoyment is further reinforced through community interaction, electronic word-of-mouth (eWOM), and social influence. Furthermore, Fear of Missing Out (FoMO) amplifies the impact of social influence on purchase intention (Dinh *et al.*, 2023), thereby encouraging impulsive acquisition of virtual items. While previous studies have established that functional and emotional values enhance virtual purchase intention (Mkedder *et al.*, 2024), there is limited research that simultaneously examines perceived enjoyment, electronic word-of-mouth (eWOM), and social influence within avatar-based ecosystems such as Roblox. Consequently, it is important to investigate both internal and external factors that shape attitudes and purchase intentions toward Robux.

According to Ajzen (1991) defines Social Influence as the perceived social pressure from significant others that shapes individual behavior. Within online gaming environments, such pressure is exerted by peers, communities, and digital figures, which encourages virtual item purchases among young (Arifi *et al.*, 2024). Social interactions may also elicit emotional responses that reinforce consumptive attitudes toward digital goods. While previous research addresses social influence in online purchasing, limited attention has been given to the unique social ecosystem of Roblox. Recent studies identify avatars as representations of digital identity that influence customization preferences and purchase intentions (Barta *et al.*, 2024; Lim *et al.*, 2024). Additionally, social identity within virtual communities has been shown to increase the intention to purchase virtual (Kim *et al.*, 2025) However, the combined effects of perceived enjoyment, electronic word-of-mouth (eWOM), and Social Influence, with Attitude as a mediating variable in Robux purchases, have not been thoroughly investigated. Although Attitude is recognized as a mediator between external stimuli and purchase intention (Kumar *et al.*, 2024), its specific role within Roblox's avatar-based environment remains insufficiently explored. This study investigates the effects of perceived enjoyment, electronic word-of-mouth (eWOM), and Social Influence on Robux purchase intention, with Attitude serving as a mediating factor, based on the Theory of Planned Behavior (Ajzen, 1991). From an academic perspective, the research extends the Theory of Planned Behavior to the context of virtual item consumption within gaming ecosystems.

From a practical standpoint, the findings provide actionable insights for developers and marketers seeking to enhance user engagement and monetization strategies by leveraging enjoyment, social interaction, and community influence.

2. Literature Review

Modern marketing encompasses not only physical products but also the management of digital consumer experiences. According to (Kotler *et al.*, 2022) define marketing as the process of creating and delivering value to foster long-term relationships. In the digital era, consumer behavior within social media and online gaming environments is influenced by functional, social, psychological, and hedonic factors (Schiffman & Wiseblitt, 2019). The Theory of Planned Behavior (Ajzen, 2005) posits that intention directly influences behavior, with attitude, subjective norms, and perceived behavioral control serving as primary predictors. Within the Roblox platform, Robux operates both as a transactional medium and as an indicator of social status. User attitudes toward Robux are shaped by perceived enjoyment, peer recommendations, and social influence, which collectively inform purchase intentions in accordance with the Theory of Planned Behavior framework. TPB framework. Recent trends in digital consumption indicate that perceived enjoyment, electronic word-of-mouth (eWOM), and social influence significantly affect user attitudes and purchase intentions. These interconnected factors offer a coherent explanation for consumer behavior related to purchasing Robux within the Roblox platform.

2.1 Perceived Enjoyment

Perceived enjoyment is defined as the pleasure and satisfaction individuals experience when using a digital product, which is primarily driven by intrinsic motivation rather than external incentives (Davis *et al.*, 1992; Ryan & Deci, 1985). Previous research demonstrates that enjoyment exerts a positive influence on attitudes and purchase intentions across online shopping, social media, and gaming environments (Q. H. Nguyen *et al.*, 2025; Ridanasti, 2024; Wu & Santana, 2022). In the context of gaming, enjoyment encompasses feelings of pleasure, engagement, competence, relatedness, and challenge, as measured by the ENJOY Scale developed by (Davidson *et al.*, 2023). On the Roblox platform, players derive enjoyment from activities such as avatar customization, exploration of virtual worlds, and social interaction. These positive experiences enhance users' attachment to the platform and increase their intention to purchase Robux to maintain their enjoyment. Therefore, perceived enjoyment functions as a primary internal driver of virtual goods consumption.

2.2 Electronic Word of Mouth (eWOM)

Electronic word of mouth (eWOM) has developed from traditional word of mouth and constitutes a significant form of social influence in digital consumer behavior (Solomon & Russell, 2024). eWOM is manifested through online reviews, social media comments, and user recommendations, frequently serving as an alternative to formal advertising (Verma *et al.*, 2023). Empirical research demonstrates that credible eWOM substantially shapes brand image and purchase intention (Siddiqui *et al.*, 2021) and in some cases, exerts greater influence than social media. Within the Roblox platform, eWOM is evident in player recommendations, forum reviews, and community discussions regarding Robux. Reliable user-generated content fosters positive consumer attitudes and motivates the purchase of exclusive items or avatar customizations. Consequently, eWOM serves as social proof that shapes purchasing behavior within the Roblox ecosystem.

2.3 Social Influence

Social influence, also known as subjective norm, refers to the perceived social pressure from significant others when making decisions (Ajzen, 1991). In addition to normative pressure, social influence encompasses persuasion and social interactions that shape attitudes and behaviors (Cialdini & Goldstein, 2004). Within digital environments, such social pressure can normalize the purchase of virtual items and

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reinforce positive attitudes and intentions toward these transactions (Arifi *et al.*, 2024; Roy *et al.*, 2025). Within the Roblox platform, players often follow trends, imitate popular avatars, or participate in influencer-driven events, indicating that the purchase of Robux is motivated by both functional needs and the pursuit of social acceptance. Viral content and prevailing group norms further reinforce this behavior, which is frequently intensified by Fear of Missing Out (FOMO). This phenomenon encourages players to remain aligned with community trends (Wang & Lee, 2020; Wu & Santana, 2022).

2.4 Attitude

Attitude is an individual's consistent evaluation of objects, ideas, or activities, formed through cognitive, affective, and conative dimensions (Solomon & Russell, 2024). Attitude in the marketing context is often an important mediator between marketing stimulus and purchase behavior (Kotler *et al.*, 2022). The statement from (Pratama *et al.*, 2023), that halal brand awareness affects purchase intention, with attitude as a mediator. Attitude towards an area influences purchase intention through cognitive (perceived value) and affective (preference) pathways (Charton-Vachet *et al.*, 2020). Attitude mediates the relationship between trust, perceived security, lifestyle compatibility, and perceived usefulness with intention in the context of mobile wallets (Chawla & Joshi, 2023). This shows that bridging independent variables with purchase intentions, including in the context of Robux attitude, is a key factor.

2.5 Purchase Intention

Purchase intention refers to a consumer's readiness to buy a product after considering other options, but before making a final choice. Both social and psychological factors shape this intention (Armstrong & Kotler, 2023). Studies show that social presence, conformity, and emotional appeal in digital settings can strongly increase purchase intention (Cheng *et al.*, n.d.; Sriram *et al.*, 2021). On the Roblox platform, people often buy Robux after enjoying it, hearing about it from others online, or feeling social pressure. Common reasons for buying Robux include getting rare items, improving avatars, or following popular trends in the community. As a result, the intention to buy Robux stems from both psychological factors, such as attitude, motivation, and perception, and social influences, such as friends, influencers, and community expectations.

2.6 Perceived Enjoyment and Attitude

The Theory of Planned Behavior (Ajzen, 1991) posits that attitude is shaped by an individual's assessment of whether a behavior is pleasant or beneficial. Perceived enjoyment refers to the positive emotions experienced during digital activities, including online gaming or transactions. Previous research demonstrates that enjoyment significantly enhances attitudes and online purchasing behavior (T. T. Nguyen *et al.*, 2023) and increases positive responses to virtual purchases (Holdack *et al.*, 2022). Consequently, greater perceived enjoyment results in more favorable attitudes toward digital purchasing.

2.7 EWOM and Attitude

Electronic word of mouth (eWOM) refers to informal online communication among consumers about products or services (Hennig-Thurau *et al.*, 2004). According to the Information Adoption Model, the quality and credibility of eWOM influence consumer attitudes (Sussman & Siegal, 2003). eWOM is widely recognized as a significant factor in shaping consumer evaluations (Kotler *et al.*, 2022) and has been demonstrated to positively affect attitudes and purchase intentions (Sardar *et al.*, 2021). While most existing research emphasizes e-commerce and social media, within the Roblox platform, player discussions concerning the purchase of game passes or avatar items function as eWOM. These interactions can enhance positive attitudes toward purchasing Robux. strengthen positive attitudes toward buying Robux.

2.8 Social Influence and Attitude

Social influence, also known as subjective norm, refers to the perceived social pressure to perform a specific behavior (Ajzen, 1991). Within digital environments, both community and peer influences are

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critical in shaping positive attitudes toward online purchasing. Empirical studies indicate that subjective norms have a significant impact on attitudes and purchase intentions in online shopping contexts (T. M. A. Nguyen *et al.*, 2022; Yusuf & Zulfritri, 2021). In gaming environments, social pressure and the desire for acceptance contribute to more favorable perceptions of virtual item purchases (Jony Oktavian Haryanto, 2021). Additionally, social interaction and community engagement have been shown to enhance positive attitudes and foster loyalty (Zhan *et al.*, 2024). On the Roblox platform, conformity to avatar trends and adherence to community norms further reinforce favorable attitudes toward purchasing Robux.

2.9 Attitude and Purchase Intention

Attitude encompasses an individual's cognitive, affective, and behavioral evaluation of an object or action (Schiffman & Wisenblit, 2019). In the Theory of Planned Behavior, attitude is a primary predictor of purchase intention (Ajzen, 1991). Empirical research demonstrates that positive attitudes enhance purchase intention across diverse contexts, including advertising, corporate social responsibility, luxury products, and virtual (Arachchi & Samarasinghe, 2023; Ho Nguyen *et al.*, 2022; Lau & Ki, 2021; Majeed *et al.*, 2024). In the context of Roblox, more favorable attitudes toward Robux are associated with a higher likelihood of players purchasing it to acquire exclusive virtual items.

2.10 Attitude Mediates the Relationship between Perceived Enjoyment and Purchase Intention

The literature states that attitude can be a key mediator. Within the combined TAM-TPB framework, (T. T. Nguyen *et al.*, 2023) showed that perceived enjoyment influences purchase intention through positive attitude formation. Moreover, research from (Majeed *et al.*, 2024) also found similar results, stating that emotional enjoyment of digital experiences leads to positive attitude formation, which in turn, increases purchase intentions. The enjoyment of the game by users leads to the formation of positive attitudes which, in turn, evoke the intention to buy virtual items (Wu & Santana, 2022). In Roblox, avatar items can be joyful for players in an event that increase positive attitudes, which then drives Robux purchase intention.

2.11 Attitude Mediates the Relationship between eWOM and Purchase Intention

The quality and credibility of eWOM have an impact on information adoption, then form a positive attitude which ultimately increases purchase intention (Sardar *et al.*, 2021). Attitudes towards eWOM information contribute directly to purchase intention (Leong *et al.*, 2022). Studies on the TikTok application emphasize that attitude mediates the effect of eWOM on purchase (Indrawati *et al.*, 2023). Other research also supports the attitude of mediating the relationship between DSR with eWOM and purchase intention (Puriwat & Tripopsakul, 2022). In the context of Roblox, comments between players regarding the experience of using Robux can function as eWOM that increases attitudes, which in turn drives purchase intention.

2.12 Attitude Mediates Relationship between Social Influence and Purchase Intention

The mediating role of attitude is demonstrated by (Huseynov & Dhahak, 2020), who found that perceived social influence significantly affects attitude, which in turn directly increases purchase intention within gamification marketing. Similarly, (Yusuf & Zulfritri, 2021) report that attitude mediates the effect of subjective norms on online purchase intention among e-commerce consumers, where social pressure fosters positive attitudes toward buyer behavior. This pattern is also evident among Roblox players, whose positive attitudes toward gaming experiences and virtual items serve as a crucial link between community-driven social pressure and Robux purchase intention.

Based on the description above, it can be built into a research framework as follows:

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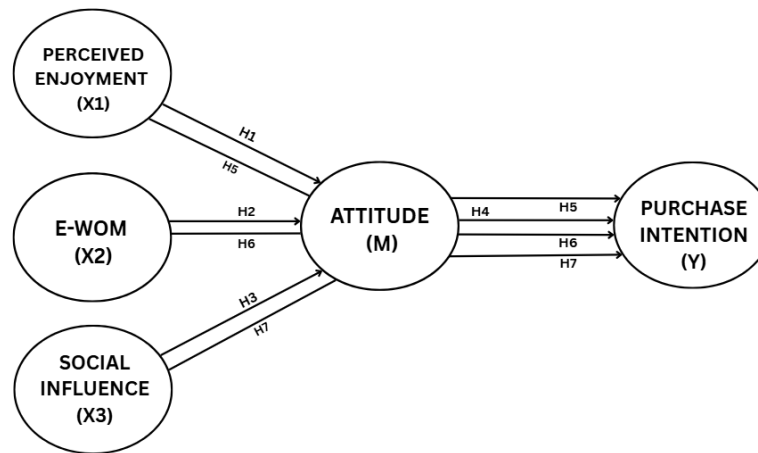


Figure 1. Research Framework

Based on the problem formulation and conceptual framework above, the research hypothesis put forward by the researcher is as follows:

- 1) Perceived enjoyment has a positive effect on Attitude
- 2) EWOM has a positive effect on Attitude.
- 3) Social Influence has a positive effect on Attitude
- 4) Attitude has a positive effect on Purchase Intention.
- 5) Attitude Mediates the relationship between Perceived Enjoyment and Purchase Intention.
- 6) Attitude Mediates the relationship between eWOM and Purchase Intention.
- 7) Attitude Mediates the relationship between Social Influence and Purchase Intention

3. Research Methodology

A quantitative approach with a causal research design was employed to examine relationships among variables. Data collection was conducted through online questionnaires distributed via Instagram, WhatsApp, TikTok, Facebook, and the Roblox community between September and November 2025.

The population comprised Indonesian Roblox players who had never purchased Robux and had played for a minimum of two months. This two-month criterion was established to ensure that respondents possessed adequate experience with platform features and social interactions. Previous research demonstrates that extended gameplay enhances emotional involvement, competence, and attitude stability (Inal & Wake, 2023) while social influence in online games develops through repeated interaction and participation (Shi *et al.*, 2024).

Purposive sampling was implemented, yielding 150 to 200 respondents. The sample size was determined based on the recommendation by (Hair *et al.*, 2022) which suggests using 5 to 10 times the number of indicators for partial least squares structural equation modeling (PLS-SEM) analysis. The questionnaire utilized a 5-point Likert scale. Data analysis was conducted using SEM-PLS with SmartPLS 4, applying criteria including outer loading ≥ 0.70 , composite reliability (CR) ≥ 0.70 , average variance extracted (AVE) ≥ 0.50 , heterotrait-monotrait ratio (HTMT) < 0.90 , and variance inflation factor (VIF) < 3 to 5. The analysis encompassed validity and reliability testing, structural model evaluation using R^2 , and hypothesis testing through path analysis.

4. Result and Discussion

4.1 Results

Table 1. Characteristics of Respondents

Demographics	Items	F	%
Gender	Male	81	47%
	Female	91	53%
	Total	172	100%
Age	17 to 20	62	36%
	21 to 24	94	55%
	25 to 28	11	6%
	29 to 34	5	3%
	Total	172	100%
Education Level	High school	27	16%
	Associate degree	16	9%
	Bachelor's degree	122	71%
	Master's degree/Doctoral Degree	7	4%
	Total	172	100%

Table 1 shows that 172 respondents completed the questionnaire. Among them, 91 (53%) were female and 81 (47%) were male, reflecting relatively balanced gender participation with a slight predominance of female involvement in Roblox gaming. Many respondents were aged 21–24 years (94 individuals; 55%), followed by those aged 17–20 years (62 individuals; 36%). This distribution suggests that Roblox is primarily used by digital-native teens and young adults. Regarding education, 122 respondents (71%) were college students, which indicates a relatively high level of digital literacy and active participation in online communities. In summary, Robux purchases are predominantly made by educated young users who are motivated by both functional needs and factors such as enjoyment and peer influence.

4.1.1 Validity and Reliability Testing

To ensure that this study meets the criteria of validity and reliability, testing was conducted using SEM-PLS in two stages, namely measurement model testing and structural model testing. The aim was to determine whether the research indicators had a good level of validity and reliability as tools for measuring each variables.

Table 2. Outer Loading

	PE	EWOM	SI	ATT	PI
PE1	0.754				
PE2	0.772				
PE3	0.756				
PE4	0.774				
PE5	0.846				
EWOM1		0.777			
EWOM2		0.825			
EWOM3		0.845			
EWOM4		0.744			
EWOM5		0.811			
EWOM6		0.834			
SI1			0.902		

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SI2	0.804
SI3	0.892
SI4	0.893
ATT1	0.849
ATT2	0.878
ATT3	0.922
PI1	0.914
PI2	0.932
PI3	0.856

The evaluation of the measurement model demonstrates that all indicators for Attitude (ATT), electronic word-of-mouth (eWOM), Perceived Enjoyment (PE), Purchase Intention (PI), and Social Influence (SI) exhibit outer loadings exceeding 0.70. According to (Hair *et al.*, 2022), this result confirms adequate convergent validity, indicating that the indicators reliably represent their respective constructs. Consequently, no indicators were excluded, and the model was considered suitable for subsequent analysis.

Table 3. Discriminant Validity Cross Loadings

	PE	EWOM	SI	ATT	PI
PE1	0.754	0.380	0.297	0.410	0.408
PE2	0.772	0.413	0.530	0.598	0.562
PE3	0.756	0.538	0.462	0.506	0.495
PE4	0.774	0.438	0.258	0.434	0.444
PE5	0.846	0.501	0.354	0.515	0.490
EWOM1	0.513	0.777	0.455	0.551	0.497
EWOM2	0.516	0.825	0.543	0.555	0.557
EWOM3	0.474	0.845	0.625	0.581	0.416
EWOM4	0.360	0.744	0.397	0.381	0.629
EWOM5	0.475	0.811	0.416	0.467	0.422
EWOM6	0.456	0.834	0.549	0.484	0.519
SI1	0.429	0.604	0.902	0.632	0.728
SI2	0.530	0.541	0.804	0.624	0.621
SI3	0.369	0.517	0.892	0.633	0.672
SI4	0.426	0.522	0.893	0.639	0.663
ATT1	0.468	0.542	0.636	0.849	0.682
ATT2	0.624	0.564	0.637	0.878	0.678
ATT3	0.603	0.572	0.645	0.922	0.724
PI1	0.623	0.607	0.636	0.760	0.914
PI2	0.549	0.610	0.686	0.726	0.932
PI3	0.504	0.571	0.773	0.629	0.856

Discriminant validity was evaluated using cross-loadings, requiring each indicator to load more strongly on its designated construct than on other constructs (Hair *et al.*, 2022). The findings demonstrate that all indicators satisfy this requirement, confirming the establishment of discriminant validity.

Table 4. Discriminant Validity Fornell-Larcker Criterion

	ATT	EWOM	PE	PI	SI
ATT	0.884				
EWOM	0.633	0.807			
PE	0.641	0.583	0.781		

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PI	0.786	0.661	0.623	0.901	
SI	0.724	0.625	0.502	0.769	0.874

Discriminant validity was evaluated using the Fornell-Larcker criterion, which stipulates that the square root of each construct's average variance extracted (AVE) must exceed its correlations with other constructs (Hair *et al.*, 2022). The findings indicate that ATT (0.884), EWOM (0.807), PE (0.781), PI (0.901), and SI (0.874) each satisfy this criterion. Consequently, discriminant validity is established.

Table 5. Convergent Validity and Discriminant Validity Test Result

	Number of Items	Convergen Validity		Discriminant validity (HTMT)				
		Loading Factor	AVE Value	Perceived Enjoyment	Electronic Word of Mouth	Social Influence	Attitude	Purchase Intention
Perceived Enjoyment	5	0.754-0.846	0.611					
Electronic Word of Mouth		0.744-0.845	0.651	0.663				
Social Influence	4	0.804-0.902	0.763	0.561	0.690			
Attitude	3	0.849-0.922	0.781	0.739	0.712	0.826		
Purchase Intention	3	0.856-0.932	0.812	0.708	0.737	0.871	0.899	

Table 5 shows that all indicators have loading factors between 0.744 and 0.932, exceeding the 0.70 threshold and confirming indicator reliability (Hair *et al.*, 2022). The average variance extracted (AVE) values range from 0.611 to 0.812, surpassing the minimum criterion of 0.50 and demonstrating strong internal consistency and convergent validity. Furthermore, all heterotrait-monotrait (HTMT) values are below 0.90, including 0.663 for PE–EWOM and 0.899 for ATT–PI. As noted by (Hair *et al.*, 2022) these results confirm discriminant validity, indicating that each construct is conceptually distinct and does not exhibit significant overlap with the others.

Table 6. Reliability Test Result

Variables	Cronbach's Alpha	Composite Reliability
Perceived Enjoyment	0.841	0.849
Electronic Word of Mouth	0.893	0.901
Social Influence	0.896	0.896
Attitude	0.859	0.861
Purchase Intention	0.884	0.893

Table 6 indicates that all constructs exhibit Cronbach's Alpha values ranging from 0.841 to 0.896 and Composite Reliability values from 0.849 to 0.901, both surpassing the 0.70 threshold. Based on (Hair *et al.*, 2022) state that values above 0.70 reflect good internal consistency, and values between 0.80 and 0.90 are regarded as highly reliable in social and behavioral research. Composite Reliability is favored over Cronbach's Alpha in partial least squares structural equation modeling (PLS-SEM) because it offers a more precise estimate of reliability. Consequently, the measurement model demonstrates sufficient reliability and is appropriate for subsequent structural model analysis.

4.1.2 Hypothesis Testing

Hypothesis testing evaluates the relationships among latent variables within the structural (inner) model by employing the bootstrapping method in SmartPLS 4. As noted by (Hair *et al.*, 2022), this procedure assesses the significance of path coefficients to determine whether the proposed hypotheses are supported.

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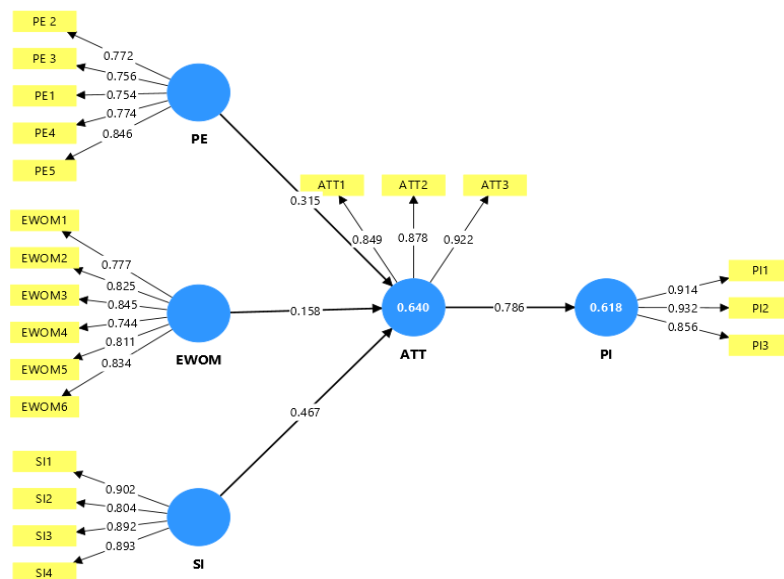


Figure 2. Research Model Testing

Table 7. R² Test Results (Coefficient of Determination)

	R Square	R Square Adjusted
Attitude	0.640	0.633
Purchase Intention	0.618	0.616

Table 7 presents the results of the structural model, with Attitude (ATT) and Purchase Intention (PI) as dependent variables. The R² value for Attitude is 0.640, indicating that Perceived Enjoyment, electronic Word of Mouth (eWOM), and Social Influence collectively explain 64% of its variance. The R² value for Purchase Intention is 0.618, demonstrating that Attitude accounts for 61.8% of its variance. According to (Hair *et al.*, 2022) categorize R² values of 0.75, 0.50, and 0.25 as strong, moderate, and weak, respectively. Therefore, the model exhibits moderate explanatory power. Additionally, the minimal difference between R² and Adjusted R² suggests that the model remains stable regardless of the number of predictors included.

Table 8. Path Coefficients Test Results

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Result
PE -> ATT	0.315	0.319	0.065	4.859	0.000	Supported
EWOM -> ATT	0.158	0.161	0.080	1.982	0.048	Supported
SI -> ATT	0.467	0.462	0.064	7.326	0.000	Supported
ATT -> PI	0.786	0.787	0.030	26.276	0.000	Supported

Table 8 indicates that all direct effects are statistically significant, with p-values below 0.05. Perceived Enjoyment exerts a positive influence on Attitude ($\beta = 0.315$; $t = 4.859$), while eWOM also demonstrates a positive effect on Attitude ($\beta = 0.158$; $t = 1.982$). Social Influence exhibits the strongest impact on Attitude ($\beta = 0.467$; $t = 7.326$). Furthermore, Attitude significantly affects Purchase Intention ($\beta = 0.786$; $t = 26.276$). (Hair *et al.*, 2022) a path is considered significant when $t > 1.96$ and $p < 0.05$. As all relationships satisfy these thresholds, all direct effect hypotheses are supported.

Table 9. Specific Indirect Effects Test Results

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Result
PE->ATT->PI	0.247	0.251	0.051	4.842	0.000	Supported
EWOM->ATT->PI	0.124	0.127	0.063	1.967	0.049	Supported
SI -> ATT->PI	0.367	0.364	0.054	6.755	0.000	Supported

Table 9 demonstrates that Attitude significantly mediates the effects of Perceived Enjoyment, electronic word-of-mouth (eWOM), and Social Influence on Purchase Intention. The indirect effect of Perceived Enjoyment is significant ($\beta = 0.247$; $t = 4.842$; $p = 0.000$), as is the effect of eWOM ($\beta = 0.124$; $t = 1.967$; $p = 0.049$). Social Influence exhibits the strongest indirect effect through Attitude ($\beta = 0.367$; $t = 6.755$; $p = 0.000$). According to bootstrapping criteria (Hair *et al.*, 2022), mediation is considered significant when $t > 1.96$ and $p < 0.05$. Consequently, all mediation hypotheses are supported, confirming Attitude as a key mediating variable.

4.2 Discussion

The findings indicate that Perceived Enjoyment exerts a positive influence on Attitude, subsequently encouraging Robux purchases. This result is consistent with previous research demonstrating that intrinsic enjoyment shapes positive evaluations of technology use and digital consumption (Davis *et al.*, 1992; Holdack *et al.*, 2022; Wu & Santana, 2022). Therefore, enjoyment functions as an internal driver that fosters favorable attitudes toward Robux. Electronic word-of-mouth (eWOM) also significantly influences Attitude, supporting the Information Adoption Model, which emphasizes the importance of argument quality and credibility in shaping consumer perceptions (Sussman & Siegal, 2003). Within the Roblox platform, player recommendations and shared experiences further reinforce positive attitudes toward purchasing (Leong *et al.*, 2022; Sardar *et al.*, 2021). Social Influence demonstrates the strongest effect on Attitude, which is consistent with the Theory of Planned Behavior (Ajzen, 1991). Peer trends, popular avatars, and community norms promote positive perceptions of Robux, highlighting the symbolic and social identity dimensions of digital consumption (Arifi *et al.*, 2024; Kim *et al.*, 2025). Attitude significantly predicts Purchase Intention and functions as a key mediator between Perceived Enjoyment, electronic word-of-mouth, Social Influence, and Purchase Intention. This finding supports the Theory of Planned Behavior (TPB) and prior research confirming that attitudes translate external stimuli into behavioral intentions (T. T. Nguyen *et al.*, 2023; Yusuf & Zulfritri, 2021). Among the mediating pathways, Social Influence exhibits the strongest indirect effect.

Overall, the study reinforces the Theory of Planned Behavior (TPB) and the integration of TPB and Technology Acceptance Model (TAM) frameworks, demonstrating that enjoyment and social norms shape attitudes, which subsequently determine purchase intention. Within the Roblox ecosystem, purchasing Robux reflects not only functional needs but also social identity, community recognition, and symbolic status, which explains why social influence emerges as the dominant factor. This study presents several limitations. First, the focus on Indonesia restricts the generalizability of the findings to other regions. Future research should consider a broader context, such as Southeast Asia, to examine cultural differences in digital consumer behavior. Second, the use of purposive sampling and online surveys may introduce perception bias and limit the representativeness of the overall Roblox player population. Third, the model incorporates only three primary factors. Future studies should include additional variables such as fear of missing out (FOMO), perceived value, gameplay experience, or other social motivations that may further explain purchase intention. Finally, as a cross-sectional study, this research captures behavior at a single point in time. Future research should employ longitudinal or mixed method approaches to better understand changes in attitudes and virtual purchasing behavior over time.

5. Conclusion

The results show that Perceived Enjoyment, eWOM, and especially Social Influence significantly shape Attitude, which then determines Purchase Intention. The findings confirm the validity of the Theory of Planned Behavior in the context of virtual goods, highlighting Attitude as a key mediator between socio-psychological factors and buying intention. Social norms emerge as the strongest driver, indicating that Robux purchases are influenced more by emotional and social factors than functional needs. The study contributes a focused framework integrating enjoyment, eWOM, social influence, attitude, and purchase intention within an avatar-based gaming ecosystem. Practically, it suggests that developers and marketers should prioritize community-driven strategies, strengthen interactive and immersive gameplay, and leverage credible eWOM through reviews, influencers, and user-generated content to increase trust and virtual purchase intention.

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