

Abstrak

Komunitas gamer saat ini memiliki trend berkumpul dan bersosialisasi di aplikasi Discord, salah satunya gamer *Genshin Impact* sebagai game populer dengan grafis sangat baik dengan sistem gacha atau undian di elemen permainannya. Di komunitas game, gacha dianggap lumrah. Belum lagi karena gacha merupakan satu-satunya cara bagi pemain untuk mendapatkan item virtual berupa karakter dan support item lainnya. Namun, di sisi lain gacha melanggar norma sosial karena erat dengan perjudian dan penipuan. Belum lagi, di komunitas game para anggotanya difasilitasi untuk pamer hasil gacha kepada anggota komunitas lainnya. Baik itu memamerkan keberuntungannya mendapatkan item langka maupun memamerkan kepemilikan item virtualnya dalam game. *Conspicuous Consumption* adalah tingkat kecenderungan untuk mempertontonkan status dan identitas baik secara langsung maupun melalui kanal-kanal media social. Hal ini memberikan dampak pada intensi membeli barang virtual. Penelitian ini bertujuan untuk mengetahui pengaruh *Conspicuous Consumption* terhadap Intensi Membeli Barang Virtual di Komunitas server Discord Genshin Impact Indonesia. Metode yang digunakan adalah metode kuantitatif dengan pendekatan Regresi Sederhana. Hasil uji statistik menunjukan tingkat pengaruh sebesar 15,2%.

Keyword: *Conspicuous Consumption*, Intensi Membeli, *Genshin Impact*

THE EFFECT OF CONSPICUOUS CONSUMPTION ON INTENTION TO PURCHASE VIRTUAL ITEMS IN THE GENSHIN IMPACT INDONESIA DISCORD SERVER COMMUNITY

Abstract

The gamer community currently has a trend of gathering and socializing on the Discord application, one of which is Genshin Impact gamers. Genshin Impact is a popular game with excellent graphics and a gacha system for obtaining in-game elements. Within the gaming community, gacha is considered commonplace. Furthermore, gacha is the only way for players to obtain virtual items such as characters and support items. However, on the other hand, gacha violates social norms as it is closely associated with gambling and deception. Additionally, within the gaming community, members are encouraged to showcase their gacha results to other community members, whether it's displaying their luck in obtaining rare items or flaunting their virtual possessions in the game. Conspicuous Consumption is the tendency to display status and identity, both directly and through social media channels. This has an impact on the intention to purchase virtual goods. This research aims to determine the influence of Conspicuous Consumption on the Intention to Purchase Virtual Goods in the Genshin Impact Indonesia Discord server community. The method used is quantitative with a Simple Regression approach. The statistical test results show an influence level of 15.2%.

Keyword: Conspicuous Consumption, Purchase Intention, Genshin Impact