

The Influence of Social Environment and Income on Motivation to Play Online Gambling (Slot) in Medan Helvetia District

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Abstract

Gambling is the act of consciously risking something in a game with expected risks and rewards. Online gambling is done by utilizing a digital platform to place bets using real money. In Indonesia, the most popular online gambling is slots. This study aims to identify whether there is an influence of social environment and income on the motivation to play online gambling (slots) in Medan Helvetia District. Quantitative research methods were used in this study with data collection conducted through questionnaires. The data collected was analyzed and processed using the IBM SPSS Statistics 30.0.0 application. The results showed that the social environment has a positive and significant effect on the motivation to play online gambling (slots), where someone who is in an environment that has been involved in online gambling tends to have greater motivation to play online gambling. Meanwhile, income also has a positive and significant effect, someone with a low income playing online gambling is more motivated by economic factors, while those with high income tend to play because of entertainment.

INTRODUCTION

The development of technology has had a major impact on life. One of the impacts can also be seen in the form of gambling, namely online gambling (Addiyansyah & Roffi'ah, 2023). Technology enables innovation and transforms gambling opportunities that can influencing those who engaged in this activity (Kim & King, 2020). Gambling is an activity of risking something consciously with the understanding of certain risks and expectations inherent in a game (F. H. Lubis, Pane, & Irwansyah, 2023). Online gambling refers to the practice of placing bets through utilizing digital technology. Slots are a popular game among online gamblers. Slot gambling is a game of spinning virtual reels containing various types of symbol-shaped items so that they form a predetermined pattern to win prizes (Julianto, 2023).

The Financial Transaction Reports and Analysis Center noted that in Indonesia there are 4,000,000 online gambling players with 168 million online gambling transactions and the turnover of funds reaching 327 trillion rupiah in 2023 and 900 trillion in 2024 (PPATK, 2024). The circulation of money in online gambling certainly has a bad impact on the country's economy, because it can cause a loss of state revenue. The circulation of money in the community will also decrease, so that the level of public welfare is also threatened. In Indonesia, the legal provisions for online gambling are listed in Law Number 19 of 2016 in conjunction with Law Number 11 of 2008 concerning Electronic Information and Transactions with a criminal offense of 6 years imprisonment with a fine of up to 1 billion rupiah (Ariyanto & Ibrahim, 2024).

Online gambling also negatively impacts individuals and their surroundings. For individuals, online gambling has a social impact and a psychological impact. Individuals experience

psychological problems such as the emergence of negative feelings that cause suffering and despair, experience financial problems, cause dependence that can damage mental health, excessive stress and anxiety. Gambling also encourages the perpetrators to commit criminal acts or pawn their property to fulfill their gambling desires. In addition, someone who gambles online tends to withdraw from the social environment and focus more on their gambling activities (Santosa et al., 2024).

Apart from technological developments, online gambling is also driven by other factors. The driving factors of online gambling consist of economic factors, perception factors of gambling games, legal awareness factors, technological development factors and environmental factor (Bakhtiar & Adilah, 2024). People who play online gambling are influenced by environmental, social, curiosity, profit and economic factors (Nabila, 2024). Online gambling crimes are influenced by factors of perception of gambling games, trial and error factors, technological developments, environmental factors, lack of legal awareness, economy, culture, facilities and human resources (Krisna Murti et al., 2024).

The social environment is stated to be the initial trigger for online gambling behavior in the community. This is because a friendship environment tends to invite, seduce, pressure, offer or introduce online gambling games to fellow friends to participate in the game. Apart from environmental influences, income is also considered a factor that influences the tendency to play online gambling. With many economic problems such as inflation, it encourages people to do online gambling because it requires small capital but generates large profits (Bakhtiar & Adilah, 2024).

Based on the description of the phenomenon related to online gambling, the research was conducted in Medan Helvetia District, Medan City, North Sumatra. This study aims to identify whether there is an influence of social environment and income on the motivation to play online gambling (slots) in Medan Helvetia District.

LITERATURE REVIEW

Social Environment


The social environment influences how a person behaves and makes decisions. A free social environment is not always a positive influence, but it can also have negative effects (Hasanah, Anggraini, & Harahap, 2022). A person with higher social capital can be protected from excessive gambling consumption, this is because they have alternative resources that can be used in times of need (Awaworyi Churchill & Farrell, 2020). Excessive gambling is generally recognized as a coping mechanism or escape from life's problems and pressures. Teenagers who participate in online gambling initially because they get invitations from friends or just follow trends in their neighborhood (Lubis et al., 2022). Friends who have done online gambling tend to encourage their friends to gamble as well (Krisna Murti et al., 2024).

Income

In terms of economics, if something brings benefits, it will increase a person's desire to do it, whether it is deviant or not (Ginting & Ginting, 2023). The benefits obtained from online gambling will certainly increase the income of the people who play it. Income is the amount of money a person makes in a certain period. Most people see online gambling as an opportunity to earn additional income (Lestari & Nasrillah, 2024). The profit that can be made when winning games with little effort is a shortcut to increasing income.

Motivation to Play Online Gambling (Slots)

Online gambling is a game of betting a certain amount of money by utilizing technology and the internet (Jadidah et al., 2023). In Islam, gambling is prohibited as explained in QS. Al-Maidah verse 90:

 يَا أَيُّهَا الَّذِينَ ءَامَنُوا إِنَّمَا الْخَمْرُ وَالْمَيْسِرُ وَالْأَنْصَابُ وَالْأَزْلَامُ رِجْسٌ مِّنْ عَمَلِ الشَّيْطَانِ فَاجْتَنِبُوهُ لَعَلَّكُمْ تُفْلِحُونَ

Meaning: “O you who have believed, drinking alcohol, gambling, (sacrificing to) idols, and casting lots with arrows are abominable (and) among the deeds of the devil. So, avoid them so that you may have good fortune.”

Online slot gambling is a form of applying EGM (Electronic Gambling Machine) slots into the form of a digital game that can be accessed via smartphones by visiting certain websites. There are quite a lot of online gambling sites or websites that are often promoted on social media that provide slot games in them. These sites are quite easy to access on the internet through web browsers such as Google Chrome and the like. Slots are designed with bonus features, frequent small wins (reinforcement), virtual designs and attractive sounds, these things can increase the risk of addiction for players (Kusumaningtyas & Sutanto, 2024).

Motivation can be interpreted differently depending on the situation and place involved. One interpretation is to describe a relationship between expectations and goals (Zainarti, 2021). Motivation consist of internal and external forces that affect the initiation, direction, persistence, and intensity of a specific behavior. While this concept applies to various activities, it plays a crucial role in gambling, influencing a person's level of participation and commitment. One of the motivators that drives a person to gamble is money. People who play gambling are often unable to make rational and logical decisions as they are driven by the desire to win and earn money instantly (Hasibuan, Soemitra, & Nasution, 2024).

The theoretical model used to uncover and describe the reasons why a person chooses to gamble is The Gambling Motives Questionnaire-Financial (GMQ-F). In the GMQ-F there are 4 motives that underlie a person involved in gambling, namely:

1. Coping motives (gambling as a means to reduce negative emotions)
2. Enhancement motives (gambling to enhance positive emotions)
3. Social motives (gambling to increase affiliation with the social environment)
4. Financial motives (gambling to increase financial income).

METHODS

Quantitative methods are used in this research, which is a method that relies on data analysis achieved using statistical procedures to study a particular sample. This approach aims to test the hypothesis that has been formulated. The population of this research is the people of Medan Helvetia District, totaling 170,551 people (BPS Kota Medan, 2024). Then a sample was drawn using the Slovin formula with an error rate of 10%, so a sample of 99.94 people was obtained. The sample technique used is Purposive Sampling with consideration of the criteria for having played online gambling (slots) in the last 1 year. Then the data was processed with the help of IBM SPSS Statistics 30.0.0 software.

RESULTS AND DISCUSSION

Characteristic of Respondents

Table 1. Age Characteristic of Respondents

| | | Usia | | | |
|-------|---------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | < 21 Tahun | 8 | 8.0 | 8.0 | 8.0 |
| | 21 - 30 Tahun | 69 | 69.0 | 69.0 | 77.0 |
| | 31 - 40 Tahun | 21 | 21.0 | 21.0 | 98.0 |
| | > 41 Tahun | 2 | 2.0 | 2.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Source: IBM SPSS Results, 2025

This study included 100 respondents who completed the questionnaire, with 96% being male and 4% being female. Compared to offline gamblers, online gamblers are more predominantly male (Lelonek-Kuleta, Bartczuk, Wiechetek, Chwaszcz, & Niewiadomska, 2020). The age range of respondents under 21 years was 8%, 21-30 years was 69%, 31-40 years was 21% and the age above 40 years was 2%. This is not in line with the data owned by The Financial Transaction Reports and Analysis Center, where the largest number of online gambling players in Indonesia in the age range of 31-50 years is 40%, which is 1,640,000 people, while the age of 21-30 years is 13%, totaling 520,000 people (PPATK, 2024).

Validity Test

Table 2. Validity Test Results

| Variable | Item | r count | r table | Description |
|-------------------------|------|---------|---------|-------------|
| Social Environment (X1) | X1.1 | 0.811 | 0.196 | Valid |
| | X1.2 | 0.708 | | |
| | X1.3 | 0.699 | | |
| | X1.4 | 0.844 | | |
| Income (X2) | X2.1 | 0.814 | 0.196 | Valid |
| | X2.2 | 0.828 | | |
| | X2.3 | 0.722 | | |
| | X2.4 | 0.721 | | |
| Playing Motivation (Y) | Y1 | 0.722 | 0.196 | Valid |
| | Y2 | 0.718 | | |
| | Y3 | 0.784 | | |
| | Y4 | 0.761 | | |
| | Y5 | 0.734 | | |
| | Y6 | 0.770 | | |
| | Y7 | 0.794 | | |
| | Y8 | 0.746 | | |

Source: IBM SPSS Results, 2025

Based on the table above, it is known that each statement related to the variables of Social Environment, Income, and Motivation to Play has an r count value greater than the r table

(0.1966). Thus, in accordance with the applicable provisions, each variable in this study is declared valid.

Reliability Test

Table 3. Reliability Test Results

| Variable | <i>Cronbach's Alpha</i> | r table | Description |
|-------------------------|-------------------------|---------|-------------|
| Social Environment (X1) | 0.767 | 0.60 | Reliable |
| Income (X2) | 0.779 | | |
| Playing Motivation (Y) | 0.892 | | |

Source: IBM SPSS Results, 2025

The Cronbach's Alpha value for the Social Environment (X1), Income (X2), and Motivation to Play (Y) variables is greater than 0.60. Thus, each item in this study is considered reliable.

Classical Assumption Test

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardize d Residual |
|--|-------------------------|-----------------------------|
| N | | 100 |
| Normal Parameters ^{a, b} | Mean | .0000000 |
| | Std. Deviation | 4.46799136 |
| Most Extreme Differences | Absolute | .057 |
| | Positive | .053 |
| | Negative | -.057 |
| Test Statistic | | .057 |
| Asymp. Sig. (2-tailed) ^c | | .200 ^d |
| Monte Carlo Sig. (2-tailed) ^e | Sig. | .583 |
| | 99% Confidence Interval | Lower Bound |
| | | Upper Bound |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: IBM SPSS Results, 2025

According to the analysis results in the table above, the significance value (2-tailed) 0.200 is greater than 0.05, thus, the data is normally distributed.

Table 5. Heteroscedasticity Test Results

| Coefficients ^a | | | | | | |
|---------------------------|------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.991 | 1.548 | | 1.933 | .056 |
| | Lingkungan Sosial (X1) | -.080 | .109 | -.084 | -.735 | .464 |
| | Pendapatan (X2) | .112 | .131 | .099 | .858 | .393 |

a. Dependent Variable: Abs_Res

Source: IBM SPSS Results, 2025

According to the analysis results in the table above, the significance value for X1 (0.464) and X2 (0.393) is greater than 0.05, it can be concluded that there is no heteroscedasticity problem in this regression model.

Table 6. Multicollinearity Test Results

| Coefficients ^a | | | | | | | |
|---------------------------|------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| | | B | Std. Error | Beta | | | |
| 1 | (Constant) | 6.767 | 2.631 | | 2.572 | .012 | |
| | Lingkungan Sosial (X1) | .589 | .185 | .314 | 3.190 | .002 | .773 |
| | Pendapatan (X2) | .665 | .222 | .295 | 2.996 | .003 | .773 |

a. Dependent Variable: Motivasi (Y)

Source: IBM SPSS Results, 2025

Based on the results of the analysis of the table above, the Tolerance value (0.773) is greater than 0.100, while VIF (1.293) is smaller than 10.00, it is concluded that there are no symptoms of multicollinearity.

Hypothesis Test

H1 = Alleged Social Environment has a positive and significant effect on the motivation to play online gambling (slots) in Medan Helvetia sub-district.

H2 = Alleged Income has a positive and significant effect on the motivation to play online gambling (slots) in Medan Helvetia sub-district.

H3 = Alleged Social Environment and Income have a positive and significant effect on Motivation to Play Online Gambling (Slot) in Medan Helvetia District.

Table 7. Results of the t-test

| Coefficients ^a | | | | | | |
|---------------------------|------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6.767 | 2.631 | | 2.572 | .012 |
| | Lingkungan Sosial (X1) | .589 | .185 | .314 | 3.190 | .002 |
| | Pendapatan (X2) | .665 | .222 | .295 | 2.996 | .003 |

a. Dependent Variable: Motivasi (Y)

Source: IBM SPSS Results, 2025

- 1) Based on the analysis in the table above, the calculated t value is 3.190, greater than the t table (1.985), and the sig value (0.002) is smaller than 0.05. So, it can be concluded that the Social Environment has a positive and significant effect on the motivation to play online gambling (slots) in Medan Helvetia District, so H1 is accepted and H0 is rejected
- 2) Based on the analysis in the table above, the calculated t value is 2.996, greater than the t table (1.985), and the sig value (0.003) is smaller than 0.05. So, it can be concluded that Income has a positive and significant effect on the motivation to play online gambling (slots) in Medan Helvetia District, so H2 is accepted and H0 is rejected.

Table 8. F Test Results

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|--------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 744.708 | 2 | 372.354 | 18.275 | <.001 ^b |
| | Residual | 1976.332 | 97 | 20.375 | | |
| | Total | 2721.040 | 99 | | | |

a. Dependent Variable: Motivasi (Y)

b. Predictors: (Constant), Pendapatan (X2), Lingkungan Sosial (X1)

Source: IBM SPSS Results, 2025

Based on the analysis results in the table above, the calculated F value is 18.275, greater than the F table (3.939), and the sig value (0.001) is smaller than 0.05. Thus, it can be concluded that the variables X1 and X2 simultaneously have a positive and significant effect on Y, so that H3 is accepted and H0 is rejected.

Table 9. Determination Coefficient Test Results

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .523 ^a | .274 | .259 | 4.514 |

a. Predictors: (Constant), Pendapatan (X2), Lingkungan Sosial (X1)

Source: IBM SPSS Results, 2025

Based on the results of the analysis above, it is known that the Social Environment (X1) and Income (X2) variables are able to explain 27.4% of the variation in the Playing Motivation (Y) variable. Meanwhile, the remaining 72.6% is influenced by other factors outside the regression model used.

The form of modeling used in this study is as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

Y : Playing Motivation

a : Constant (Fixed value)

b₁.b₂ : Regression coefficient (Estimated value)

X₁ : Social Environment

X₂ : Income

Table 10. Multiple Linear Regression Test Results

| Coefficients ^a | | | | | |
|---------------------------|------------------------|-----------------------------|------------|---------------------------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | Sig. |
| | | B | Std. Error | Beta | |
| 1 | (Constant) | 6.767 | 2.631 | | .012 |
| | Lingkungan Sosial (X1) | .589 | .185 | .314 | .002 |
| | Pendapatan (X2) | .665 | .222 | .295 | .003 |

a. Dependent Variable: Motivasi (Y)

Source: IBM SPSS Results, 2025

$$Y = 6.767 + 0.589.X1 + 0.665.X2$$

- 1) The constant of 6.767 indicates that if the value of X1 and X2 is equal to 0, then the value of Y remains at 6.767
- 2) The regression test results on variable X1 show that X1 has a positive regression coefficient with a value of $b = 0.589$. This means that every 1 point increase in variable X1 will increase variable Y by 0.589

The regression test results on the X2 variable show that X2 also has a positive regression coefficient with a value of $b = 0.665$. In other words, every 1 point increase in the X2 variable will increase the Y variable by 0.665.

DISCUSSION

Based on research conducted, the social environment and income have a positive and significant influence on the motivation to play online gambling (slots). This shows that someone who is in a social environment that supports and is accustomed to gambling activities tends to have a higher motivation to participate in playing online gambling. Social factors, including influence peers, community and family have a big role in shaping a person's gambling habits. The environment serves as a key factor that influences a person to participate in gambling, especially through the process of exchanging information, offers, persuasions, and invitations from people around them (Ginting & Ginting, 2023). This triggers curiosity and interest in finding out more about online gambling, which eventually starts from just trying until it develops into a habit that is difficult to leave.

In addition, income factors also affect a person's motivation to play online gambling. Someone with a low economic income tends to be more motivated to play online gambling with high hopes of getting quick financial benefits to improve their economic conditions (Jihan & Arif, 2024). However, it is not limited to people with low incomes, people with high incomes are also involved in gambling either as entertainment or an attempt to gain financial benefits. For some, gambling is a fun hobby and does not negatively impact their lives (Buchanan et al., 2020). While most people gamble for entertainment, a minority face serious repercussions such as psychological and physical disorders, as well as financial and legal problems due to excessive involvement in gambling (Mills, Li Anthony, & Nower, 2021). In some gambling games, a player's perception of the odds of winning is manipulated by a near-win effect (Stetzka & Winter, 2023). The tendency to play online gambling repeatedly is also influenced by the perception that it will stop when all the capital that has been spent returns to the original or diversified portfolio.

This research is in line with the GMQ-F theory, which explains that a person's main

motives for gambling are social and financial factors. Dechant (2014) In this context, people who often interact with environments that play online gambling tend to be more easily influenced. The high expectation of winning instant financial benefits offered by online gambling is an attraction for someone who wants to increase income in a short time. Financial motives affect the frequency of someone playing gambling (Schellenberg et al., 2016).

The impact of increased motivation to play online gambling can be detrimental to individuals and society at large. Online gambling often leads to addiction, financial loss, and other negative social impacts such as increased family conflict and criminal behavior. Online gambling addiction can significantly affect mental health, with individuals more prone to stress and anxiety (Santosa et al., 2024). Financial losses, such as depleted savings, debt issues, and bankruptcy, are the most frequently reported consequences among individuals affected by problem gambling (Swanton & Gainsbury, 2020). Persistent problem gambling can lead individuals to commit theft and property crimes as a means of dealing with overwhelming debt and financial shortages (Badji, Black, & Johnston, 2023).

Problem gambling affects not only an individual's well-being, leading to declining mental health and work productivity, but also imposes a significant economic burden on society (Fernández, Aranda, Özer, Vergara, & Hernández, 2025). The rise of online gambling players leads to a reduction in the amount of money in circulation and a weakening of people's purchasing power. The Financial Transaction Reports and Analysis Center stated that the circulation of money in online gambling flows to 20 countries, the majority of which are in Southeast Asia such as Cambodia, Vietnam, the Philippines and Thailand (Kompas.com, 2024). This has an impact on slowing down economic activity and reducing state revenues because online gambling sites managed in foreign countries enter illegally without paying taxes and excise. Therefore, serious efforts are needed to overcome this problem.

CONCLUSION

Based on the research results, the social environment and income have a positive and significant effect on the motivation to play online gambling (slots) in Medan Helvetia District. The social environment plays an important role in the spread of online gambling (slots). Someone who has been involved in online gambling tends to invite his fellow friends to do the same thing, namely playing online gambling. In addition, income is also A key element in an individual's motivation to play gambling. Someone with low or middle economic conditions is more prone to online gambling because they are looking for a quick way to get money. The belief that the victory achieved can make money in a short time without spending excessive effort encourages someone to play online gambling regardless of the risks involved. Whereas someone with a high income tends to see it as entertainment. Therefore, serious preventive measures are needed to deal with the negative impacts of online gambling, both in terms of government regulation and education to the public society.

For future researchers, it is recommended to expand the scope of research by considering other variables such as promotional factors on social media, the level of education and religiosity of a person. In addition, regulatory and law enforcement factors can also be studied to see their impact on gambling behavior in society. Thus, the results of further research can make a broader

contribution to efforts to prevent and handle the rampant phenomenon of online gambling in society.

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