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The Role of Perceived Value and Social Influence in Roblox Avatar Clothing Purchase Decisions Among Generation Z Roblox Players in Cirebon City

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Abstract

In the metaverse era, Roblox allows Gen Z to express their identity through virtual avatar clothing, with perceived value and social influence as the main drivers of purchase, although local research is still minimal. This study aims to examine the influence of both variables partially and simultaneously on the purchasing decisions of Roblox avatar clothing among Gen Z in Cirebon City. This type of quantitative, explanatory, causal research uses a 5-point Likert questionnaire on the Gen Z population (13-28 years old) active Roblox users who have purchased avatars; a sample of 201 respondents via purposive sampling (Lemeshow-Cochran formula). The instrument was validated (Pearson r>0.30) and reliable (Cronbach's a>0.70); analysis via SPSS includes descriptive, classical tests, and multiple linear regression. The results show that perceived value has a significant positive effect (β=0.719, t=13.667, p=0.000) and dominant, social influence is also significant (β=0.079, t=1.974, p=0.050); Simultaneous F=129.834 (p=0.000), R^2=0.567. Conclusion: Both variables drive purchasing decisions, with perceived value being the most influential; implications for Roblox's marketing strategy.

INTRODUCTION

In today's digital age, metaverses and virtual platforms like Roblox have revolutionized the way Generation Z expresses their identity through digital fashion, particularly avatar clothing, which is popular among young gamers. Roblox, with over 111 million global daily active users by 2025 and millions of users in Indonesia, allows users to customize avatars using virtual items such as clothing that have aesthetic, symbolic, and social value despite not being physical. [Azar et al., 2022] This phenomenon is even more prominent in Indonesia, where Gen Z aged 13-28 years dominates, with 70% trying on branded digital fashion and 54% preferring virtual shopping with friends. [Kim, 2025]

Roblox's popularity in Indonesia has continued to rise since the pandemic, with trending searches like "mountain climbing" dominating and users spending billions of hours on social interactions and purchasing avatar items. [Yahsy Syas, 2022] Gen Z players use avatar clothing not only for the game's aesthetics, but also as a status symbol and digital self-expression, which influences real-world purchasing decisions. [Tamara et al., 2024]

Although previous research has shown that perceived value and social influence influence virtual goods purchases, the results have not been consistent in the specific context of Roblox avatar clothing, especially among Indonesian Gen Z. [Jia et al., 2022] Perceived value factors, including functional, emotional, and social benefits, are often subjective and have not been thoroughly tested against purchasing decisions on local platforms such as Roblox in Cirebon City. [Bortko et al., 2019]

Social influence, including peer influence, influencers, and FOMO, drives impulse buying in the metaverse, yet international studies rarely capture the dynamics of the Indonesian community where Roblox engagement is particularly intense.[Li et al., 2024] This lack creates a gap, as the majority of research focuses on other platforms or global contexts, neglecting the unique local preferences of Gen Z.[Sudirman, 2025][Abdrakhmanova, 2025]

Local research is still minimal, especially at the city level such as Cirebon, where Gen Z actively purchases avatar clothing for digital identity, but the influence of perceived value versus social influence has not been empirically proven. [Tornow, 2025]

This study aims to examine the influence of perceived value and social influence partially and simultaneously on the purchasing decisions of Roblox avatar clothing among Gen Z in Cirebon City, filling the literature gap with local empirical data. [Jia et al., 2022] The urgency arises from the massive Roblox economy, with global creators earning over 1 billion in 2024-2025 and similar trends in Indonesia, demanding an understanding of consumption behavior for sustainable marketing strategies. [Tornow, 2025] The novelty lies in the specific focus of Roblox avatar clothing in the context of an Indonesian city, different from general metaverse studies, as well as the finding of the dominance of perceived value over social influence for local Gen Z. [Li et al., 2024]

RESEARCH METHODS

This study adopts a positivist paradigm with a causal explanatory quantitative approach to test the causal relationship between perceived value, social influence, and Roblox avatar clothing purchasing decisions among Gen Z in Cirebon City. [Creswell & Creswell, 2018] This type of quantitative research emphasizes the numerical measurement of variables through observation and statistical hypothesis testing, in accordance with the neutral and objective principles of post-positivism. [Sugiyono, 2021][Sekaran & Bougie, 2016] A causal approach is used to identify the influence of independent variables on dependent variables, with primary data from online questionnaires via Google Form and secondary data from journals and publications related to Roblox. [Sugiyono, 2020][Neuman, 2014]

The main instrument is a closed questionnaire with a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), covering indicators of perceived value (functional, emotional, social), social influence (peers, influencers, FOMO), and purchasing decisions (frequency, repurchase intention, post-purchase satisfaction). [Sugiyono, 2020] Validity was tested with Pearson Product Moment ($r > 0.30$, $sig < 0.05$) and reliability with Cronbach's Alpha (> 0.70), ensuring the consistency of the instrument before distribution. [Sudaryono, 2023][Emzir, 2022] Analysis techniques include descriptive (mean, SD), classical assumption tests (Kolmogorov-Smirnov normality, VIF multicollinearity < 10, scatterplot heteroscedasticity, Durbin-Watson autocorrelation ~2), multiple linear regression, partial t-test, simultaneous F-test, and coefficient of determination R^2 using SPSS version 31.[Ghozali, 2021]

The population is Gen Z (born 1997-2012, aged 13-28 years) active Roblox users in Cirebon City who have purchased avatar clothing, conceptually defined as infinite in number. [Jayatissa, 2023] The sample is calculated using the Lemeshow-Cochran formula for an infinite population:

$$n = \frac{z^2 \text{ x } P(1-P)}{d^2}$$

$$n = \frac{1.96^2 \text{x } 0.25}{0.0049}$$

n= 196

resulting in a minimum of 196 respondents, with an actual 201 via purposive sampling (criteria: active Roblox Cirebon, aged 13-28, ever purchased an avatar).[Lwanga & Lemeshow, 1991][Sugiyono, 2021]

The procedure began online in November-December 2025: instrument development, questionnaire pilot testing, distribution via Google Form to Cirebon respondents, data collection, validity-reliability testing, descriptive and inferential analysis, and interpretation of results. [Creswell & Creswell, 2018] Ethics were maintained with informed consent, data confidentiality, and university guidelines, avoiding seasonal bias for validity. [Sugiyono, 2022][Sudaryono, 2023]

RESEARCH RESULT

Validity and Reliability Test

1. Validity Test

A. Perceived Value (X1)

Validity testing is applied to identify how far the questionnaire can be known through the question items to have the ability to accurately measure the variables to be studied. The use of validity testing in this study with Pearson Product Moment correlation, by comparing the calculated r value (Corrected Item-Total Correlation) with the criteria of r > 0.30. If the correlation value of each item to the total score is greater than 0.30 and significant at α = 0.05, then the statement item is declared valid.

Table1. Validity Test Results of the Perceived Value Variable (X1)

Item Code	r Count (Item–Total)	*Sig. (2-tailed)*	Criteria	Information
X1.1	0.826	0,000	r > 0.30	Valid
X1.2	0.800	0,000	r > 0.30	
X1.3	0.793	0,000	r > 0.30	
X1.4	0.777	0,000	r > 0.30	
X1.5	0.801	0,000	r > 0.30	
X1.6	0.686	0,000	r > 0.30	

Source: Processed primary data, 2025

Based on the validity test, the results in Table 1 show that the items in the entire question regarding the Perceived Value variable (X1) consisting of six indicators (X1.1 to X1.6) have results in the assessment of the coefficient in the overall correlation on the item (r-count) >0.30 as well as the results of the assessment on the significance of 0.000 <0.05. So in this result it can be interpreted that the items as a whole in the question have the ability to measure the construct consistently and accurately on perceived value.

Based on the validity test results, it can be concluded that the overall items used for the questionnaire were deemed appropriate and valid for the Perceived Value variable. This can later be used as a research instrument to measure users' perceived value of purchasing avatar clothing on the Roblox platform. This instrument has met the validity requirements and can therefore be used for further analysis.

B. Social Influence Validity Test (X2)

The implementation of validity testing is intended to determine how far each item in the questionnaire is known to be accurate in measuring the Social Influence variable. The use of Pearson Product Moment correlation for validity testing on variables in this study by setting criteria, so that in its assessment it is declared valid on the formulated question items marked by having a calculated r value of > 0.30 and a significance assessment of <0.05. The results of

the validity testing that has been carried out by correlating the scores of each item to the overall score on the Social Influence variable item.

Table2. Validity Test Results of the Social Influence Variable (X2)

Item Code	r Count (Item–Total)	Sig. (2-tailed)	Criteria	Information
X2.1	0.803	0,000	r > 0.30	
X2.2	0.822	0,000	r > 0.30	
X2.3	0.829	0,000	r > 0.30	Valid
X2.4	0.800	0,000	r > 0.30	
X2.5	0.877	0,000	r > 0.30	
X2.6	0.834	0,000	r > 0.30	

Source: Processed primary data, 2025

In the validity test, the results presented in Table 2 show that overall the items used as questions on the Social Influence variable (X2) consisting of six indicators (X2.1 to X2.6) in the ownership of the coefficient assessment in the overall correlation of items (r-count) obtained >0.30 with a significance assessment of 0.000 <0.05. This result can be interpreted that overall the items in each formulated question have a strong relationship and significance to the overall score of the Social Influence variable.

The total number of items in the questionnaire obtained for the Social Influence variable was declared valid and capable of measuring the influence of the social environment, peers, influencers, and the FOMO phenomenon in driving avatar clothing purchase decisions on the Roblox platform. This instrument is suitable for use in data analysis in the next stage of this research.

C. Purchase Decision Validity Test (Y)

The use of validity testing in this study was carried out to analyze how far each item formulated in the questionnaire has the ability to measure the Avatar Clothing Purchase Decision variable accurately. Validity testing was used in this study by applying the Pearson Product Moment correlation method, on the established criteria including if an item obtains an r count assessment of >0.30 and a significance assessment of <0.05 then it is declared valid. This test is applied to individually connect the score of each item with the overall score in the Purchase Decision variable.

Table 3. Results of the Validity Test of the Purchase Decision Variable (Y)

Item Code	r Count (Item–Total)	Sig. (2-tailed)	Criteria	Information
Y1	0.742	0,000	r > 0.30	
Y2	0.807	0,000	r > 0.30	
Y3	0.814	0,000	r > 0.30	Valid
Y4	0.743	0,000	r > 0.30	
Y5	0.810	0,000	r > 0.30	
Y6	0.745	0,000	r > 0.30	

Source: Processed primary data, 2025

The results of the validity test obtained have been presented in Table 3, it can be seen that all items in the questions that have been formulated in the Purchase Decision variable (Y) consisting of six indicators (Y1 to Y6) coefficient assessment has a correlation on the item-total (r count) with the acquisition of >0.30 and the significance assessment obtained 0.000 <0.05. So the results obtained can be interpreted that the entire question of each item is stated to be significant and has a strong relationship to the overall score of the Purchase Decision variable.

The results show that all questions in each item of the Avatar Clothing Purchase Decision variable are valid and able to accurately measure purchase frequency, repurchase intention, and post-purchase satisfaction of Roblox users. This instrument is deemed suitable for

implementation as a measurement tool in research and can proceed to the next stage of reliability testing and data analysis.

2. Reliability Test

A. Perceived Value Reliability Test (X1)

Reliability testing is carried out as a goal to determine the internal consistency in its level on the research instrument against the measurement of the Perceived Value variable. In this study, the use of reliability testing is applied using Cronbach's Alpha, that the criteria set in the instrument can be declared reliable if the assessment obtains results $\alpha \geq 0.70$. The results obtained on the Cronbach's Alpha values are higher, it can be interpreted that the level of reliability of the instrument to be used will be better.

Table3. Reliability Test Results of the Perceived Value Variable (X1)

Cronbach's Alpha	N
.870	6

Source: Processed primary data, 2025

Based on the reliability test results presented in Table 4, the Cronbach's Alpha score was 0.870 for all six items in the questionnaire. This score exceeded the minimum threshold set for reliability testing, which is 0.70. Therefore, these results indicate a high level of internal consistency in the instrument used in the Perceived Value variable.

The six items in this questionnaire demonstrate that its use in measuring Perceived Value demonstrates its ability to produce consistent and stable results. Therefore, further data analysis in this study can proceed to the next stage because the instrument for the Perceived Value variable has been determined to be reliable and suitable for use.

B. Social Influence Reliability Test (X2)

Reliability testing aims to determine the internal consistency of the measurement instrument for the Social Influence variable. In this study, reliability testing was implemented using Cronbach's Alpha. The criteria set in the instrument can be declared reliable if the assessment results are $\alpha \geq 0.70$.

Table 5. Results of the Reliability Test of the Social Influence Variable (X2)

Cronbach's Alpha	N
.909	6

Source: Processed primary data, 2025

Based on the reliability test results presented in Table 5, the Cronbach's Alpha score was 0.909 for all six items in the questionnaire. This score exceeded the minimum threshold set for reliability testing, which is 0.70. Therefore, these results indicate a high level of internal consistency in the instrument used in the Social Influence variable.

These results indicate that the items used to measure peer influence, influencers, and the FOMO phenomenon are generally consistent and stable. Therefore, the Social Influence variable instrument is highly reliable and suitable for use in this study for subsequent data analysis.

C. Reliability Test of Purchase Decision (Y)

Reliability testing aims to determine the internal consistency of the measurement instrument for the Avatar Clothing Purchase Decision variable. In this study, reliability testing was implemented using Cronbach's Alpha, which indicates that the criteria set in the instrument can be declared reliable if the assessment results are $\alpha \geq 0.70$.

Table4. Reliability Test Results of the Purchase Decision Variable (Y)

Cronbach's Alpha	N of Items
.868	6

Source: Processed primary data, 2025

Based on the reliability test results shown in Table 6, the Cronbach's Alpha score was 0.868 for all six items in the questionnaire. This score exceeded the minimum threshold set for reliability testing, which was 0.70. Therefore, these results indicate a high level of internal consistency in the instrument used in the Purchasing Decision variable.

These results indicate that the items used to measure purchase frequency, repurchase intention, and post-purchase satisfaction have the ability to provide consistent and stable results. Therefore, the Avatar Clothing Purchase Decision variable instrument is deemed reliable and suitable for implementation in this study as the next stage of data analysis.

Data Analysis Techniques

1. Descriptive Analysis

The analysis used in this study was descriptive in order to describe the general characteristics of the data obtained, including the assessment of each research variable, namely Perceived Value, Social Influence, and Purchasing Decisions, which are presented from the maximum, minimum, average (mean), and standard deviation values. The purpose of this analysis was to determine the respondents' answers that have a tendency to have each item in the questions given and the results of the questionnaire given regarding the level of data variation.

Table5. Descriptive Statistical Test

Descriptive Statistics

	N	Minimum	Maximum	Mean	Standard Deviation
Perceived Value	201	6	30	24.28	4,771
Social Influence	201	6	30	20.21	6,242
Buying decision	201	6	30	23.50	4,869
Valid N (listwise)	201				

Source: Processed primary data, 2025

Based on the descriptive statistics, the Perceived Value variable has a minimum value of 6 and a maximum of 30, with an average value (mean) of 24.28 and a standard deviation of 4.771. The mean value, which is relatively close to the maximum score, indicates that respondents tend to have a high perceived value of Roblox avatar clothing. This indicates that most respondents feel the functional, emotional, and social benefits of purchasing avatar clothing on the Roblox platform.

The Social Influence variable has a minimum value of 6 and a maximum of 30, with a mean value of 20.21 and a standard deviation of 6.242. This average value indicates that social influence is in the fairly high category, which means that the decision to purchase avatar clothing is influenced by social environmental factors such as peers, communities, influencers, and the FOMO phenomenon. The relatively larger standard deviation compared to other variables indicates that there is variation in respondents' perceptions of the level of social influence they feel.

Meanwhile, the Purchase Decision variable has a minimum value of 6 and a maximum of 30, with a mean of 23.50 and a standard deviation of 4.869. These results indicate that respondents tend to have a high level of purchase decision regarding Roblox avatar clothing, both in terms of purchase frequency, repurchase intention, and post-purchase satisfaction. The relatively small standard deviation indicates that respondents' responses are relatively homogeneous.

Overall, the results of the descriptive statistical analysis show that the three research variables are in the fairly high to high category, which indicates that respondents have a positive perception of value, feel a fairly strong social influence, and show a high tendency to make purchasing decisions for avatar clothing on the Roblox platform.

2. Classical Assumptions

A. Normality Test

Normality testing on research data was conducted with the aim of determining whether the data obtained from the residuals in the regression model were normally distributed or not. Normality testing in this study was conducted using a statistical test using the One-Sample Kolmogorov–Smirnov (K–S) Test on unstandardized residuals. This result is determined if the Asymp. Sig. (2-tailed) value obtained is > 0.05, then the data is declared normally distributed which can be used as a criterion in making a decision.

Table6.Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		201
Normal Parametersa,b	Mean	.0000000
	Standard Deviation	3.20283578
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.060
Test Statistics		.078
Asymp. Sig. (2-tailed)		.075c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed primary data, 2025

In the normality test using Kolmogorov–Smirnov, the results obtained in the Asymp. Sig. (2-tailed) assessment were 0.075 with a sample size of 201 respondents. The significance value obtained shows that it is greater than the predetermined significance level (α = 0.05), so this result can be interpreted that the data is normally distributed in the residual data.

If the assumptions set in the normality test in the regression model are stated to have been fulfilled, then the data obtained is suitable for use in research and can continue the analysis at the next stage, namely other classical assumption tests and multiple linear regression analysis.

B. Multicollinearity Test

Multicollinearity testing is used to determine whether there is a strong correlation between the independent variables in a regression model. A regression model is considered good if the statistical test results show no multicollinearity, that is, when there is no strong correlation between the independent variables. Multicollinearity testing is performed by examining the values obtained from tolerance and Variance Inflation Factor (VIF), with the criteria of tolerance > 0.10 and VIF < 10.

Table7. Multicollinearity Test

Coefficientsa

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,429	1,212		3,655	.000		
	Perceived Value	.719	.053	.705	13,667	.000	.822	2,217
	Social Influence	.079	.040	.102	1,974	.050	.822	2,217

a. Dependent Variable: Purchasing Decision

Source: Processed primary data, 2025

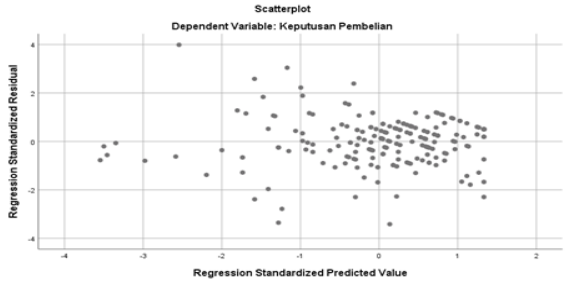
In this test, the results obtained were that each of the Perceived Value (X1) and Social Influence (X2) variables had a Tolerance value of 0.822 and a VIF assessment of 2.217. These results can be interpreted as the tolerance value > 0.10 and the VIF value < 10, so there is no multicollinearity between the independent variables in the study in the regression model.

Based on the results obtained in this test, it can be concluded that the symptoms of multicollinearity in the regression model in this study did not occur between the research variables and were suitable for use in further hypothesis testing and multiple linear regression analysis.

C. Heteroscedasticity Test

Heteroscedasticity testing is conducted to determine whether the model exhibits any inequality in its residual variance. A regression model is considered good if heteroscedasticity is not observed in the regression model during testing, that is, if the residual variance is constant (homoscedastic). This study uses the Scatterplot method for heteroscedasticity testing, which statistically presents the data through a distribution pattern between the Regression Standardized Residual and the Regression Standardized Predicted Value.

Table8. Heteroscedasticity Test



Source: Processed primary data, 2025

In the test results presented through the scatterplot in Table 10, it can be seen that several residual points have randomly spread from below and above the zero number on the Y axis, and in the distribution of several points that have spread do not form a specific pattern such as a narrowing pattern, a wavy pattern, or a pattern with a wide shape. The distribution of points also does not show a systematic tendency to increase or decrease as the predicted value increases.

Thus, this test concludes that this study did not encounter heteroscedasticity in its regression model testing. This means that the initial assumptions in the heteroscedasticity test were met, and the regression model in this study is suitable for subsequent analysis, namely hypothesis testing and multiple linear regression analysis.

D. Autocorrelation Test (Durbin–Watson)

Autocorrelation testing is conducted to determine whether there is a correlation between one period and another in the residual error. A regression model is considered good if no

autocorrelation is observed in the regression model during testing. This study used Durbin–Watson (DW) statistical analysis to test for autocorrelation.

Table9. Autocorrelation Test (Durbin–Watson)

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.753a	.567	.563	3,219	1,843

a. Predictors: (Constant), Social Influence, Perceived Value

b. Dependent Variable: Purchase Decision

Source: Processed primary data, 2025

In the analysis obtained the results shown in Table 11, the autocorrelation test obtained a Durbin–Watson value of 1.843. This value is around 2 and is still in the range of 1.5 < DW < 2.5, so it can be interpreted that in this regression model there is no autocorrelation, either negative or positive in the autocorrelation test.

So it can be concluded that the assumptions have been met because it is free from autocorrelation, so the use of this regression model has met its suitability for use in further analysis, including hypothesis testing and interpretation of the influence of the Perceived Value and Social Influence variables on the Purchase Decision of avatar clothing on the Roblox platform.

E. Linearity Test

a. Linearity Test of Perceived Value and Purchasing Decisions

Linearity testing was conducted to determine whether the Perceived Value and Purchasing Decision variables have a linear relationship or not. A linear relationship is defined as an important assumption, one of which is in linear regression analysis. This study conducted a linearity test statistically using the ANOVA Test of Linearity. The established criteria are if the significance value obtained as seen in the Deviation from Linearity > 0.05, then the relationship can be stated as linear.

Table10. Linearity Test of Perceived Value and Purchasing Decisions

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Perceived Value	Between Groups	(Combined)	3098.106	23	134,700	14,501	.000
		Linearity	2650.258	1	2650.258	285,313	.000
		Deviation from Linearity	447,849	22	20,357	2,192	.267
	Within Groups		1644.142	177	9,289		
	Total		4742.249	200			

Source: Processed primary data, 2025

In the linearity test, the results obtained in a significant assessment that has been presented in Table 12 in the Linearity section obtained a value of 0.000 (<0.005), this result shows that between the variables of Perceived Value and Purchasing Decisions there is a significant relationship. And also obtained in this test the value of Deviation from Linearity

of 0.267 (> 0.05), it can be interpreted that in the form of a straight line there is no deviation in the relationship between variables.

Therefore, it can be concluded that there is a linear relationship between the variables Perceived Value and Purchase Decision. Therefore, the regression model's linearity assumption has been met, and further analysis using linear regression testing can be conducted.

b. Linearity Test of Social Influence on Purchasing Decisions

The linearity test aims to determine whether the relationship between Social Influence and Purchasing Decisions is linear. A linear relationship is one of the important assumptions that must be met in linear regression analysis. The linearity test in this study was conducted using the ANOVA Test of Linearity, with the criterion that the relationship is considered linear if the significance value of the Deviation from Linearity is >0.05.

Table 11. Linearity Test of Social Influence on Purchasing Decisions

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decisions * Social Influence	Between Groups	(Combined)	2053.810	23	89,296	5,879	.000
		Linearity	755,097	1	755,097	49,714	.000
		Deviation from Linearity	1298,712	22	59,032	3,887	.214
	Within Groups		2688.439	177	15,189		
	Total		4742.249	200			

Source: Processed primary data, 2025

The results of the linearity test, as seen in Table 13, obtained a significance value of 0.000 (<0.05), indicating a significant relationship between Social Influence and Purchasing Decisions. Furthermore, the significance value obtained in the Deviation from Linearity section was 0.214 (>0.05), meaning that there was no deviation from the straight line relationship.

Based on the results obtained in the linearity test, it is concluded that there is a linear relationship between the Social Influence and Purchasing Decision variables, so that in the regression model it can be assumed that the linearity test has been fulfilled and further analysis can be carried out, namely multiple linear regression testing.

c. Multiple Linear Regression Analysis

The use of multiple linear regression analysis in this study aims to determine the influence given between variables, namely Perceived Value (X1) and Social Influence (X2) on the Purchase Decision of Avatar Clothing (Y). So the purpose of this analysis is to see the direction and magnitude of the independent variables that each can influence the dependent variable.

Table12. Multiple Linear Regression Analysis

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,429	1,212		3,655	.000
	Perceived Value	.719	.053	.705	13,667	.000
	Social Influence	.079	.040	.102	1,974	.050

a. Dependent Variable: Purchasing Decision

Source: Processed primary data, 2025

In processing the results of this test by utilizing statistical analysis with SPSS, we obtained an equation in multiple linear regression which is described as follows:

$$Y = 4.429 + 0.719X_1 + 0.079X_2$$

The regression equation can be interpreted as follows:

1) The constant (α) of 4.429 indicates that if the Perceived Value and Social Influence variables are zero or constant, then the Purchase Decision value is 4.429. Thus, the assessment of experienced feelings and social influence influences the user's decision to purchase avatar clothing.
2) The regression coefficient of Perceived Value (X1) of 0.719 is positive, which means that every one unit increase in Perceived Value will increase the Purchase Decision by 0.719 units, assuming other variables remain constant. The calculated t value of 13.667 with a significance of 0.000 <0.05 indicates that Perceived Value has a positive and significant effect on the Purchase Decision. So that the increase that occurs in the assessment of the feelings experienced will have an impact on the increase that occurs in the user's decision to purchase an avatar outfit.
3) The regression coefficient of Social Influence (X2) of 0.079 is also positive, which means that every one unit increase in Social Influence will increase the Purchase Decision by 0.079 units, assuming other variables remain constant. The calculated t value of 1.974 with a significance of 0.050 ≤ 0.05 indicates that Social Influence has a positive and significant partial effect on the Purchase Decision, although its influence is relatively smaller than Perceived Value. So that the increase that occurs in social influence that occurs will have an impact on the increase that occurs in the user's decision to purchase an avatar outfit. However, the increase given is not greater when compared to the assessment of the feelings experienced by the user.
4) Based on the Standardized Coefficients (Beta) values, the Perceived Value variable (β = 0.705) has a more dominant influence on Purchasing Decisions compared to Social Influence (β = 0.102). This indicates that users' perceived value plays a greater role in driving decisions to purchase avatar clothing on the Roblox platform.

Based on the analysis carried out, it can be concluded that Perceived Value and Social Influence have a partial and significant positive influence on Purchasing Decisions, so that the feasibility of using a multiple linear regression model provides an explanation regarding the relationship between those studied in this study.

d. Hypothesis

1). T-test

The use of the t-test in this study to determine whether each independent variable can have a partial influence on the independent variable, namely the Avatar Clothing Purchase Decision. This test was conducted with the aim of seeing the significance value (Sig.) which will then be compared with the α level = 0.05. If the obtained value at Sig. < 0.05, it can be interpreted that a significant influence is given between the independent variables on the dependent variable.

Table 13. T-test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,429	1,212		3,655	.000
	Perceived Value	.719	.053	.705	13,667	.000
	Social Influence	.079	.040	.102	1,974	.050

a. Dependent Variable: Purchasing Decision

Source: Processed primary data, 2025

Table 15 shows that the results obtained in the t test, namely the calculated t value owned by the Perceived Value variable (X1) of 13.667 with a significance level obtained of 0.000 <0.05, then this result can be interpreted that the positive and significant influence between the Perceived Value variable on Avatar Clothing Purchase Decisions. So the hypothesis formulated in this study can be accepted (H1), because the higher the assessment through what the user feels about Roblox avatar clothing, the higher the influence in making purchasing decisions.

The test obtained in the calculated t value of the Social Influence variable (X2) is 1.974 with a significance level of 0.050 = 0.05, so this result can be interpreted that a positive and significant influence also occurs between the Social Influence variable on Avatar Clothing Purchase Decisions. So the hypothesis formulated in this study can be accepted (H2), because it is indicated in this case that the influence of peers, influencers, and the FOMO phenomenon also play an important role as an encouragement that influences users' decisions to purchase avatar clothing on the Roblox platform.

Based on the results of the analysis carried out as a whole in the t-test, it shows that each of the Perceived Value and Social Influence variables has a positive and significant influence on Purchasing Decisions, and the variable that has the most dominant influence in this test is Perceived Value.

2). F test

Table 14. F test

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2690.617	2	1345,309	129,834	.000b
	Residual	2051.631	198	10,362		
	Total	4742.249	200			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Social Influence, Perceived Value

Source: Processed primary data, 2025

The results of the F test obtained will be used to determine whether the variables Perceived Value (X1) and Social Influence (X2) can simultaneously influence the Avatar Clothing Purchase Decision (Y). This test was carried out with the aim of looking at the calculated F assessment and the level of significance (Sig.) presented in the ANOVA table, with the criteria set for making a decision that the hypothesis is accepted if the Sig. value <0.05.

In the F test results, the calculated F value was 129.834 with a significance level of 0.000 < 0.05. These results indicate that simultaneously, Perceived Value and Social Influence have a significant and positive influence on Purchasing Decisions.

So it can be concluded that the F test conducted in this study shows that the two independent variables studied have a significant and positive influence together with an important role in influencing users to make decisions regarding their desire to purchase avatar clothing on the Roblox platform, so H3 is accepted.

3). Test of the R2 Determination Coefficient

The use of the determination coefficient test in this study is to determine how far the magnitude of the variables Perceived Value (X1) and Social Influence (X2) has the ability to provide an explanation of variations in the Avatar Clothing Purchase Decision variable (Y). The results of the determination coefficient assessment can be seen in the R Square (R^2) and Adjusted R Square values in table 17 presented below.

Table15. R2 Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.753a	.567	.563	3,219

a. Predictors: (Constant), Social Influence, Perceived Value

b. Dependent Variable: Purchase Decision

Source: Processed primary data, 2025

The results of the determination coefficient test showed that the R Square (R^2) assessment was 0.567, which means that variations can provide an explanation for Purchasing Decisions made by the Perceived Value and Social Influence variables by 56.7%. In addition, the remainder that is not explained by the research variables, namely other variables outside the model in this study that were not studied by 43.3% include price

factors, promotions, avatar visual quality, playing experience, and other psychological factors.

The Adjusted R Square value of 0.563 indicates that the fit that has been done is related to the overall independent variables in number, the model's ability to explain the Purchase Decision variable remains in the moderately strong category. Therefore, the use of the regression model in this study is declared to have good feasibility and clarity in explaining the influence of Perceived Value and Social Influence on Purchase Decisions for avatar clothing on the Roblox platform.

DISCUSSION

The Influence of Perceived Value on Decisions to Purchase Virtual Goods on the Roblox Platform

The results of the statistical analysis showed that the Perceived Value variable has a significant and positive influence on Virtual Goods on the Roblox platform. This finding aligns with the proposed theory.Time (1988) Perceived value theory defines perceived value as a comprehensive consumer assessment of a product's usefulness based on the individual's perceived understanding. Purchases of virtual goods are also assessed based on the functional, emotional, and symbolic benefits they experience. This is consistent with research.Andreata et al. (2022); Dawam & Shihab (2024); Lutfi & Baehaqi, (2022)which states that Perceived Value has a significant influence on the decision to make a purchase.

The descriptive analysis found that the average value for the Perceived Value variable was 24.28, approaching the maximum score. These results indicate that respondents considered Roblox avatar clothing to be highly valuable in terms of design, uniqueness, and its ability to represent individual identity in the virtual world. This perception drives and becomes the primary value in decision-making.in doing somethingpurchase.

Kotler & Keller (2007)stated that the decisionin doing somethingConsumer purchases are influenced by assessments based on perceived understanding. Buyers generally tend to choose products that offer the highest value and then compare them to other alternatives. Avatar clothing in Roblox is not only functional, including visual elements, but also serves as a status symbol and a means of self-expression. If users perceive that virtual goods provide value for their money (Robux), this will increase their decision-making power.in doing somethingpurchase.

Schiffman et al. (2019) stated that consumer perceived value is not only rational but also emotional. This finding is relevant to the findings in this study, which found that Roblox users experienced emotional satisfaction, confidence, and pleasure after purchasing avatar clothing. These emotional benefits significantly contribute to purchasing decisions.

Based on the results obtained in the study, it shows that understanding regarding assessment is interpreted as an important factor that can primarily influence behavior in making virtual goods purchases on the Roblox platform, which is in accordance with theories that have been put forward by previous experts regarding consumer behavior and marketing. The importance of Perceived Value in its role because it produces value in products that will beat other competitors.(A. Fatimah & Puspawati, 2025). According to researchAdityawan & Kusuma (2018)which reveals that perceived value is a factor that plays a significant role in consumer purchasing decisions. Consumers purchase a product using assessment analysis, where the perceived value has a higher value.

The Influence of Social Influence on Virtual Goods Purchasing Decisions on the Roblox Platform

The analysis results show that social influence on purchasing decisions for virtual goods on the Roblox platform has a significant and positive impact. This finding illustrates that social influence can not only encourage Roblox platform usage but also encourage others to influence purchasing

decisions for virtual goods. This finding is also relevant and supported by research.A. Fatimah & Puspawati (2025)that social influence has a significant influence on purchasing decisions.

The descriptive analysis found that the average value for the Social Influence variable was 20.21, indicating the extent to which respondents felt encouragement from their social environment. This encouragement could come from peers, the gaming community, influencers, or emerging trends within the game.

Kotler & Keller (2007)states that strong ownership of reference groups influences consumer attitudes and purchasing behavior, especially for products that are symbolic and visible to others. Avatar clothing in Roblox falls into the symbolic product category because it is visible to other players and reflects the user's digital identity. Roblox users tend to consider the opinions and behaviors of others before making purchases.

*Social influence*related to the surrounding environment, where there is encouragement or influence from others in the use or purchase of a product or service. This encouragement or influence from others increases consumers' curiosity and interest in a product.(A. Fatimah & Puspawati, 2025). Consumers will be better able to decide whether to purchase a product recommended by others.

The Fear of Missing Out (FOMO) phenomenon is also a relevant aspect of Social Influence in this study. Other users will be encouraged to purchase to avoid feeling left out if their avatar's outfit is popular. This aligns with the opinion ofSchiffman & Kanuk (2013)which states that social pressure can encourage consumers to adjust their purchasing behavior to group norms.

The results show that Social Influence has a smaller impact than Perceived Value. These results suggest that social factors also play a significant role in virtual goods purchasing decisions. Purchasing decisions are not solely based on personal evaluations but can also be influenced by factors within the Roblox user's social environment.

The Influence of Perceived Value and Social Influence on Virtual Goods Purchasing Decisions on the Roblox Platform

Simultaneous testing results showed that Perceived Value and Social Influence together significantly and positively influence virtual goods purchasing decisions on the Roblox platform. These results indicate that high levels of Perceived Value and Social Influence will significantly influence purchasing decisions by users on the Roblox platform. This is in line withAnnisa & Juwita (2023)that between*Perceived Value*and Social Influence has a significant and positive influence on purchasing decisions

The analysis results show that 56.7% of the variation in purchasing decisions is influenced by Perceived Value and Social Influence, while the remainder is influenced by factors outside the research model. These findings suggest that the combination of internal factors (perceived value) and external factors (social influence) provides a strong explanation for Roblox users' purchasing behavior.

Kotler & Keller (2007)revealed that purchasing decisions are defined as the outcome of interactions between several factors, namely social, psychological, and situational. This research supports the theory that Perceived Value reflects an individual's psychological factors. Social Influence reflects the social factors that influence consumer behavior in the digital environment.

*Perceived Value*very dominant in purchasing decisions. Users' purchasing decisions are largely determined by personal assessments of perceived benefits, although they are also influenced by the social environment. However, personal assessments are more dominant. This is in line withZeithaml et al. (2018)which states that consumer perception in assessment is the main predictor in forming satisfaction and purchasing decisions.

The research findings have implications for developers and marketers of virtual goods on the Roblox platform, highlighting the need to prioritize creating high product value and leveraging social aspects to enhance product appeal. Effectively combining quality value and social exposure can increase user purchasing decisions.

CONCLUSION

This study concludes that perceived value and social influence have a positive and significant effect on the purchasing decisions of Roblox avatar clothing among Generation Z in Cirebon City, both partially and simultaneously, with a joint explanatory contribution of 56.7 percent to the variation in purchasing decisions. Perceived value proved to be the most dominant factor, indicating that the assessment of the functional, emotional, and social benefits of avatar clothing is more decisive in purchasing decisions than social influence, although peers, communities, influencers, and the FOMO phenomenon still provide significant encouragement. These findings emphasize the importance of a strong virtual product value creation strategy as a basis for forming purchasing decisions, while affirming the relevance of consumer behavior theory on the role of perceived value and social influence in the context of the digital economy and metaverse.

However, the results of this study have several limitations, including the limited scope of Gen Z Roblox users in Cirebon City, the use of a cross-sectional quantitative design, and the focus of variables that only include perceived value and social influence, thus not accommodating other factors such as price, visual quality, playing experience, or more complex psychological factors. Future research is recommended to expand the region and characteristics of respondents, add relevant variables such as brand engagement, game experience, or hedonic motivation, and consider a mixed approach to gain deeper qualitative insights. Practically, the results of this study imply that developers and marketers on the Roblox platform need to prioritize increasing the value of virtual products through unique designs, relevant to user identity, and providing emotional satisfaction, while strategically leveraging the community, influencers, and social dynamics to strengthen the exposure and appeal of avatar outfits among Gen Z.

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