

ANALYZING GENERATION Z VIRTUAL ITEM PURCHASE INTENTION THROUGH PEER INFLUENCE AND COMMUNITY ENGAGEMENT IN ROBLOX

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**BUSINESS STUDY PROGRAM
SCHOOL OF BUSINESS
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ABSTRACT

RISYA SYAHPUTRI. Analyzing Generation Z Virtual Item Purchase Intention Through Peer Influence and Community Engagement in Roblox. Supervised by UJANG SUMARWAN and SITI JAHROH.

This study aims to examine the influence of community engagement on peer influence among gen Z users of Roblox, peer influence on virtual item purchase intention, the mediating role of peer influence between community engagement and purchase intention and to propose marketing recommendations based on generation Z purchasing behaviour in Roblox. A quantitative survey involving 118 Roblox users in Indonesia aged 13–26 was conducted from October 2025 to January 2026 using purposive sampling, and data were analyzed through PLS-SEM. Results showed that community engagement had a positive and significant effect on peer influence, which in turn had a positive and significant effect on purchase intention. Mediation analysis confirmed that peer influence significantly mediated the relationship between community engagement and purchase intention, indicating that Generation Z's virtual purchasing behavior was shaped by social interaction and community participation rather than individual evaluation alone.

Keywords: Marketing strategy, mediation, PLS-SEM, purposive sampling, social interaction.

ABSTRAK

RISYA SYAHPUTRI. Analisis Niat Pembelian Item Virtual Generasi Z melalui Pengaruh Teman Sebaya dan Keterlibatan Komunitas di Roblox. Dibimbing oleh UJANG SUMARWAN dan SITI JAHROH.

Penelitian ini bertujuan untuk menguji pengaruh *community engagement* terhadap *peer influence* pada pengguna Roblox Generasi Z, pengaruh *peer influence* terhadap *purchase intention* item virtual, peran mediasi *peer influence* antara *community engagement* dan *purchase intention*, serta mengusulkan rekomendasi pemasaran berdasarkan perilaku pembelian Generasi Z di Roblox. Survei kuantitatif dilakukan terhadap 118 pengguna Roblox di Indonesia berusia 13–26 tahun, menggunakan teknik *purposive sampling*, dari Oktober 2025 hingga Januari 2026, dengan data dianalisis menggunakan PLS-SEM. Hasil penelitian menunjukkan bahwa *community engagement* berpengaruh positif dan signifikan terhadap *peer influence*, yang selanjutnya berpengaruh positif dan signifikan terhadap *purchase intention*. Analisis mediasi mengonfirmasi bahwa *peer influence* secara signifikan memediasi hubungan antara *community engagement* dan *purchase intention*, yang menunjukkan bahwa perilaku pembelian virtual Generasi Z lebih dipengaruhi oleh interaksi sosial dan partisipasi komunitas dibandingkan evaluasi individu semata.

Kata Kunci: Interaksi sosial, mediasi, PLS-SEM, sampling purposif, strategi pemasaran.



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RISYA SYAHPUTRI

Thesis

As one of the requirements to obtain the
Bachelor of Business
at
Business Study Program

**BUSINESS STUDY PROGRAM
SCHOOL OF BUSINESS
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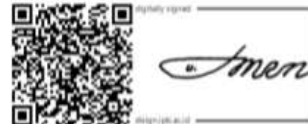
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PREFACE

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Bogor, August 2026

Risya Syahputri

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