

EXPLORING PLAYER MOTIVATION AND PURCHASE INTENTION IN GACHA GAMES

Thesis

**Presented as Partial Fulfillment of the Requirements for the Degree of
Sarjana**

**Manajemen (SM) in International Business Management Program Faculty of
Business and Economics**



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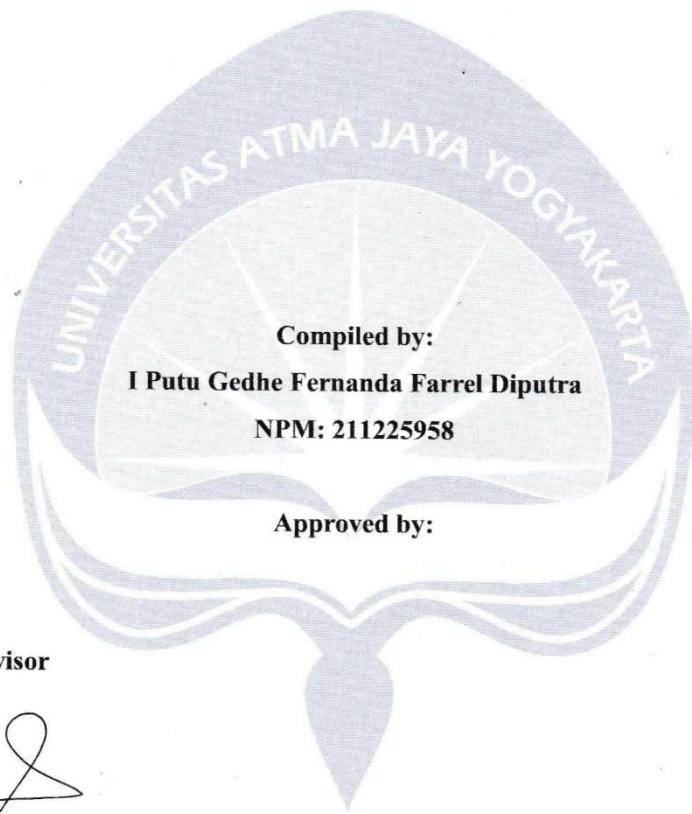
**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA**

2025

APPROVAL PAGE

THESIS

**EXPLORING PLAYER MOTIVATION AND PURCHASE INTENTION IN GACHA
GAMES**



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AUTHENTICITY ACKNOWLEDGEMENT

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This work is entirely original with no unauthorized use of another person's words or ideas. The researcher also has included a comprehensive reference list for every item in the bibliographies and, where appropriate, credited sources using an established academic style standard.

Yogyakarta, 8 Januari 2025

The researcher,



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LETTER OF STATEMENT

EXPLORING PLAYER MOTIVATION AND PURCHASE INTENTION IN GACHA GAMES

Has been defended and accepted in front of examiners on 12 August 2025 as fulfillment of the requirements for the Degree of Sarjana Manajemen in International Business Management Program Faculty of Business and Economics Universitas Atma Jaya Yogyakarta

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PREFACE

Praise and gratitude the writer extends to God Almighty for His blessings and grace, which enabled the writer to complete this thesis entitled: “Exploring Player Motivation and Purchase Intention In Gacha Games”. This thesis was prepared to fulfill the requirements for obtaining a Bachelor's Degree in Management at the Faculty of Business and Economics, Atma Jaya University Yogyakarta.

The writer realizes that this thesis would not have been completed without the support, guidance, and prayers from many parties. Therefore, with utmost humility, the writer would like to express sincere gratitude to:

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In this thesis, which may contain flaws, lies the writer's hope that it may bring benefit to all who are involved. The writer sincerely apologizes for any shortcomings in the preparation of this thesis.

Yogyakarta, 14 July 2025

The Researcher,

A handwritten signature in black ink, featuring stylized, overlapping letters and a long horizontal stroke at the bottom.

I Putu gedhe Fernanda Farrel Diputra

MOTTO

Many fall in the face of chaos; but not this one, not today.

-Darkest Dungeon-

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ABSTRACT

This study explores the psychological and behavioral factors influencing player purchase intention in gacha games, a genre characterized by free-to-play mechanics and randomized reward systems. With the rise of mobile gaming and the widespread adoption of microtransaction-based models, understanding player motivation has become increasingly important for game developers and marketers. Grounded in flow theory, this research examines the effects of enjoyment, skill, challenge, and telepresence on flow and how flow subsequently influences purchase intention. A quantitative approach was employed, using a questionnaire distributed via purposive sampling to 201 respondents in Indonesia who had experience playing gacha games and engaging in their microtransactions. The data were analyzed using SmartPLS 4.0. The results demonstrate that skill and telepresence significantly influence flow, which in turn significantly affects players' intention to make purchases. These findings provide insights into how game developers and marketers can optimize player experience and engagement to enhance monetization strategies within gacha-based game ecosystems.

Keyword: Flow, Gacha Games, Enjoyment, Skill, Challenge, Telepresence, Purchase Intention, Microtransactions.