

ABSTRACT

The research background explores how game industries have evolved with free to play game model. Genshin Impact also has gained global attention with its gameplay. In-app purchases have become the main revenue of free to play game model. The big of online community and eWOM have led to the intention of purchasing in-game virtual items.

The objective of this research is to measure how much eWOM influence the purchase intention of virtual item in Genshin Impact. This research is expected to improve marketing strategies for Genshin Impact while utilizing eWOM with a better understanding of how they influence customer purchase intention.

This research adopts a quantitative approach by collecting data through surveys via a questionnaire from representative samples. The analysis method is using SEM-PLS that investigates how much eWOM influence purchase intention. This method allows to predict relation of the independent variable that more than two on the dependent variable.

This research found that the mediating effects of eWOM Adoption on the influences of eWOM Usefulness and eWOM Credibility on Purchase Intention are all significant highlighting the importance of eWOM adoption on the process of purchasing behavior. Based on this result to increase the purchase intention of virtual item on Genshin Impact they need to utilizing the role of online community. In order to strengthen the eWOM of Genshin Impact.

Keywords: Electronic Word of Mouth, eWOM, Purchase Intention, Virtual Item