

ABSTRACT

This study aims to determine the level of motivation for hedonism, social motivation, and differences in the level of motivation between hedonism motivation and social motivation by gamers in virtual purchases on the PUBG Mobile game in Indonesia. The research method used in this research is quantitative with descriptive analysis research type. Sampling was conducted using a non-probability sampling method with the type of purposive sampling and the number of respondents taken as many as 100 respondents by distributing questionnaires online to PUBG Mobile gamers in Indonesia who have made purchases in the PUBG Mobile game and aged between 16-34 years.

The results of the analysis of motivation in making virtual purchases in the PUBG Mobile online game are, the value of hedonism motivation is 67.6% with the highest indicator being the aesthetics indicator of 75% which gamers make skin / item purchases due to additional dance effects and sound effects considered able to represent the expression of gamers when playing PUBG Mobile games and thus motivating hedonism into the high category. Social motivation is 64.7% with a social distinction indicator of 70% where respondents in this study want a different taste by buying unpopular skins / items to look different from other PUBG Mobile gamers while other players usually buy skins / items that are popular and thus social motivation fall into the high category. Based on the calculation results, the higher value between hedonism motivation and social motivation is hedonism motivation with a percentage of 67.6% while social motivation of 64.7% with a total difference in motivation of 2.9%.

Keywords: *Hedonism Motivation, Social Motivation, Games, Virtual Purchases*