

Abstract

The objective of this study is to analyze the motives of players of buying virtual goods in online games F2P MOBA. This research is based on Consumption values variables: *satisfaction, character identification, functional value, social value, emotional value (character competency value, price utility, functional utility, playfulness, aesthetics, social self image, social relationship)*., by taking 384 respondents who had purchased virtual goods. All questionnaires worthy to analyze because all respondents in the study admitted to purchased virtual goods.

The results shows that players have a many encourage factor when they purchase the virtual goods. They make a purchase in order to improve the status, style, and new function of their character in the online game. There are some implications of marketing. To remove the negative opinions, to provide the education in online games for good psychology the players, so they don't play excessively which will damage the company's brand. Game Developers must quickly deal with the existing problems in the online games so that players believe the quality of the game. Another implication is to use WOM (Word of Mouth), this strategy can help quickly famous the game. Online games update should be done with enough range, so that players don't long-drawn in experience cognitive dissonance.