ABSTRACT

The development of technology in this era is developing very rapidly. The use of technology is not strange anymore, in fact technology has been involved in almost every human activity. Same with marketing process and concept, in business people have used online media in marketing their products. Then soon after that comes a product hat doesn't even have physical and tangible form but it has been sold and become a business, its called virtual product. This product can only be enjoyed and purchased in a virtual world (online) only. Online Game is one of the virtual worlds that are many sales and purchases of virtual products. For this reasons, the author conducted a study of generation z students located in Bandung to find out what factors motivae buyers, in this case is the online game players to purchase these virtual products.

This research used quantitive method with purposive type. Sampling technique used was non-probability sampling with Bernoulli Formula. So the sample that author need in order to start this research is 97 samples, but in this research author managed to collect 106 samples. Factor Analysis in this research is Principle Component Analysis.

The findings of this study indicate that there are 6 dominant factors, those are: self-satisfaction factor, ambitiousness factor, characters-customization factor, pride and existentialism factor, socialization factor, price and rarity factor.

Keywords: Motivation Factors, Factor Analysis, Online Game, Virtual Product