

ABSTRACT

This research aims to explore the influence of gaming motivation on consumptive behavior within gacha-based games, focusing specifically on players of "GODDESS OF VICTORY: NIKKE." Utilizing a quantitative approach, the study investigates the relationship between motivational factors and in-game spending behaviors. The research sample consists of 394 respondents, all members of the Facebook group "NIKKE : TONGKRONGANKOMANDAN DISKUSI NIKKE (TKDN)," determined through Slovin's sampling formula. The findings reveal that achievement motivation serves as the primary driver of consumptive behavior, as players are compelled to make in-game purchases to quickly attain powerful characters, rare items, and elite status. Furthermore, a high level of immersion significantly enhances player engagement and spending, as emotional and psychological involvement in the game world fosters a cohesive and enjoyable gaming experience. Despite some dissatisfaction and distrust towards the gacha system's randomness, its unpredictable reward mechanism strongly motivates repeated purchases through variable reinforcement principles, potentially leading to impulsive and addictive consumptive behavior. This study contributes to a comprehensive understanding of the psychological and economic factors driving spending in digital games, providing valuable insights for developers, regulators, and consumers. Ultimately, the results aim to inform sustainable gaming strategies that mitigate negative effects while leveraging the positive economic impact of the gaming industry.

Keywords: *Gacha, Game Motivation, Consumer Behavior, NIKKE*