

UNDERSTANDING THE RELATIONSHIP BETWEEN CUSTOMER EXPERIENCE AND PURCHASE INTENTION AMONG INTI9 AS MAYOBLOX CUSTOMERS

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ABSTRACT

This study aims to analyze the effect of customer experience on purchase intention among iNTI9 members as Mayoblox users on the Roblox metaverse platform. Using a quantitative approach with a causal associative design, the population consisted of 83 members, with 69 respondents selected through purposive sampling based on their interaction and purchasing experience on the platform. Data were collected through an online questionnaire consisting of two main variables: customer experience and purchase intention, both measured using a five-point Likert scale. Validity and reliability tests using Pearson correlation and Cronbach's Alpha showed that all items were valid and reliable ($\alpha > 0.70$). The data were analyzed using simple linear regression with SPSS to determine the influence between variables. The findings reveal that customer experience has a significant and positive effect on purchase intention, with a regression coefficient of 0.809. This indicates that better user experiences—covering sensory, affective, cognitive, and behavioral dimensions—can enhance consumers' intention to purchase digital products. The results highlight the importance of improving user engagement and interaction quality to strengthen purchase motivation in the metaverse environment. Future research is recommended to explore additional factors such as social influence and perceived value as mediating variables.

Key words: customer experience; purchase intention; metaverse; Roblox; digital consumer behavior

INTRODUCTION

The development of digital technology has brought about significant transformations in the way individuals interact, communicate, and conduct economic activities. One of the most prominent manifestations of this transformation is the emergence of the metaverse as a three-dimensional virtual space that enables social interaction, creativity, and economic transactions in an immersive digital environment (Dwivedi et al., 2023). The metaverse is no longer just a futuristic concept, but has become a reality accessed by hundreds of millions of users worldwide through various platforms, one of which is Roblox. This platform is one of the online game-based metaverses that allows users to create, share, and play various interactive experiences developed by its own user community. Roblox has undergone a fundamental transformation from a mere game to a complex digital ecosystem, where users not only act as content consumers but also as creators and digital economic actors (Messinger et al., 2009). The unique characteristic of Roblox lies in its user-generated content model, which gives users extensive freedom to express their creativity, build virtual communities, and even generate income through the creation of monetizable content (Tian & Zhang, 2022).

Globally, the number of daily active users of Roblox has increased substantially in recent years. Data reported by Statista (2025) indicate growth from approximately 13 million daily active users in the fourth quarter of 2018 to more than 110 million in the second quarter of 2025. The COVID-19 pandemic accelerated this expansion as social interaction shifted toward digital platforms, and Roblox sustained this trajectory with an average annual growth rate of 41 percent. A similar pattern appears in Indonesia, which has emerged as one of the largest markets in Southeast Asia. According to ION Network (2025), Roblox recorded 44.2 million monthly active users in Indonesia, including 22 million daily users, which reflects strong market penetration and user engagement.

Several structural factors explain this rapid growth. Internet penetration in Indonesia now exceeds 77 percent of the population, mobile device ownership continues to expand, and younger cohorts demonstrate strong interest in user generated content platforms such as Roblox (Kholid et al., 2023). Generation Z, born between 1997 and 2012, and Generation Alpha, born after 2012, dominate the platform's user base. These cohorts developed within a digital ecosystem that reduces the distinction between physical and virtual environments (Priporas et al., 2017). For these users, Roblox functions not only as entertainment but also as a space for identity formation, social interaction, creative production, and economic participation through virtual item transactions.

The increase in the number of Roblox players in Indonesia has the potential to be in line with the increase in purchase intention for digital products within the platform. The more intense the interaction between users and features, virtual items, and content created by local creators, the greater their tendency to make purchases as a form of self-expression and support for the creator community. According to Kotler and Keller (2016), purchase intention is the tendency of consumers to buy certain products or services based on their perception of value, benefits, and experiences. In the context of Roblox, purchase intention is not only determined by the functional value of virtual items, but also by the symbolic and social value associated with

avatar personalization and involvement in virtual communities (Huang et al., 2022). Items such as avatar clothing, accessories, special effects, and game passes serve a dual purpose as a means of self-expression and a symbol of social status, where ownership of exclusive items can increase social recognition, psychological satisfaction, and a sense of belonging to the platform (Lehdonvirta, 2009).

The rise in consumptive behavior among Roblox users, as reflected in their high purchase intention, closely relates to the quality of customer experience they encounter on the platform. Customer experience refers to consumers' subjective responses to both direct and indirect interactions with a brand, encompassing cognitive, affective, sensory, behavioral, and social dimensions (Lemon and Verhoef, 2016). Within a digital platform such as Roblox, this experience involves ease of navigation, visual and audio quality, system responsiveness, content variety, social interaction among users, and opportunities for avatar personalization.

A positive experience fosters emotional satisfaction and strengthens users' attachment to the platform, which in turn increases their intention to purchase virtual goods as a way of enhancing or extending that experience (Klaus and Maklan, 2013). Prior research in electronic commerce further demonstrates that customer experience significantly influences purchase intention. Consumers who report favorable experiences tend to evaluate the brand more positively and show greater likelihood of making repeat purchases (Rose et al., 2012).

Although research on customer experience and purchase intention has been conducted extensively, there is still a significant gap in studies discussing the relationship between the two on game-based metaverse platforms such as Roblox, especially in Indonesia. Kim et al.'s (2021) study examined the factors that influence purchase intention in the context of conventional e-commerce, but did not consider the virtual economy dynamics and user-generated content that are characteristic of Roblox. Meanwhile, Zhang et al.'s (2023) research focused on gaming experiences and entertainment aspects without delving deeply into their connection with the purchase behavior of virtual items that hold symbolic and social value. To date, there has been no empirical research analyzing how specific dimensions of customer experience—such as avatar customization, virtual social interaction, immersiveness, user creativity, and sense of community—influence purchase intention among young Indonesian users. However, the Indonesian context has its own characteristics in terms of digital consumption patterns, the influence of social factors on purchasing decisions, and a collectivist orientation that distinguishes Indonesian consumer behavior from that of other countries (Kholid et al., 2023).

Although prior studies consistently document a positive relationship between customer experience and purchase intention in e-commerce and conventional digital platforms, limited research examines this relationship within metaverse environments such as Roblox, particularly in the Indonesian context. Existing research predominantly investigates web based or mobile shopping platforms and emphasizes utilitarian attributes, including transaction convenience and functional efficiency. Such an approach overlooks the immersive, interactive, and creative elements that define user experiences in metaverse settings. Moreover, few studies empirically assess how specific experiential dimensions, such as virtual social interaction, avatar personalization, and community engagement, shape users' intention to purchase virtual items with symbolic and social significance. This gap underscores the need for research that captures the distinct experiential mechanisms operating within metaverse platforms and their implications for digital consumption behavior.

Based on the identification of research gaps from various perspectives, there is an urgent need for systematic and comprehensive empirical research to understand the relationship between customer experience and purchase intention in the context of the metaverse platform, especially among young consumers in Indonesia. This study focuses on iNTI9 users as Mayoblox customers on the Roblox platform with the aim of analyzing how user experience influences their tendency to purchase virtual items. Overall, this study seeks to identify the level of customer experience felt by iNTI9 users, assess the extent to which purchase intention is formed towards virtual items on the Roblox platform, and analyze the relationship between these two variables in the context of young users' consumptive behavior. Furthermore, this study also seeks to reveal the dimensions of customer experience that have the most significant influence on purchase intention, thereby providing a deeper understanding of consumer behavior dynamics in the metaverse environment.

METHOD

This study uses a quantitative approach that aims to understand the relationship between customer experience and purchase intention among iNTI9 members as Mayoblox customers. A quantitative approach was chosen because it allows researchers to measure variables objectively and analyze the relationship between variables statistically based on measurable numerical data. The type of research used is causal associative research, which is research that focuses on testing the influence of one variable on another. In this context, the research seeks to identify the extent to which customer experience influences purchase intention in the Mayoblox consumer environment based on the metaverse platform.

The population in this study consisted of all 83 members of iNTI9 who were members of the Discord link <https://discord.gg/UzPjCxAX>. Based on the size of the population and using a margin of error of 5%, the sample size was 69 respondents. The sample size was determined using the Cochran formula, while the sampling

technique used was purposive sampling, which is the determination of samples based on certain criteria. The criteria in this study were iNTI9 members who had interacted directly with Mayoblox digital products, either through purchases or experience using features on the platform.

Data collection was conducted through a structured questionnaire distributed online. The research instrument consisted of two main parts, namely the Customer Experience scale and the Purchase Intention scale. The Customer Experience scale was compiled based on experiential marketing dimensions that included sensory, affective, behavioral, and cognitive aspects. Meanwhile, the Purchase Intention scale was used to measure individuals' tendencies and intentions to purchase digital products on the Mayoblox platform. Each item on the questionnaire was measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

To ensure the consistency and reliability of the research instruments, a reliability test was conducted using Cronbach's Alpha analysis. This test aims to determine the extent to which items in a construct are related or internally consistent. The Cronbach's Alpha (α) formula is as follows:

$$\alpha = \frac{k}{k - 1} \left(1 - \frac{\sum \sigma_i^2}{\sigma_t^2} \right)$$

Figure 1. Cronbach's Alpha Formula

Explanation:

- α = reliability value (Cronbach's Alpha)
- k= number of statement items
- σ_i^2 = variance of each item
- σ_t^2 = total variance of all item

A Cronbach's Alpha value of at least 0.70 indicates that the measurement instrument achieves satisfactory reliability and is appropriate for research use (Azwar, 2007). After establishing reliability, the study analyzed the data using simple linear regression with the assistance of statistical software such as SPSS. This analysis estimates both the direction and the magnitude of the effect of the independent variable, customer experience, on the dependent variable, purchase intention.

The research model used describes a one-way relationship between the two variables, namely customer experience as the independent variable (X) and purchase intention as the dependent variable (Y). Conceptually, the research model can be described as follows:



Figure 2. Research Model

Using this methodological framework, this study aims to provide empirical evidence on how customer experiences interacting with the Mayoblox digital platform can shape and increase their purchase intent for digital products in the metaverse environment.

RESULTS AND DISCUSSION

This study involved 77 respondents who were users or members of iNTI9 who interacted with the Mayoblox platform and were selected based on purposive sampling criteria. The distribution of demographic characteristics shows that the majority of respondents were female (50.6%), with the largest age group being 20–22 years old (39%), reflecting the dominance of the digital youth generation. In terms of membership, most respondents were active members of iNTI9 (83.1%), indicating a high level of attachment to the community. Meanwhile, the frequency of use or purchase of Mayoblox was also relatively high, with 40.3% of respondents stating that they interacted or made purchases on the platform very often. Overall, these characteristics indicate that the research respondents had a strong level of involvement in activities within the Mayoblox digital ecosystem, as shown in Table 1.

Table 1. Demographic Categories of Respondents (N=77)

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	36	46,8

	Female	39	50,6
	Choosing Not to Answer	2	2,6
Age	< 15 years old	8	10,4
	16-19 years old	22	28,6
	17-19 years old	3	3,9
	20-22 years old	30	39,0
	> 22 years old	15	19,5
Member Status	Yes	64	83,1
	No	13	16,9
Purchase Frequency	Rarely	13	16,9
	Sometimes	12	15,6
	Often	21	27,3
	Very often	31	40,3

Source: Data processed by the author

This validity test uses Pearson correlation, which is calculated by comparing the values obtained from the questionnaire questions. The validity test criteria compare r_{hitung} and r_{tabel} , where an item can be declared valid or valid if the value $r_{hitung} > r_{tabel}$ with a significance value of 0.05. To measure r_{hitung} from the sample size of 77 respondents, the $df (N-2)$ value obtained is 75, with the condition r_{tabel} at a significance value of 0.05 through a two-tailed test, resulting in a value of 0.224. A value in the calculated r that is greater than the table r indicates that a statement is capable of measuring the variable to be measured, and vice versa, if the calculated r value is smaller than the value of the table r , it can be said that a statement is not capable of measuring the variable to be measured. In the table above, it can be seen that the calculated r value for the customer experience (X) and purchase intention (Y) variables is greater than the table r value of 0.224, so it can be declared valid as a measuring tool for the variables being studied and can be used in further tests.

Table 2. Uji Reliabilitas

Variabel	Cronbach's Alpha	Nilai Ketetapan	Keterangan
Customer Experinece (X)	0,729	0,70	Reliabel
Purchase Intention (Y)	0,839	0,70	Reliabel

Source: Data processed by the author

The study assessed reliability using the Cronbach's Alpha method, with a minimum threshold of 0.70 to establish internal consistency. Values closer to one indicate stronger reliability. The results show that the Cronbach's Alpha coefficients for customer experience (X) and purchase intention (Y) both exceed 0.70, which confirms that respondents answered the questionnaire items consistently and that the instrument is suitable for further analysis.

The normality test indicates an Asymp. Sig. (2 tailed) value of 0.200, which exceeds the 0.05 significance level. This result confirms that the data follow a normal distribution and meet the assumptions required for regression analysis. The simple linear regression produces the equation $Y = 3.377 + 0.809X$. The constant value of 3.377 indicates the level of purchase intention when customer experience equals zero. The regression coefficient of 0.809 shows that each one unit increase in customer experience increases purchase intention by 0.809 units. These findings demonstrate that customer experience exerts a positive effect on purchase intention.

CONCLUSION

This study concludes that customer experience significantly and positively influences purchase intention among iNTI9 members as Mayoblox users on the Roblox platform. High levels of satisfaction, engagement, and immersion encourage stronger intentions to purchase digital products. The experiential dimensions—sensory, emotional, cognitive, and behavioral—play a vital role in shaping consumer behavior in the metaverse. Enhancing user experience is therefore essential to strengthen loyalty and drive virtual economic activity. Future studies are suggested to examine additional factors such as social influence, trust, or perceived value for a deeper understanding of digital purchasing behavior.

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