

ABSTRAK

**HUBUNGAN LITERASI KEUANGAN DAN KECENDERUNGAN PEMBELIAN
IMPULSIF DENGAN KEPUTUSAN PEMBELIAN ITEM DIGITAL (*IN-GAME
PURCHASES*) PADA PEMAIN *GAME VALORANT***

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Penelitian ini bertujuan untuk mengetahui: 1) hubungan literasi keuangan dengan keputusan pembelian item digital (*in-game purchases*) pemain *game valorant*; 2) hubungan pembelian impulsif dengan keputusan pembelian item digital (*in-game purchases*) pemain *game valorant*. Pendekatan penelitian adalah kuantitatif. Penelitian dilaksanakan pada bulan April 2026. Populasi penelitian adalah seluruh pemain *game valorant* di Indonesia. Sampel penelitian sebanyak 100 pemain *game valorant*. Teknik penarikan sampel penelitian adalah *accidental sampling*. Teknik pengumpulan data adalah kuesioner. Teknik analisis data adalah korelasi Kendall's Tau.

Hasil penelitian ini menunjukkan: 1) ada hubungan literasi keuangan dengan keputusan pembelian item digital (*in-game purchases*) pemain *game valorant* (*correlation coefficient* = 0.200; *sig. (2-tailed)* = 0.006); 2) ada hubungan pembelian impulsif dengan keputusan pembelian item digital (*in-game purchases*) pemain *game valorant* (*correlation coefficient* = -0.148; *sig. (2-tailed)* = 0.040).

Kata kunci: Literasi keuangan, pembelian impulsif, keputusan pembelian item digital (*in-game purchases*)

ABSTRACT

***THE RELATIONSHIP BETWEEN FINANCIAL LITERACY AND IMPULSE BUYING
TENDENCIES WITH DIGITAL ITEM PURCHASES DECISIONS
(IN-GAME PURCHASES) IN VALORANT GAME PLAYERS***

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This study aims to determine: 1) the relationship between financial literacy and Valorant players' in-game purchasing decisions; 2) the relationship between impulsive buying and Valorant players' in-game purchasing decisions. The research approach was quantitative. The study was conducted in April 2026. The study population was all Valorant players in Indonesia. The sample size was 100 Valorant players. The sampling technique used was accidental sampling. The data collection technique was a questionnaire. The data analysis technique used Kendall's Tau correlation.

The results of this study indicate: 1) there is a relationship between financial literacy and Valorant players' in-game purchasing decisions (correlation coefficient = 0.200; sig. (2-tailed) = 0.006); 2) there is a relationship between impulsive buying and Valorant players' in-game purchasing decisions (correlation coefficient = -0.148; sig. (2-tailed) = 0.040).

Keywords: *Financial literacy, impulsive buying, digital item purchasing decisions (in-game purchases)*

