

Analysis of the Influence of Brand Awareness, Features and Content Creators in the eFootball Game on Players' Decisions to Top Up

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ABSTRACT

Objective: This study aims to examine the effect of brand awareness, game features, and content creators on players' top-up decisions in the eFootball game. **Method:** A quantitative research approach was employed, utilizing questionnaires distributed to 96 Generation Z respondents. The collected data were analyzed using multiple linear regression with SPSS software to determine the influence of each variable on players' purchasing decisions. **Results:** The analysis revealed that brand awareness and content creators have a significant positive effect on players' top-up decisions, while game features do not show a significant influence. These results suggest that social and psychological factors related to brand perception and influencer engagement play a stronger role in shaping players' spending behavior than in-game functionality. **Novelty:** This study contributes to the growing literature on digital consumer behavior by highlighting the pivotal role of content creators and brand identity in influencing virtual purchasing decisions among Generation Z gamers in the context of eFootball.

INTRODUCTION

The development of electronic sports or e-sports is increasingly unstoppable. This sport is not only popular among the younger generation, but also continues to show rapid progress that attracts the attention of various groups. Using electronic devices such as mobile phones, computers, *PlayStation*, or *Xbox* as the main platform, e-sports allows players to compete globally in various game genres. One concrete proof of this development is the success of the Indonesian *eFootball national team* in winning the first title in the FIFA e-Sports World Cup, which is a historical milestone and a source of pride for the Indonesian nation in the international arena. In general, there are seven genres in e-sports that are popular among players, namely: (1) Fighting, (2) First-Person Shooters (FPS), (3) *Real-Time Strategy*, (4) *Sports*, (5) *Racing*, (6) *Multiplayer Online Battle Arena* (MOBA), and (7) other genres [1].

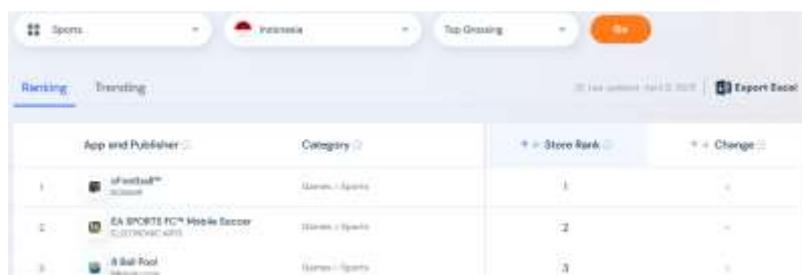


Figure 1. Top Grossing Sports Apps Ranking in Indonesia on April 21

Based on Similarweb data, KONAMI's *eFootball* became the most popular sports game in Indonesia on April 21, 2025, and also achieved position top as a sports game with income highest on *Google Play Store* as of March 21, 2025. In development, game *e-sport* bring various impact positive in the field social. Games This give benefit for the players , especially in improve and develop ability *soft skills* through a match of a nature competitive [1] . Indonesia is one of the pioneer *e-sports* in Southeast Asia thanks to existence support from government through various tournaments that have been held. In 2018 , the Asian Games held in Jakarta and Palembang included *e-sport* as one of the branch sports , where medals are won No counted in total earnings medal official [2] .

One of the themed games football in the middle popular moment This is *eFootball*. Since its launch , this game success steal attention Lots player and become choice major in various parts of the world, including Indonesia [3] . The *eFootball* game is an evolution of the *Pro series. Evolution Soccer (PES)* developed by *Konami* uses *Unreal Engine*, and plays a big role as a cross- *platform online sports game. eFootball Mobile* is a football game designed by *Konami* For device *smartphone. Game* This serve experience realistic play with graphic quality high and responsive controls. Players can build team dream they, follow various *events*, as well as compete by *online* oppose other users of worldwide. Thanks to its competitive gameplay and free- to-play model, *eFootball Mobile* succeed interesting Lots fans, including in Indonesia.

eFootball game offers many features. One of these features is the characterization of *soccer* players based on their positions. Players are divided into three categories based on their positions: defenders, midfielders, and attackers [5]. This positional division makes it easier for players to choose roles that suit their playing style, as well as to design more effective team tactics. This makes gameplay more engaging and gives players the comfort to adapt to various match situations.

Content creator is individuals who produce content and have Lots followers on social media. They weave connection or attachment with his followers through content that is inspiring , entertaining , or informative , so that capable create strong connection with audience they [4] One of the most well-known *content creators* in Indonesia is Windah Basudara. With his distinctive delivery style and warm interaction with his audience, Windah has managed to build a loyal fan community. When he plays the game *eFootball Mobile* in one of his content, this not only entertains the audience, but also increases interest and attention in the game among his followers.

Generation Z, or normal called Gen Z, is group individuals born between 1995 to 2010. With Thus , whoever is born in range time the including to in category Generation Z [5] . Interestingly, this group is known to have impulsive tendencies in making purchasing decisions, especially when influenced by digital trends and social media content. This characteristic is also reflected in their behavior when playing online games, where the decision to top up is often done spontaneously to get trending virtual items, favorite characters, or to instantly enhance the gaming experience. When players feel fully involved in something games, experiences play they will become more fun for get experience best in the game next, feelings involved This become matter important thing

that drives player for play *games* said. Intention purchase means desire for buy product *virtual*. A fun experience moment shop *on line* can make somebody the more often explore and finally buy something [6]. This also applies to *online game players*, where the enjoyable experience of playing can increase their desire to purchase virtual items.

The main problem in this study is how clearly the influence of *brand awareness* and *content creators* influence the decisions of Generation Z players to make *in-game purchases (top-ups)* on *eFootball*. Therefore, to address this problem, the researcher use *nonprobability sampling* and *purposive sampling* in study for taking sample and with multiple linear regression method. Multiple linear regression is used to find out whether *the brand awareness, features and content creator variables* influence the decision variable to *top up*, which means there are two X variables and one Y variable.

Problem Formulation : The problem formulation in this research is:

1. Whether *brand awareness* influential to decision in -game purchases in *eFootball games* among Generation Z?
2. Whether game features, in particular characterization player based on position, influence to decision in-game purchases on *eFootball* ?
3. Are content creators influential ? to decision purchase *in-game* on *eFootball* among Generation Z?

Research Objectives : The objectives of the research are: study from studies This is :

1. For know the influence of *brand awareness* to decision in - game purchases on *eFootball* among Generation Z.
2. For analyze influence game features against decision in-game purchases on *eFootball*.
3. For know influence *content creator* to decision purchase *in-game* on *eFootball* among Generation Z.

Research Question : To what extent can *brand awareness, features and content creators* explain changes in the decisions of generation Z players in purchasing virtual items in the *eFootball game* ?

SDGs Category : This research relates to consumer behavior in the gaming industry, specifically in the context of marketing and *brand awareness strategies* in the e-sports realm. This aligns with point 12 of the Sustainable Development Goals (SDGs), namely Responsible Consumption and Production, which emphasizes the importance of encouraging sustainable consumption patterns. [7]. In this context, the research focuses on how digital marketing strategies and gaming experiences can influence more conscious and responsible virtual item purchasing decisions by game consumers, especially *e-sports players*.

RESEARCH METHOD

Literature Review

Brand Awareness

Brand Awareness or awareness to something brand is indicator strength A a brand that is one of the asset valuable for company. The height awareness brand can give impact positive , because company can understand How consumer respond and recognize Name brand the [8] . In context *e-sports*, especially in games *eFootball*, *brand awareness* become factor important things that influence decision player for do purchase *virtual items*, especially if the item is related with *brand awareness* club big like Manchester United. This is show that awareness brand No only strengthen position companies in the market but can also push behavior consumer in digital context [9] . Visual identity has role important in build *brand image*, that is perception consumer to something brand. With consistent visual identity , company can convey values , character , and quality product or service they in a way effective to consumer [10] . Indicators *brand awareness* consists of from four levels, namely : no realize brand (*unaware*), recognize moment seeing (*recognition*), capable remember without assistance (*recall*), and brand first thing that comes to mind (*top of mind*) [11] .

Feature

Features are elements in video game design that encourage or sustain gaming behavior, regardless of the individual characteristics of the players [12] . In the context of *eFootball* games, features such as responsive gameplay systems, a variety of game modes, and the ability to interact with other players through *multiplayer* or tournament features can increase player comfort. Indicators of in-game feature variables include controls and ease of use, social aspects such as *multiplayer*, *reward systems*, *visual* and *audio* quality, *gameplay* mechanics, and learnability. These indicators play an important role in increasing player comfort and engagement [13] .

Content Creator

Content creator is the individual who creates content and have amount a number of large following on social media. The content produced generally nature entertaining , unique, and funny , so can interesting Lots viewer For see content that has been they created [14] . In addition, the presence of *content creators* who promote the game through gameplay or even content related to tips and tricks can make players feel more confident in playing *eFootball*. Frequent brand mentions by *content creators* on various *platforms* increase brand visibility and build brand awareness among the audience [15] . *Content creator* indicators include creativity in compiling interesting content, consistency of uploads to maintain existence, production quality that reflects professionalism, and active interaction with the audience to build closeness and loyalty [16] .

Purchase / Top Up Decision

Top-up is a useful service for purchasing items or in -*game currency online*. Purchase *items* in *online game* can done with do *top-up* through developer official or through provider service party third [17] . These *top-ups* are used to obtain desired items or to subscribe to specific *events*. Furthermore, gamers who develop positive social relationships tend to stay in the game longer and even make in-game purchases. As for

some indicator from the decision purchase, namely : brand of choice, determination when purchase, preferred brand, situation when purchase [18] .

Method Study

Method quantitative used in study This Because own systematic, planned and structured characteristics since stage formulation problem until compilation base research. In context analysis the influence of brand awareness, features, and content creators in the *eFootball* game to decision player for do top-up, approach quantitative allows researchers for measure connection between variables in a way objective. Research This conducted on the population or sample certain with collect data through instrument study like questionnaire, which was then analyzed in a way statistics for test hypothesis that has been formulated. Through approach this, obtained greater understanding deep and measurable about factors that influence decision purchase In -game data analysis is applied in this study, as it involves calculating the population size, sample size, and total number of questionnaires completed, which serve as the basis for supporting the data analysis process [19]. This research uses a quantitative approach with research variables in the form of *brand awareness* as the independent variable (X1), Features (X2) *content creator* (X3) and player's decision to *top-up* as dependent variables (Y).

Population and Sample

A population refers to a very large and broad set of data in a study. A population encompasses all elements, whether individuals, objects, or other measurements, that are the focus or object of interest in the study. Meanwhile, a sample is a small portion of the population taken to represent the entire population in the analysis process [20]. In this study, the researcher determined Generation Z who had played the *eFootball game* as the target population. This study used two types of data, namely primary data and secondary data. Primary data was obtained directly from respondents through an online survey, while secondary data came from literature such as books, journals, publications, and previous research results relevant to the research topic. Data collection was carried out by distributing questionnaires using Google Forms which were shared through social media. The number of samples used in this study was a minimum of 96 respondents, which was determined based on the needs of the statistical analysis.

This study uses the *lemeshow formula*, where the researcher wants to use a 95% confidence level and a 10% accuracy level.

$$\text{Formula : } n = \frac{a}{(Z^2) \cdot P \cdot Q} \cdot E^2$$

n is amount minimum sample

Z is mark standard from normal distribution according to level desired trust

P is prevalence *outcome* or proportion population that has characteristics certain (for example, 50%)

Q is complementary from P, namely $Q = 1 - P$

E is level accuracy or permissible *margin of error* (e.g, 10%)

Nonprobability Sampling

Through technique *nonprobability sampling*, no every individual in population own equal opportunities For selected as respondents in study [21]. In the data collection process, the techniques used is *non-probability sampling* with approach *purposive sampling*. Through method this researcher choose respondents with criteria that is generation Z who ever play and purchase items in the *eFootball game*.

Analysis Linear Regression

Regression is tools used for measure whether there is correlation or relationship between variable. Method this is the most effective used when the data is provided in the form of linear data, which in the end form linear relationship when depicted in plot [22]. The method split linear regression become two type, namely simple linear regression and multiple linear regression [23]. Analysis regression that is method statistics used measure level relatedness between variables certain. One of the analysis the simplest and most common regression used is simple linear regression. In analysis here, there is One variables bound symbolized with Y and one or more variables freedom symbolized with X . Appropriate with name, relationship between second variables the is linear [24].

Framework Study

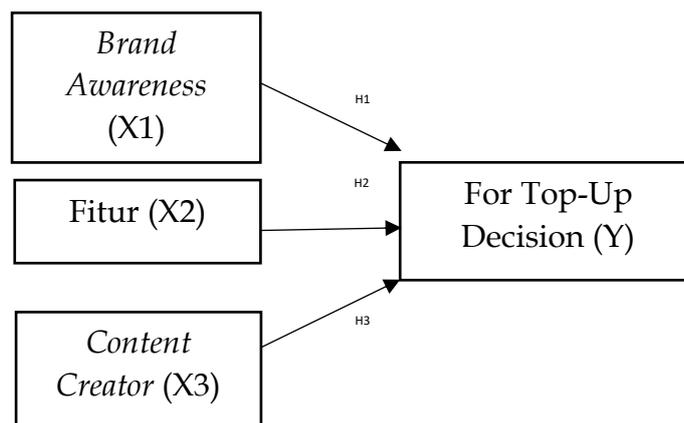


Figure 2. Design Study

Hypothesis study can explained from framework study above, namely :

H1 : *Brand Awareness (X1)* has an influence to decision for do *top-up (Y)* on *eFootball* games

H2 : *Feature (X2)* has an influence to decision for do *top-up (Y)* on *eFootball* games

H3 : *Content Creator (X3)* has an influence to decision for do *top-up (Y)* on *eFootball* games

Method data processing

In study this, device SPSS software is used for analyze data with approach statistics. SPSS Statistics can process various data types and uses For compile reports, statistics descriptive, graphic, and do analysis statistics, including complex ones [25]. Multiple linear regression test implemented use know to what extent does it influence *brand awareness*, *features*, and *content creators* in the *eFootball* game to decision player for do *top-up*. Besides that, validity test, reliability and assumptions classic done for ensure that instrument research used has fulfil standard valid and consistent measurements, so results analysis can trusted and depicts connection between variables in a way accurate. In the assumption test classic There are 3 tests, namely the normality test, the

multicollinearity test and the heteroscedasticity test. Analysis descriptive used for describe characteristics respondents in research, while hypothesis testing, such as the t-test and F-test, is applied for measure significance influence variables independent to variables dependent. With combine second type analysis this, obtained greater understanding deep about factors that influence decision player in do purchase of items or *top-up* on *games eFootball*.

RESULTS AND DISCUSSION

Result

Sample

Based on characteristics respondents, the majority originate from Generation Z which includes category type gender, year birth, and status. Of the total 101 respondents collected, there were 95 men and 6 women.

Table 1. Characteristics Respondents

Characteristics	Amount	Presentation (%)
Man	98	93.3
Woman	7	6.7
Junior high school students	5	4.8
High school students	10	9.5
Student	39	37.1
Already Work	51	48.6

The table shows that the majority of respondents were male (93.3%), and most were employed (48.6%), followed by university students (37.1%), high school students (9.5%), and junior high school students (4.8%). This fact indicates that eFootball is most popular among men, especially those of productive age who are employed or students, who have purchasing power and a high interest in digital entertainment such as online games.

Validity Test

Validity testing aims to assess whether a questionnaire is truly capable of measuring what it should measure, so that it can be declared valid or not [26]. This testing is very important so that the data collected can be trusted and used in research analysis accurately.

Table 2. Validity Test

Variables	Item	R Count	Sig.	Information
Brand	X1	0.492	.000	Valid
Awareness	X2	0.678	.000	Valid
	X3	0.631	.000	Valid
	X4	0.839	.000	Valid
	Feature	X1	0.644	.000
	X2	0.617	.000	Valid
	X3	0.708	.000	Valid
	X4	0.595	.000	Valid
	X5	0.771	.000	Valid
	X6	0.545	.000	Valid
Content Creator	X1	0.883	.000	Valid
	X2	0.863	.000	Valid
	X3	0.879	.000	Valid
	X4	0.877	.000	Valid
Buying decision	Y1	0.897	.000	Valid
	Y2	0.847	.000	Valid
	Y3	0.853	.000	Valid
	Y4	0.869	.000	Valid

The results of the total item validity test show that all statements in the variables *Brand Awareness* (X1), *Features* (X2), *Content Creator* (X3), and *Purchase Decision* (Y) have a correlation coefficient value greater than the t-table value of 0.198. Thus, all statement items are declared valid.

Reliability Test

Reliability testing is conducted with the reference that an item or variable is said to be reliable if the Cronbach's Alpha value is more than 0.60. Conversely, if the Cronbach's Alpha value is less than 0.60, then the item or variable is considered unreliable [27].

Table 3. Reliability Test

Variables	Cronbach's Alpha	Condition Reliable	Information
<i>Brand Awareness (X1)</i>	,706	a>0.60	Reliable
<i>Features (X2)</i>	,730	a>0.60	Reliable
<i>Content Creator</i>	,899	a>0.60	Reliable
<i>Buying decision</i>	,888	a>0.60	Reliable

An instrument is declared reliable if the Cronbach's Alpha value for each variable exceeds 0.60. In this study, the Cronbach's Alpha value for the *Brand Awareness* variable was 0.706, the *Feature* variable was 0.730, the *Content Creator* variable was 0.899, and the *Purchase Decision* variable was 0.888. Since all of these values are above the required threshold, it can be concluded that the questionnaire instrument used has a good level of

internal consistency and is classified as reliable. This indicates that the data obtained from these four variables are reliable and suitable for further analysis in testing the influence of Brand Awareness (X1), Features (X2), and Content Creator (X3) on Purchase Decisions (Y).

Assumption Test Classic

Further econometric analysis was conducted to ensure that the multiple linear regression model used in this study was free from bias. Model evaluation involved four types of tests, namely heteroscedasticity, multicollinearity, normality, and autocorrelation [28]. These four tests aim to assess the feasibility of the model in analyzing the influence of the independent variables Brand Awareness (X1), Features (X2), and Content Creator (X3) on the dependent variable Purchase Decision (Y). Results that meet all of these classical assumption tests will strengthen the validity of the relationship between the variables studied.

Normality Test

The normality test is carried out to determine whether the data used in the regression model has a normal distribution or not [29]. This is important because the normal distribution is one of the basic assumptions in regression analysis, which affects the validity of the results of statistical tests.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			96
Normal Parameters a,b	Mean		.0000000
	Standard Deviation		.1183941
	Most Extreme Differences	Absolute	.089
		Positive	.089
		Negative	-.062
Test Statistics			.089
Asymp. Sig. (2-tailed)			.059 ^c

Based on the results of the Kolmogorov-Smirnov test, a significance value of 0.059 was obtained, which is greater than 0.05. Therefore, it can be concluded that the data is normally distributed and meets the assumptions of the normality test. Thus, the regression model used in this study is suitable for use in further analysis because it has met one of the main requirements in the classical assumption test, namely the normal distribution of the residuals. This normal data distribution also strengthens the validity of the results of the test of the relationship between the variables Brand Awareness (X1), Features (X2), and Content Creator (X3) on Purchase Decisions (Y).

Multicollinearity Test

Multicollinearity test done with see mark coefficient correlation and Variance Inflation Factor (VIF) between variables independent. A model is stated free from

multicollinearity if VIF value is less out of 10 and value tolerance more from 0.10, which becomes indicator general For detect existence symptom multicollinearity [30].

Table 5. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	-.214	.220		-.974	.333		
Brand Awareness	-.105	.096	-.117	-1,089	.279	.295	3,390
Feature	.612	.127	.560	4,806	.000	.253	3,951
Content Creator	.447	.123	.406	3,646	.000	.278	3,601

Based on the data processing results, it can be concluded that there are no symptoms of multicollinearity. This is evidenced by the tolerance value of each independent variable, namely *Brand Awareness* at 0.295, *Features* at 0.253, and *Content Creator* at 0.278, all of which are greater than 0.10. In addition, the VIF value for *Brand Awareness* at 3.390, *Features* at 3.951, and *Content Creator* at 3.601, all of which are below 10.00. Thus, both the tolerance value and VIF indicate that the model is free from multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to detect whether there is inequality in *the error variance* (residual) between one observation data and another observation data in a regression model. If the residual variance is not constant, heteroscedasticity occurs, which can affect the accuracy of the model's estimates [31].

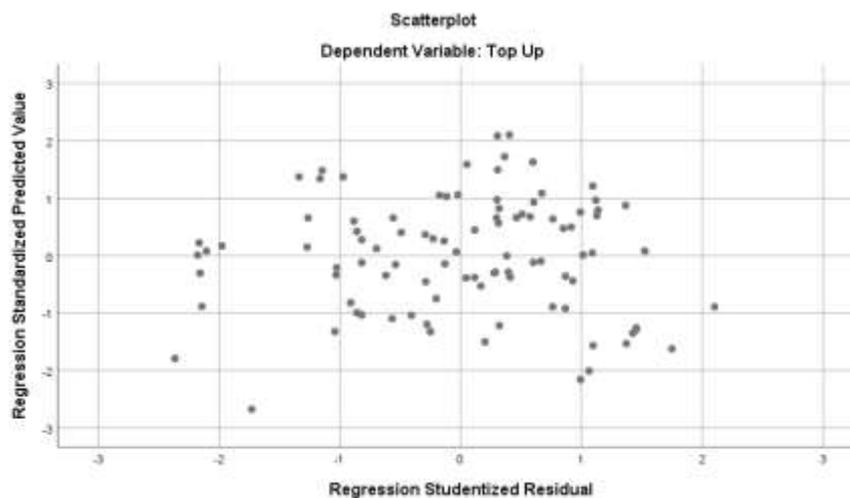


Figure 3. Heteroscedasticity

Based on the figure, it can be seen that the points do not form a specific, regular pattern, such as a wave or a widening and narrowing pattern. Because there is no clear pattern, it can be concluded that the regression model in this study is free from heteroscedasticity.

Multiple Linear Regression Test

Multiple Linear Regression is used to determine and measure the level of influence of independent variables on dependent variables [32]. In the context of this research, this method helps analyze the extent to which Brand Awareness (X1), Features (X2), and Content Creator (X3) influence Purchase Decisions (Y) in the eFootball game, so that a clear picture is obtained regarding the relationship between variables.

$$Y = a + B_1X_1 + B_2X_2 + B_3X_3 + e$$

Where :

Y = Purchase decision

a = Constant

B1,B2,B3 = Coefficient linear regression of each variable

X1 = Brand Awareness Variable

X2 = Feature Variable

X3 = Content Creator Variable

e = Standard error

Table 6. Multiple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,060	1,363		2,245	.027
	Brand Awareness	-.040	.097	-.044	-.409	.684
	Feature	.297	.072	.475	4,093	.000
	Content Creator	.335	.117	.322	2,874	.005

a. Dependent Variable: Top Up

Based on equality regression said, can clarified as following :

a. *Brand Awareness (X1)*

The coefficient value (B) = -0.040, meaning every increase in Brand Awareness by 1 unit will lower Top Up decision of 0.040 units, if other variables are considered constant.

Sig. value = 0.684 (> 0.05), meaning the influence of Brand Awareness on Top Up is not significant.

The t value = -0.409, indicates strength the influence is very small and the direction negative.

b. Features (X2)

The coefficient value (B) = 0.297, meaning every Feature increase by 1 unit will increase Top Up decision of 0.297 units, with assumptions other variables are constant.

Sig. value = 0.000 (< 0.05), meaning the influence of features on top up is significant in a way statistics.

The t value = 4.093, indicates its influence strong and positive towards Top Up.

c. Content Creator (X3)

The coefficient value (B) = 0.335, meaning every increase Content Creator by 1 unit will increase Top Up decision of 0.335 units, with assumptions other variables are constant.

Sig. value = 0.005 (< 0.05), meaning the influence of Content Creators on Top Up is significant in a way statistics.

The t value = 2.874, indicates its influence positive and sufficient strong towards Top Up.

t-test

To verify the differences with the statistical calculation results, a t-test was conducted. This test essentially aims to show the extent to which an individual independent variable influences the explanation of the dependent variable [33]. In this study, the calculation of the t-table value uses the formula

$$\begin{aligned} & (a / 2 : n - k - 1) \\ & (0.05 / 2 : 96 - 3 - 1) \\ & (0.025 : 92) \end{aligned}$$

So obtained t table value 1.986

Criteria for the t-test in study This is :

1. If t count > t table and sig. > 0.05, then No There is influence significant (Ha rejected).
2. If t count < t table and sig. ≤ 0.05, then There is influence significant (Ha accepted).

Table 7. t-test

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,060	1,363		2,245	.027
	Brand Awareness	-.040	.097	-.044	-.409	.684
	Feature	.297	.072	.475	4,093	.000
	Content Creator	.335	.117	.322	2,874	.005

a. Dependent Variable: Top Up

Results can be clarified as following :

- a. *brand awareness* variable shows t = -0.409, Sig. = 0.684 (> 0.05). This means that brand awareness has no significant effect on top-ups in e-Football. The *brand awareness variable* has a calculated t value < t table and a significance value > 0.05.

This means that *brand awareness* does not have a significant effect on players' decisions to *top up* in the eFootball game.

- b. The t-test on the feature variables shows $t = 4.093$, $\text{Sig.} = 0.000 (< 0.05)$. This means that the features in the *eFootball game* have a significant influence on players' decisions to *top up*.
- c. Based on the results of the t-test, *the content creator variable* shows $t = 2.874$, $\text{Sig.} = 0.005 (< 0.05)$, which shows a significant influence on the player's decision to *top up*.

Coefficient Test Determination (R^2)

The coefficient of determination is used to measure the extent of influence of the independent variable (X) on the dependent variable (Y). The calculation is done by squaring the obtained coefficient [34]. This value shows the extent to which the independent variable is able to explain the dependent variable in the research model.

Table 9. Coefficient Test Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.895 ^a	.801	.795	.875
a. Predictors: (Constant), Content Creator, Brand Awareness, Features				

Determination test results on show that mark number *Adjusted R Square* is 0.795. This is means 0.795 or 79.5% variation from decision purchase (*top-up*) Can explained by variation from third variables independent in study namely brand awareness, features and *content creators* whereas the remainder ($100\% - 79.5\% = 30.5\%$) is explained by other variables that are outside study this.

Discussion

Brand Awareness of Purchasing Decisions

The brand awareness variable does not significantly influence players' decisions to top up their eFootball game. This result indicates that although players are familiar with the brand or are aware of the *eFootball game*, this factor is not the main driver in purchasing decisions (*top-ups*). Players' decisions tend to be more influenced by other factors, such as in-game features or content created by creators, rather than simply brand awareness. This finding is in line with the study "The Effect of Brand Awareness and Product Quality on Purchasing Decisions in E-commerce (Case Study on Social Studies Students at the University of Riau)." The brand awareness variable does not influence purchasing decisions in Shopee e-commerce. This means that brand awareness does not have a strong potential to influence consumers in making purchasing decisions [35].

Features on Purchasing Decisions

The in-game feature variables in *eFootball* have a positive and significant influence on players' *top-up decisions*. These features can include graphic quality, game mechanics, special events, and the ease of *top-up transactions*. Players who experience the benefits and

excitement of these features tend to be more motivated to spend money to obtain additional items or benefits in the game. This finding is in line with the study "The Influence of Product Features and Cashback Promotions on Purchasing Decisions in the Shopee Marketplace (Case Study: Economics Education Students, Class of 2020 & 2021, PGRI Wiranegara University)" which shows that product features have a significant influence on purchasing decisions on Shopee [36].

Content Creator on Purchasing Decisions

The content creator variable significantly influences players' top-up decisions. Content created by creators, such as video reviews, tips, *gameplay*, or special event promotions, can influence players' perceptions and interests. The information and entertainment provided by *content creators* can create emotional and rational impulses to purchase in-game items. In the study "The Influence of Online Customer Reviews, Live Streaming, and Content Creators on Purchasing Decisions through the TikTok Shop Marketplace," this study shows that the content creator variable has a positive and significant influence on purchasing decisions [37].

CONCLUSION

Fundamental Finding : The analysis concludes that brand awareness does not have a significant influence on players' top-up decisions in eFootball, indicating that brand recognition alone is insufficient to drive purchasing behavior. In contrast, in-game features—including graphic quality, gameplay mechanics, special events, and transaction convenience—have a positive and significant effect on players' motivation to make purchases. Additionally, content creators significantly shape player decisions by producing creative and informative content that enhances perception, stimulates interest, and encourages transactions. **Implication :** These findings highlight the strategic importance for game developers and marketers to focus on optimizing in-game experiences and leveraging influencer or content creator collaborations rather than relying solely on brand recognition. **Limitation :** The study's scope is limited to specific variables and a particular sample of eFootball players, which may not fully represent broader gaming communities or other game genres. **Future Research :** Future studies should include additional variables such as pricing strategies, promotional activities, and user experience factors, while employing larger and more diverse samples to provide a more comprehensive understanding of consumer purchasing behavior in digital gaming ecosystems.

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