The Role of Financial Literacy in Mediating The Relationship Between Ease of Transactions, Virtual Lifestyle and Social Influence on Consumer Behavior (A Study of Roblox Users Among Generation Z)

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Abstract

This study aims to analyze the role of digital financial literacy in mediating the relationship between consumer behavior and ease of transactions, virtual lifestyles, and social influence among Gen Z Roblox users. The development of the metaverse and digital ecosystems has spurred the emergence of new interaction patterns that shape virtual lifestyles and increase the tendency to purchase digital items. In this environment, social influence plays a major role in shaping individuals' perceptions, judgments, and decision-making, particularly among Generation Z, who are deeply connected to digital communities. This study employs a quantitative method using SEM-PLS analysis with SmartPLS *software*. Data collection was conducted via an *online* questionnaire using *Google Forms,* with a sample size of 210 respondents. The results indicate that all variables met the criteria for validity and reliability. Furthermore, ease of transaction, virtual lifestyle, and social influence were found to have a significant effect on consumer behavior and digital financial literacy. Digital financial literacy was also shown to have a significant effect on consumer behavior and to act as a mediating variable. This study implies that improving digital financial literacy is crucial for controlling Generation Z's consumer behavior in the digital age, particularly regarding the use of virtual platforms such as Roblox.

Keywords: digital financial literacy, consumer behavior, ease of transactions, virtual lifestyle, virtual influence

Introduction

Advances in digital technology have transformed the way people interact, entertain themselves, and consume, particularly among Generation Z. Generation Z refers to those born between 1997 and 2012 who grew up alongside the development of the internet, social media, and a digital ecosystem that has become increasingly integrated into daily life. These characteristics make Generation Z a generation that is highly adaptable to technology, has a high level of connectivity, and is accustomed to conducting various activities digitally, including financial transactions and virtual consumption. According to data from the Central Statistics Agency, Generation Z dominates the working-age population in Indonesia, accounting for approximately 21.88% of the total population (Laturette et al., 2021) . This situation indicates that Generation Z's consumer behavior is a significant phenomenon worth studying, as it has a major impact on the development of the digital economy.

Generation Z's high level of technology use not only influences the way they communicate but also shapes a virtual lifestyle that drives the emergence of digital-based consumer behavior. This generation tends to use digital platforms as a means of entertainment, social interaction, and self-identity formation. One digital platform that is rapidly growing in popularity among Generation Z is Roblox. Roblox is a metaverse-based virtual platform that differs fundamentally from traditional online shopping platforms. Rather than purchasing tangible products, users acquire digital assets such as avatar clothing, accessories, game passes, and virtual experiences using Robux, Roblox's proprietary virtual currency. These digital assets primarily serve symbolic and social functions by enabling users to customize their avatars, express their identities, and enhance their social status within virtual communities. Unlike conventional e-commerce, where purchases are generally driven by functional needs, transactions within the Roblox marketplace are closely associated with self-expression, identity construction, and participation in the metaverse economy. This unique marketplace mechanism makes Roblox an important context for examining how digital transaction ease, virtual lifestyle, and social influence shape consumer behavior among Generation Z, thereby extending the digital economy literature beyond conventional online shopping environments. Additionally, social influence from peers, virtual communities, and social media further reinforces the drive to consume among Generation Z, who tend to follow digital trends.

The phenomenon of rising digital consumption on the Roblox platform can be seen in user spending trends, which continue to increase every year. According to Roblox's official financial reports, Roblox's *bookings* have shown significant growth during the 2021–2025 period. *Bookings* represent the total value of Robux purchases and user digital transactions before they are recognized as company revenue. Thus, this indicator can be used to illustrate the level of user spending within the Roblox ecosystem.

This increase *in booking* value indicates that the average spending of Roblox users has been rising consistently year over year. This increase is driven by several factors. First, the growing metaverse ecosystem and virtual lifestyle have led users to become increasingly active in purchasing digital items as forms of self-expression and social identity in the virtual world. Second, fast and convenient digital payment systems make the purchasing process easier, requiring little deliberation. Third, social influence from digital communities, content creators, and social media trends encourages users to follow certain consumption patterns to remain relevant in their virtual environments. (Camilla et al., 2025) explains that the integration of digital lifestyles with *cashless* payment systems increases transaction frequency and consumption tendencies among Generation Z. Additionally, (Salsabila, 2023) states that social influence in digital environments can shape individual purchasing decisions, particularly among young people who are active on social media.

From the perspective of the digital economy, virtual assets purchased within Roblox are increasingly perceived by Generation Z as valuable forms of digital capital rather than merely entertainment-related products. Avatar customization items, limited-edition accessories, and game passes function as symbols of identity, prestige, and social recognition within virtual communities. As participation in metaverse environments becomes more integrated into everyday social interactions, ownership of digital assets can provide psychological, symbolic, and even economic value. Consequently, purchasing decisions on Roblox are often influenced not only by functional considerations but also by the perceived value of virtual assets as meaningful resources that support self-expression and social belonging. This perspective provides a stronger theoretical basis for explaining why transaction ease, virtual lifestyle, and social influence may shape consumer behavior through digital financial literacy.

Theoretically, the upward trend in Roblox users' spending could indicate a shift in consumer behavior toward more impulsive and consumptive patterns. According to (Amalia, 2022), consumptive behavior is characterized by an individual's tendency to make excessive purchases not based on need, but rather driven by emotional impulses, trends, and momentary gratification. In the context of Roblox, purchases of virtual items such as accessories and *game passes* are often made to fulfill social and symbolic needs within the virtual environment. This indicates that digital platforms are not only a means of entertainment but also influence users' financial management patterns, particularly among Generation Z, who are characterized by their adaptability to technology and orientation toward instant gratification. On the other hand, the high volume of digital transactions has not been matched by an adequate level of digital financial literacy. According to the OJK's 2024 National Survey on Financial Literacy and Inclusion, the level of digital financial literacy among Indonesians remains relatively low compared to the rapid development of digital financial services. A lack of understanding regarding digital financial management can lead individuals to spend more easily without careful planning, including when purchasing virtual items on digital platforms. Therefore, digital financial literacy is a critical factor that must be addressed to help Generation Z control their consumer behavior in the digital age.

This study was conducted due to the limited number of studies that specifically examine the consumer behavior of Generation Z Roblox users by integrating the variables of transaction ease, virtual lifestyle, social influence, and digital financial literacy into a single research model. Most previous studies have focused primarily on consumer behavior in *e-commerce* or the use of digital wallets, while research on virtual consumption on metaverse platforms such as Roblox remains relatively scarce. In fact, Roblox is one of the virtual platforms with a high level of digital transaction activity and is extremely popular among Generation Z. This study aims to analyze the influence of transaction ease, virtual lifestyle, and social influence on the consumer behavior of Generation Z Roblox users, with digital financial literacy serving as a mediating variable.

Literature Review

This study is based on the *Theory of Planned Behavior* (TPB) developed by the (Ajzen, 1991) as *the overarching theory*. TPB explains that individual behavior is determined by the intention to act, which is formed from three main components: *attitude toward the behavior*, *subjective norm*, and *perceived behavioral control*. In this context, the consumer behavior of Gen Z Roblox users can be influenced by how individuals view the purchase of virtual items, the influence of the digital social environment, and the ease of conducting online transactions. Attitudes toward the behavior are reflected in the views of Roblox users who consider the purchase of virtual items to be a fun, engaging activity that can enhance their self-identity in the virtual world. Subjective norms emerge through the influence of peers, digital communities, content creators, and social media trends that encourage individuals to follow certain consumption patterns in order to be accepted within their social circles. Meanwhile, perceived behavioral control relates to the perceived ease of digital transactions, such as the use of Robux and convenient online payment methods, which make it easier for individuals to purchase virtual items. Using the TPB approach, this study explains that transactional ease, virtual lifestyles, and social influence can shape Generation Z's consumer behavior in their use of Roblox. Furthermore, although the Theory of Planned Behavior (TPB) explains that consumer behavior is shaped by attitudes,subjective norms, and perceived behavioral control, the metaverse introduces a purchasing environment that differs from conventional e-commerce. Transactions involve virtual currencies, digital assets, and platform-specific payment systems that require users to possess adequate digital financial knowledge before making purchasing decisions. Therefore, digital financial literacy is expected to serve as a mediating mechanism that enables users to transform transaction convenience and social influences into informed purchasing behaviour within the virtual economy.

Within the Theory of Planned Behavior (TPB), the variables examined in this study can be mapped to its three core constructs. Ease of transaction reflects perceived behavioural control, as users who perceive digital transactions as simpleand convenient are more likely to engage in purchasing behaviour. Social influence represents subjective norms, since purchasing decisions are shaped by friends, online communities, and interactions within the Roblox ecosystem. Meanwhile, virtual lifestyle reflects users' attitudes toward participation in digital environments, including avatar customization, virtual ownership, and digital self-expression. In the metaverse context, these factors are expected to influence consumer behaviour both directly and indirectly through digital financial literacy, which enables users to understand and utilize digital financial services when making purchasing decisions.

Ease of *Transaction* (*perceived ease of transaction*) is one of the key factors in the adoption of digital financial technology. (Akhnes Noviyanti, 2021) defines ease of transaction as the extent to which a person believes that using a particular technology will require minimal effort. In other words, the easier a system is to use for conducting transactions, the more likely individuals are to use it repeatedly.

In the context of the Roblox online gaming platform, ease of transaction is reflected in features such as Robux (virtual currency), a variety of digital payment methods, and an *in-app purchase* system that allows players to instantly buy items, accessories, or *GamePass* experiences. Generation Z, as Roblox's primary user base, is accustomed to fast and seamless digital transactions, so they tend to have a positive perception of the ease of transaction. For example, within the Roblox marketplace, virtual showrooms have been created where consumers can view and try out products directly without making a payment (Singh, 2026) . The following indicators of transaction ease are explained by (Davis, 2019) in (Wisnu Rayhan Adhitya, 2023) , including:

1. Easy to use
2. Easy to learn
3. Clear and easy to understand
4. Can be controlled
5. Easy to master
6. Flexible

Lifestyle is the foundation of human behavior. Virtual lifestyle describes how individuals live their lives in the digital space, including how they spend money and allocate their time through technology-based activities (Muhamad Nur Fani Abdullah, 2022) . A lifestyle is not actually necessary for a person;

rather, it stems from a desire not to be outdone by others, leading people to compete to follow trends (Thamrin, 2021) .

In the context of the virtual lifestyle among Roblox users, this lifestyle is reflected through players' online activities, such as social interaction, building virtual worlds, and purchasing digital items to reinforce their in-game identity. These activities demonstrate how Generation Z expresses their interests and opinions in the virtual world. This emerging virtual lifestyle often encourages consumerist behavior, particularly when individuals seek to keep up with trends or gain social recognition in the digital environment (Badjamal et al., 2019). states that indicators of a virtual lifestyle include:

1. Activities.
2. Interests.
3. Opinions.

According to (Aditya & Mahyuni, 2022) , social influence is pressure or influence from an external source that causes a person to trust that source. Thus, social influence can be defined as the degree to which an individual's trust is influenced by the opinions, advice, or perspectives of others regarding the use or acceptance of a technology. This influence indicates that an individual's decisions are not based solely on personal considerations but are also influenced by their surrounding social environment (Bhutto, 2025) .

Among Roblox users, social influence manifests through the urge to follow trends, purchase popular virtual items, or imitate the styles of friends' characters in the virtual world(Duarte et al., 2026) . The desire to be accepted within the digital community drives players to adapt their virtual lifestyles to align with their group. The following indicators of social influence are described by (Sopian et al., 2024) , namely:

1. Motivation.
2. Information.
3. Role.
4. Status.

Digital Financial Literacy refers to the knowledge, skills, and attitudes necessary to make sound financial decisions, such as financial planning and saving (Hidayat-ur-rehman, 2024). Generation Z has grown up in a fully digital environment, where economic activities, entertainment, and social interactions take place through online platforms. Roblox allows players to make transactions using Robux (virtual currency) to purchase items, accessories, or digital experiences. Digital financial literacy serves to increase users' awareness and ability to manage digital spending, understand financial risks, and make rational purchasing decisions in the virtual world. (Zhou & Ahmad, 2025) states that indicators of digital financial literacy include:

1. Basic understanding.
2. Digital skills.
3. Digital financial awareness.
4. Transaction skills.
5. Transaction security.

According to (Kasoga, 2026) , consumer behavior refers to actions related to financial management and planning, such as borrowing, saving, investing, and spending. Meanwhile, (Mike Feather Stone in Amalia, 2022) defines consumerist behavior as the act of using the same type of product from a different brand, purchasing an item because of a promotional offer, or buying a product simply because many others are using it; this type of consumerist behavior is characteristic of people who enjoy shopping.

Consumerist behavior manifests through the purchase of digital items such as *avatars*, accessories, and game passes using Robux (virtual currency). Many players buy these items not because they're necessary for gameplay, but because they want to look cool, follow community trends, or imitate other players' styles. Among Gen Z Roblox users, consumerist behavior can be understood as a form of self-expression in the virtual world, which is often reinforced by the ease of transactions, virtual lifestyles, social influence, and low digital financial literacy. Several indicators are described by (Saputra & Wala, 2024) , namely:

1. Impulsive purchasing.

2. The need for social approval.
3. Dependence on trends.

Hypothesis Development
Transactional ease in digital systems is a key factor influencing consumer behavior, particularly among users of technology-based platforms. This ease encompasses speed, ease of transaction, and user-friendliness. According to (Sangameshwara, 2025) , the ease of using digital payment systems can increase individuals' propensity to make purchases because transactions become more practical and efficient.

Research by (Sari, 2021) shows that ease of transaction has a significant effect on consumer behavior, as users do not face obstacles in the purchasing process. Additionally, (Novita Herlizah, 2023) explains that there is a relationship between the ease of digital transactions and consumer behavior. Therefore, the following research hypothesis is formulated:
H_1: The ease of digital transactions has a positive effect on consumer behavior

Lifestyles shaped by exposure to product promotions, digital social interactions, and the formation of online self-identity play a role in shaping consumer behavior by creating psychological drivers that increase the tendency toward consumptive purchasing (Anwar, 2025) . In the context of platforms like Roblox, this expression manifests through the purchase of accessories, clothing (*for avatars*), and other virtual items as a form of self-representation in the digital environment. This aligns with the findings (Viona Afrilia, Sri Zulaihati, 2025) , which state that modern lifestyles encourage individuals to consume based on trends and self-image, thereby increasing the tendency toward consumptive behavior.

The studies of (Grace Sriati Mengga & Mince Batara, 2023) and (Nengsih et al., 2024) explain that there is a relationship between virtual lifestyle and consumer behavior. Based on the above explanations, the following research hypotheses are formulated:
H_2: Virtual lifestyle has a positive effect on consumer behavior

Social influence is an external factor originating from an individual's environment such as peers, social groups, or interactions in digital environments that can affect a person's attitudes and behavior. In the context of consumer behavior, social influence often manifests through the urge to conform to a group, follow trends, and gain social recognition, according to (Wardhana in Lestari,2024). These conditions drive individuals to consume not only based on need but also due to social pressure and the desire to be accepted within a particular environment. Research by (Salsabila, 2023) explains that there is a relationship between social influence and consumer behavior. Based on the above explanation, the following research question is formulated:
H_3: Social influence has a positive effect on consumer behavior

Research by (Hidayat-ur-rehman, 2024) shows that individuals' engagement with digital financial services contributes to improved financial literacy, as users gain firsthand experience in managing transactions and understanding financial features. The convenience of digital transactions not only simplifies economic activities but also plays a role in enhancing individuals' financial literacy. The development of cashless payment systems encourages the public to understand digital financial mechanisms so they can manage transactions appropriately (Suarantalla et al., 2023) . The ease of transactions through digital payment services is a form of financial technology application designed to improve speed, cost efficiency, and the quality of financial services. This ease not only facilitates the transaction process but also encourages individuals to interact more frequently with digital financial systems (Safaie et al., 2025) . Based on the above explanation, the following formula is derived:
H_4: Ease of transactions has a positive effect on digital financial literacy

A virtual lifestyle that is increasingly integrated with *cashless* systems and digital activities encourages individuals to make transactions more frequently, thereby requiring a better understanding of financial management (Camilla et al., 2025) . This suggests that engagement in a virtual lifestyle can promote increased digital financial literacy as individuals become accustomed to interacting with digital financial systems. However, a study (Viona Afrilia, Sri Zulaihati, 2025) states that a virtual lifestyle oriented toward trends and self-image can also have the opposite effect. Individuals who focus more on virtual lifestyles tend to neglect rational financial management, thereby lowering their level of

financial literacy. The study of (Hendeiza Ayu Dinanti, 2024) states that a consumption-oriented lifestyle tends to increase spending and unhealthy behaviors, while financial literacy actually plays a role in curbing such behaviors. Therefore, the following research question is formulated:
H_5: A virtual lifestyle has a negative effect on digital financial literacy

The Financial Services Authority (OJK, 2024) improvements in digital financial literacy are inextricably linked to the social environment, including peers, family, and the community, which serve as channels for education and the exchange of financial information. This indicates that social influence contributes to enhancing individuals' understanding of financial literacy. Research (Salim & Pamungkas, 2022) states that social influence, particularly from parents and peers, plays a role in the process of financial socialization, which ultimately enhances understanding of digital financial literacy. Individuals who frequently discuss or share financial information within their social circles tend to have better financial literacy. Based on the above explanation, the following formula is derived:
H_6: Social influence has a positive effect on digital financial literacy

Research conducted at (Sari, 2021) and (Novita Herlizah, 2023) indicates that ease of transactions influences consumer behavior; however, a study at (Dewi, 2025) suggests that ease of transactions does not influence consumer behavior. This situation indicates an unexplained indirect relationship. Therefore, this study includes digital financial literacy as a mediator, based on the study (Yucha & Safitri, 2025) , which states that digital financial literacy mediates the relationship between ease of transactions and consumer behavior. Based on the above explanation, the following hypotheses can be formulated:
H_7: Digital financial literacy has a positive mediating effect of transaction ease on consumer behavior

Research conducted at (Grace Sriati Mengga & Mince Batara, 2023) and (Nengsih et al., 2024) indicates that a virtual lifestyle influences consumer behavior; however, a study at (Febrianti et al., 2024) suggests that while a virtual lifestyle does influence consumer behavior, the effect is not significant. Since the findings above are inconclusive, this study adds financial literacy as a mediator based on the research (Asrun, 2024) , which states that digital financial literacy mediates the relationship between virtual lifestyles and consumer behavior. Based on the above explanation, the following hypotheses can be formulated:
H_8: Digital financial literacy mediates the relationship between virtual lifestyle and consumptive behavior

A study conducted at (Salsabila, 2023) states that social influence has an effect on consumer behavior, whereas a study at (Lestari, 2024) states that social influence does not have a significant effect on consumer behavior. Due to the inconsistencies in previous research findings, this study incorporates digital financial literacy as a mediator, based on the study (Asrun, 2024) , which indicates that digital financial literacy mediates the effect of social influence on consumer behavior. Based on the above explanation, the following hypotheses can be formulated:
H_9: Digital financial literacy has a positive mediating effect on the influence of social factors on consumer behavior

Digital financial literacy equips individuals with the ability to understand, manage, and make wise financial decisions when using digital financial services. Digital financial literacy enables individuals to understand and utilize digital financial services more effectively, thereby influencing their purchasing decisions in digital environments. Research by (Nengsih et al., 2024) indicates that individuals with high levels of financial literacy tend to be better able to control their spending and avoid impulsive purchases.Research by (Susilowati et al., 2025) and (Irianti Asisi, 2020) explains that there is a relationship between digital financial literacy and consumer behavior. Based on the above explanation, the following formula can be derived:
H_{10}: Digital financial literacy has a positive effect on consumer behavior

Method
This study employs a quantitative approach using primary data collected directly via *Google Forms* through a questionnaire with a Likert scale consisting of five rating points: (5) Strongly Agree, (4) Agree, (3) Neutral, (2) Disagree, (1) Strongly Disagree. To analyze the relationships between variables, the data analysis technique used in this study was PLS-SEM.

The sampling technique used in this study was *non-probability sampling* with a *purposive sampling* method, in which respondents were selected based on specific criteria, namely:
1. Respondents must belong to Generation Z, with an age range of 13–28 years.
2. Respondents are active Roblox users.
3. Respondents have previously purchased digital items on Roblox

The sample size was determined using the Lemeshow formula for large or unknown populations (Lwanga & Lemeshow, 1991). Since the exact number of Generation Z Roblox users in Indonesia is unknown, this formula was considered appropriate for estimating the minimum sample size. A confidence level of 95% (Z = 1.96), an estimated population proportion (p) of 0.5, and a margin of error of 6.8% were applied, resulting in a minimum required sample size of approximately 210 respondents. Accordingly, a total of 210 valid responses were collected and used for the subsequent analysis.

$$n = \frac{Z^2 p(1-p)}{d^2}$$

Where:
- n = minimum sample size
- Z = Z value corresponding to a 95% confidence level (95%)
- p = estimated population proportion (0.5)
- d = 0.068 (margin of error 6,8%)

Substituting the values:

$$n = \frac{(1.96)^2 \times 0.5\ (1-0.5)}{(0.068)^2}$$

$$n = 207.7$$

Results and Discussion

According to the survey results in this study, which involved 210 respondents, the general characteristics of the respondents were identified. The following breakdown of characteristics includes data on gender, age, occupation, and purchase frequency.

Table 1. Respondent Characteristics.

No	Characteristic	Total	Percentage (%)
1	Gender	210	100%
	Female	121	57,6%
	Male	89	42,4%
2	Age	210	100%
	17-21 Years	27	12,9%
	21-25 Years	84	40.0%
	25-29 Years	99	47,1%
3	Employment	210	100%
	College Students/Students	113	53,8%
	Entrepreneurs	16	7,6%
	Employed	58	27,6%
	Not Working	16	7,6%
	Others	7	3,3%
4	Purchase Frequency	210	100%
	Daily	30	14,3%
	Weekly	59	28,1%
	Monthly	121	57,5%

Source: Processed data (2026)

These data reflect the characteristics of a group of respondents who participated in a study. The majority of respondents were women, totaling 121 people, or about 57.6% of the total respondents. Meanwhile, men numbered 89, or about 42.4%. Respondents were grouped into three age categories. The 25–29 age group was the largest, accounting for 47.1% of the total respondents, followed by the 21–25 age group (40.0%), and the 17–21 age group (12.9%). Occupation was categorized into five groups: students, entrepreneurs, employed, unemployed, and others. Students accounted for the highest percentage at 53.8% (113 people), followed by employed individuals at 58 people (approximately 27.6%), and the smallest group was "other" at 7 people (approximately 3.3%). As for the frequency of purchases, it was categorized as daily, weekly, and monthly. The majority made monthly purchases 121 people, or about 57.5% followed by weekly purchases by 59 people, or about 28.1%, and daily purchases by 30 people, or about 14.3%.

Convergent validity is a model test used to understand the relationships between indicator items and variables. If the factor loading value of the instrument's correlation with the indicator is >0.70, it can be considered to have good (Hair et al., 2018). Using SmartPLS 4.0, the results of the convergent validity test were obtained and examined based on the factor loading values and each item of the variables: transaction ease, virtual lifestyle, digital financial literacy, and consumptive behavior.
This model was evaluated by applying the coefficients. The following is the PLS model:

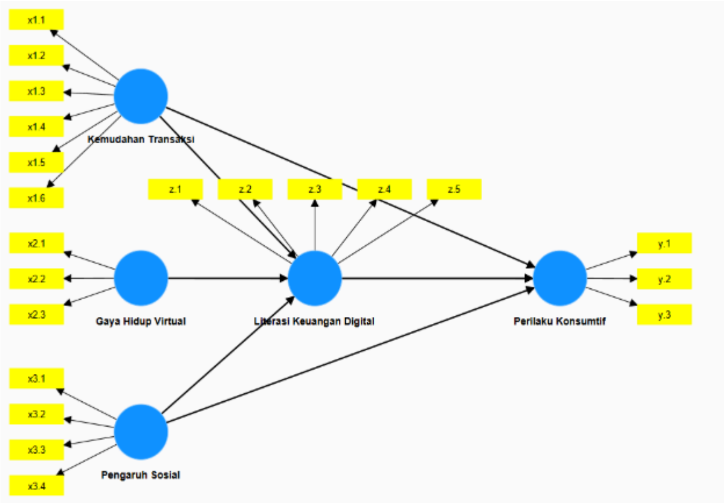

Figure 3. Inner Model.
Source: Processed data (2026)

Table 2. Factor Loading Values

	x1	x2	x3	y	z
x1.1	0,813				
x1.2	0,799				
x1.3	0,778				
x1.4	0.800				
x1.5	0.789				
x1.6	0.798				
x2.1		0,844			
x2.2		0,819			
x2.3		0,839			
x3.1			0,854		
x3.2			0,789		
x3.3			0,811		
x3.4			0.814		
y.1				0,822	
y.2				0,823	
y.3				0,770	

z.1	0,812
z.2	0,782
z.3	0,808
z.4	0,772
z.5	0,787

Source: Processed data (2026)

Based on all assessment points, the instrument's *loading factors* are greater than 0.70. The lowest *loading factor* was found in Y.3 with a value of 0.770, while the highest value was found in X3.1 with a value of 0.854. It can be concluded that the indicators used are valid. According to(Hair et al., 2022) (Hair et al., 2022), an indicator is said to have good convergent validity if its outer loading is greater than 0.70, as this value indicates that the indicator is capable of explaining more than 50% of the variance in the construct it measures.

Validity testing can be conducted using discriminant validity, specifically by comparing the square root of *the Average Variance Extracted* (AVE). This method aims to assess whether a construct meets validity criteria that is, whether it accurately measures what it is intended to measure. An instrument is considered valid if it has a high level of validity or accuracy. In general, an instrument is considered to meet validity criteria if its AVE value is greater than 0.5.

Table 3. AVE Results.

Variable	AVE	Results
Ease of Transactions	0.634	Valid
Virtual Lifestyle	0.696	Valid
Social Influence	0.668	Valid
Digital Financial Literacy	0.628	Valid
Consumer Behavior	0.649	Valid

Source: Processed data (2026)

All variables used in this study have been deemed valid based on the results of the validity test calculations presented above.

Reliability testing aims to assess whether a data collection instrument is capable of consistently measuring a phenomenon at different times, with the same level of accuracy, precision, and stability. Reliability testing is generally conducted using Cronbach's Alpha. A variable is considered reliable if it has a Cronbach's Alpha value > 0.6, indicating that the variable has a good level of consistency.

Table 4. Cronbach's Alpha Results.

Variabel	Cronbach's alpha	Results
Ease of Transactions	0.885	Valid
Virtual Lifestyle	0.783	Valid
Social Influence	0.834	Valid
Digital Financial Literacy	0.852	Valid
Consumer Behavior	0.730	Valid

Source: Processed data (2026)

Based on the above statement, the data collection shows that Cronbach's Alpha for all variables is > 0.60. Therefore, it can be concluded that the results are reliable for all variables.

The Structural Model Test (*Inner Model*) is conducted next, provided the estimated model meets the *Outer Model* criteria. The R-Square values for the constructs are as follows. Here, R-Square indicates the extent to which a construct can be explained by related constructs.

Table 5. R-Square Test Results.

	R-square	Adjusted R-squared
Digital Financial Literacy (Z)	0.512	0,505

Consumer Behavior (Y)	0.525	0,516

Source: Processed data (2026)

The R-squared (R^2) test result indicates the proportion of variance in the dependent variable that can be explained by the independent variables in the model. The R^2 value for the consumptive behavior variable, at 0.525, indicates that 52.5% of the variation in consumptive behavior can be explained by the independent constructs influencing it within the model, while the remaining 47.5% is explained by other factors outside the model. According to (Hair et al., 2022), this value indicates a moderate level of explanatory power, suggesting that the independent variables moderately explain the variance in consumer behavior. Meanwhile, the R^2value for the digital financial literacy variable, which is 0.512, indicates that 51.2% of the variation in digital financial literacy is explained by the constructs in the model, and the remaining 48.8% by other variables. This value also indicates a moderate level of explanatory power, suggesting that the independent variables moderately explain the variance in digital financial literacy.

This test uses the *bootstrapping* method, with the decision to accept or reject the hypothesis based on the significance level (P-value) and *the t-statistic*.

Table 6. Significance Test: t-Statistic and p-Value

Effect	Original Sample	T-statistic	*P-value*	Results
X1 → Y	0.155	2.226	0.026	Accepted
X2 → Y	0.153	2.795	0.005	Accepted
X3 → Y	0.278	4.691	0.000	Accepted
X1 → Z	0.506	9.896	0.000	Accepted
X2 → Z	-0.000	0.002	0.998	Rejected
X3 → Z	0.424	7.245	0.000	Accepted
X1 → Z → Y	0.208	5.360	0.000	Accepted
X2 → Z → Y	0.001	0.002	0.998	Rejected
X3 → Z → Y	0.174	4.458	0.000	Accepted
Z → Y	0.416	5.792	0.000	Accepted

Source: Processed data (2026)

The results of the hypothesis testing are as follows:
H_1: Based on the results of the hypothesis test, $H_1$is accepted, indicating that ease of transactions has a positive and significant effect on consumer behavior (*T-statistic* = 2.226; *P-value* = 0.026)
H_2: Based on the results of the hypothesis test, $H_2$is accepted, indicating that virtual lifestyle has a positive and significant effect on consumer behavior (*T-statistic* = 2.795; *P-value* = 0.005)
H_3: Based on the results of the hypothesis test, $H_3$is accepted, indicating that social influence has a positive and significant effect on consumer behavior (*T-statistic* = 4.691; *P-value* = 0.000)
H_4: Based on the results of the hypothesis test, H_4 is accepted, indicating that ease of transactions has a positive and significant effect on digital financial literacy (*T-statistic* = 9.896; *P-value* = 0.000)
H_5: Based on the results of the hypothesis test, H_5 is rejected, indicating that virtual lifestyle has no significant effect on digital financial literacy (*T-statistic* = 0.002; *P-value* = 0.998)
H_6: Based on the results of the hypothesis test, H_6 is accepted, indicating that social influence has a positive and significant effect on digital financial literacy (*T-statistic* = 7.245; *P-value* = 0.000)
H_7: Based on the results of the hypothesis test, H7 is accepted, indicating that digital financial literacy mediates the effect of ease of transactions on consumer behavior (*T-statistic* = 5.360; *P-value* = 0.000).

H_8: Based on the results of the hypothesis test, H8 is rejected, indicating that digital financial literacy does not mediate the effect of virtual lifestyle on consumptive behavior (*T-statistic* = 0.002; *P-value* = 0.998).
H_9: Based on the results of the hypothesis test, H9 is accepted, indicating that digital financial literacy mediates the effect of social factors on consumer behavior (*T-statistic* = 4.458; *P-value* = 0.000).
H_{10}: Based on the results of the hypothesis test, H10 is accepted, indicating that digital financial literacy has a positive and significant effect on consumer behavior (*T-statistic* = 5.792; *P-value* = 0.000).

Discussion
The research findings indicate that ease of transaction has a positive and significant effect on the consumer behavior of Gen Z Roblox users. This suggests that the easier the digital transaction process is on the Roblox platform, the more likely users are to purchase virtual items. The ease of using payment methods, fast transaction processes, and convenient access to purchases make it easier for users to make purchases without carefully considering their needs. This finding is reinforced by the results of a descriptive analysis showing that the indicator with the highest index value for the transaction ease variable is the statement "It is easy to learn how to purchase items on Roblox," with an index value of 4.16. These results indicate that this ease encourages users to make transactions more frequently because they do not encounter difficulties in understanding the purchasing mechanism, thereby increasing the tendency to purchase virtual items and potentially fueling consumer behavior.
These findings are consistent with (Sari, 2021) and (Novita Herlizah, 2023) , which state that ease of transaction can increase consumerist behavior because the purchasing process becomes more practical and efficient. The results of this study are also consistent with *the Theory of Planned Behavior* (TPB) (Ajzen, 1991) , which explains that the perception of ease as a form of self-control can encourage the formation of a behavior.

The research findings indicate that a virtual lifestyle has a positive and significant effect on the consumer behavior of Gen Z Roblox users. Users who actively interact in the virtual world tend to purchase digital items to reinforce their identity, follow trends, and gain social recognition within the gaming community. These activities drive an increase in the purchase of virtual items that are not always based on need. This finding is supported by the results of a descriptive analysis, which show that the indicator with the highest index score for the virtual lifestyle variable is the statement "I am interested in collecting virtual items on Roblox," with an index value of 3.95. This indicates that the desire to own various virtual items is not only intended to support gameplay but also serves as a means to express one's identity, follow trends, and enhance an avatar's image in the virtual environment. This situation encourages respondents to make repeated purchases of virtual items, thereby reinforcing the consumer behavior of Gen Z Roblox users.

These findings support the research (Grace Sriati Mengga & Mince Batara, 2023) and (Nengsih et al., 2024), which state that lifestyle has a positive influence on consumer behavior because individuals are driven to follow trends emerging in the digital environment.
The results of the study show that social influence has a positive and significant effect on the consumer behavior of Gen Z Roblox users. Respondents' decisions to purchase virtual items are influenced by their social environment, including their gaming friends, the Roblox community, influencers, and trends emerging on social media. Within Roblox, users are often motivated to purchase certain items to keep up with trends, boost their social status within the game, or gain recognition from the communities they belong to. These findings are supported by the results of a descriptive analysis, which show that the indicator with the highest index value for the social influence variable is the statement "I learn about new Roblox features from the people around me," with an index value of 4.05. These results indicate that encouragement from the social environment—such as friends, communities, or role models—plays a significant role in shaping the consumer behavior of Roblox users, leading respondents to make purchases to fit in with their social environment.

The results of this study are consistent with the concept *of subjective norm* in *the Theory of Planned Behavior* (TPB) (Ajzen, 1991) *,* which explains that a person's behavior is influenced by pressure or encouragement from the social environment. These findings are supported by a study (Salsabila, 2023), which states that social influence contributes to an increase in the consumptive behavior of digital service users. Additionally, (Saputra & Wala, 2024) explains that social pressure is a key factor driving consumptive behavior.

The results of this study indicate that transaction ease has a positive and significant effect on digital financial literacy. The ease of using the digital payment system on Roblox provides users with an experience that helps them better understand transaction processes, security, and digital financial management. The more frequently users engage in digital transactions, the deeper their understanding of digital services becomes. This finding is reinforced by the results of a descriptive analysis, which show that the indicator with the highest index for the transaction ease variable is the statement "It is easy to learn how to purchase items on Roblox," with an index of 4.16. These results indicate that this ease encourages users to feel more confident in utilizing various digital payment features, thereby providing them with experiences that enhance their understanding of transaction mechanisms and the use of digital financial services.

The results of this study are consistent with the research on (Hidayat-ur-rehman, 2024), (Suarantalla et al., 2023), and (Anwar, 2025), which state that the use of digital financial services can improve financial literacy.

The research findings indicate that a virtual lifestyle does not have a significant effect on digital financial literacy. A virtual lifestyle reflects an individual's activities in using digital platforms, including interacting, following trends, and purchasing virtual items. The greater the intensity of digital activities, the greater the opportunity for individuals to become familiar with digital payment systems and gain knowledge about digital financial management. However, the research results also show that these activities do not necessarily improve digital financial literacy. This indicates that Roblox users are more focused on entertainment, trends, and satisfaction while playing than on learning how to manage their finances wisely. This finding is reinforced by the results of a descriptive analysis showing that the indicator with the highest index score for the virtual lifestyle variable was the statement "I am interested in collecting virtual items on Roblox," with an index value of 3.95. These results indicate that respondents' interest in collecting virtual items is the most dominant aspect reflecting their virtual lifestyle. This trend suggests that respondents' engagement in the Roblox ecosystem is driven more by a desire to follow trends, express their identity, and gain satisfaction while playing, rather than by a desire to improve their understanding of digital financial management. Therefore, although the level of virtual lifestyle engagement is relatively high, users' focus on entertainment means that this variable has not yet been able to significantly improve digital financial literacy.

These findings are consistent with (Hendeiza Ayu Dinanti, 2024) and (Viona Afrilia, Sri Zulaihati, 2025),which explain that lifestyle has a greater influence on consumption patterns than increased financial literacy.

The research findings indicate that social influence has a positive and significant effect on digital financial literacy. Social environments—such as friends, communities, and social media—serve as sources of information that help users understand how to use digital financial services. The more information obtained from one's surroundings, the higher the level of digital financial literacy among beginners. This finding is reinforced by the results of a descriptive analysis, which show that the indicator with the highest index score for the social influence variable is the statement "I learn about new Roblox features from my social environment," with an index value of 4.05. These results indicate that information obtained from friends, communities, and social media encourages respondents to become more familiar with various features, including transaction mechanisms and the use of digital financial services available on the platform. Interaction with the social environment not only increases access to information but also contributes to broadening respondents' understanding of digital financial services.

These findings are supported by the (Salim & Pamungkas, 2022), who explain that social influence contributes to increased use of digital financial services through the sharing of information and experiences.(Sopian et al., 2024) also explains that social influence encourages Generation Z to be more open to receiving information about digital technology, including digital financial services.

The results of the study show that digital financial literacy mediates the effect of transaction ease on consumer behavior. Transaction ease encourages users to make purchases, but an understanding of digital finance also influences how those purchasing decisions are made. These findings indicate that digital financial literacy serves as a key mechanism in this relationship These findings are supported by the results of a descriptive analysis, which show that the indicator with the highest index score for the transaction ease variable is the statement "It is easy to learn how to purchase items on Roblox," with an index value of 4.16, while for the digital financial literacy variable, the highest-scoring indicator was the statement "I can use the digital payment features on Roblox effectively," with an index value of 4.08. These results indicate that the ease of learning the process of purchasing virtual items provides users with an experience that helps them better understand and master the use of digital payment features. This experience enhances digital financial literacy, which in turn influences how users make decisions when purchasing virtual items.
These findings are consistent with the study (Asrun, 2024) , which found that financial literacy mediates the influence of digital activities on Generation Z's consumer behavior. The study (Yucha & Safitri, 2025) also explains that financial literacy acts as a mediating variable that helps individuals control their consumption decisions even when supported by the ease of transactions. Furthermore, (Susilowati et al., 2025) states that the better a person's digital financial literacy, the wiser that individual is in making decisions when using digital payment services.

The results of the study indicate that digital financial literacy does not mediate the influence of virtual lifestyle on consumer behavior. This indicates that Roblox users' decisions to purchase virtual items are influenced more by the desire to follow trends, enhance *their avatars'* appearance, and gain recognition within the virtual community than by their level of understanding of digital financial management. Even though users possess good digital financial literacy, this has not been sufficient to reduce the influence of virtual lifestyle on consumer behavior. This finding is supported by the results of the descriptive analysis, which show that the indicator with the highest index score for the virtual lifestyle variable is the statement "I am interested in collecting virtual items on Roblox," with the highest index value of 3.95. These results indicate that the interest in collecting virtual items is the primary motivation for respondents' activities on Roblox. This motivation is driven more by the desire to complete a collection, customize avatars, and keep up with new items than by considerations of digital financial management. As a result, decisions to purchase virtual items are made directly based on preferences and interest in the virtual world, meaning that digital financial literacy does not serve as a mechanism to bridge the relationship between virtual lifestyles and consumer behavior.

These findings differ from the study (Asrun, 2024) , which states that digital financial literacy mediates the relationship between virtual lifestyles and consumerist behavior. However, the results of this study are supported by the research (Febrianti et al., 2024) , which explains that a digital lifestyle directly drives consumptive behavior through the desire to follow trends, as well as (Grace Sriati Mengga & Mince Batara, 2023) , which found that a virtual lifestyle has a positive influence on consumptive behavior without being influenced by other factors as mediating variables.

The results of this study indicate that digital financial literacy mediates the influence of social factors on consumer behavior. This study shows that social influences from friends, communities, and social media do not directly drive Roblox users to purchase virtual items, but are influenced by their level of financial literacy. In *the Theory of Planned Behavior* (TPB) (Ajzen, 1991) *,* this condition reflects the interaction between *the subjective norm*—that is*,* an individual's ability to control their behavior through sound financial understanding and management. This finding is supported by the results of a descriptive analysis, which show that the indicator with the highest index score for the social influence variable is the statement "I learn about new Roblox features from my social circle." with an index value of 4.05, while for the digital financial literacy variable, the highest-scoring indicator was the statement "I can use digital payment features on Roblox effectively," with an index value of 4.08. These results indicate that information obtained from friends, communities, and social media not only introduces respondents to various new features on Roblox but also enhances their ability to use digital payment features. This understanding then influences how respondents make decisions about purchasing virtual items. Thus, social influence does not directly drive consumer behavior but first enhances digital financial literacy, which then acts as a mechanism influencing the consumer behavior of Gen Z Roblox users.

These findings are consistent with (Salim & Pamungkas, 2022), who argued that the social environment contributes to improving digital financial literacy through socialization and information sharing. However, the positive effect of digital financial literacy on consumer behavior observed in this study should be interpreted within the context of the Roblox platform. Rather than discouraging consumption, higher digital financial literacy enables users to better understand digital payment systems, transaction procedures, and virtual purchasing mechanisms. Consequently, financially literate users may participate more actively in purchasing virtual items because they feel more confident and capable of conducting digital transactions. Therefore, digital financial literacy functions as a mechanism that transforms social influence into more informed participation in the digital marketplace, rather than simply reducing excessive consumption.

The results of the study show that digital financial literacy has a positive and significant effect on consumer behavior. Digital financial literacy is the variable with the greatest influence in this study, indicating that users' ability to understand and utilize digital financial services plays a crucial role in purchasing decisions on Roblox. These results indicate that respondents with higher digital financial literacy tend to be better able to use various digital payment methods and take advantage of available transaction features, making the process of purchasing virtual items easier and leading to an increase in the frequency of such purchases. In *the Theory of Planned Behavior* (TPB) (Ajzen, 1991) *,* digital financial literacy can be linked to *perceived behavioral control* that is*,* an individual's perception of their ability to use and manage digital financial services when making purchasing decisions. This finding is supported by the results of a descriptive analysis showing that the indicator with the highest index score for the digital financial literacy variable is the statement "I can use the digital payment features on Roblox effectively," with an index value of 4.08. These results indicate that this ability enables respondents to conduct transactions independently, quickly, and efficiently, thereby making the process of purchasing virtual items easier. This suggests that the higher users' ability to utilize digital financial services, the greater their tendency to purchase virtual items. This explains why digital financial literacy is the variable with the greatest influence on consumer behavior in this study.

These findings are consistent with the study (Irianti Asisi, 2020), which states that understanding of digital finance influences individuals' consumption decisions regarding the use of financial technology. Additionally, (Nengsih et al., 2024) found that higher levels of financial literacy are associated with the consumer behavior of Generation Z within the digital ecosystem.

Conclusion

This study shows that ease of transactions, virtual lifestyle, and social influence have a positive and significant effect on the consumer behavior of Generation Z Roblox users. In addition, ease of transactions and social influence were also found to have a positive and significant effect on digital financial literacy, whereas virtual lifestyle did not have a significant effect on digital financial literacy.

The research results also demonstrate that digital financial literacy has a positive and significant effect on consumer behavior and mediates the effects of transaction ease and social influence on consumer behavior. However, digital financial literacy does not mediate the relationship between virtual lifestyle and consumer behavior. These findings indicate that digital financial literacy plays a crucial role in explaining Generation Z's consumer behavior regarding the purchase of virtual items on Roblox. However, in the context of this study, digital financial literacy primarily reflects users' ability to understand and utilize digital payment systems rather than their ability to restrain consumption. Greater digital financial literacy enables users to navigate digital transactions more confidently and efficiently, which may increase their participation in virtual marketplaces. Therefore, improving digital financial literacy should not only focus on enhancing users' technical knowledge of digital financial services but should also emphasize responsible financial decision-making, budgeting skills, and self-control to ensure that increased financial knowledge contributes to better financial management rather than simply facilitating more digital transactions.

This study has limitations because it only involved Generation Z Roblox users in Indonesia, employed a *cross-sectional* research design*,* and relied on questionnaire data, which could potentially introduce bias in respondents' perceptions. Therefore, future research is recommended to expand the scope to other digital platforms or *metaverses*, employ a longitudinal design, and include additional variables such as self-control, financial attitudes, or psychological factors to gain a more comprehensive understanding of consumer behavior in digital environments.

In addition, most respondents belonged to the older Generation Z age group (21-29 years), who may exhibit greater financial independence and more mature purchasing behaviour than younger Roblox users. Therefore, the findings should be interpreted with caution and may not fully represent the financial behaviour of younger adolescents who constitute a substantial portion of the Roblox user community.

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