

The Effect of Advertisement, Discounts, and Game Visuals on Interest in Purchasing Cash Game Online (Case Study on Online Game Genshin Impact)

Arlynda Almeida¹, Vincent Didiek Wiet Aryanto²

^{1,2} Department of Management, Faculty Economics and Business, Dian Nuswantoro University, Indonesia

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Abstract

This study aims to analyze the effect of advertisements, discounts, and visual games on buying interest in online cash games (Genshin Impact). The population taken in this research is new Genshin Impact players from the existing community on Twitter and Facebook. After distributing 100 questionnaires to 100 respondents, the results will be analyzed and processed. After the data is collected, the data will be analyzed through several stages, namely Validity and Reliability tests, Normality, Multicollinearity and Heteroscedasticity tests, Multiple Linear Regression Analysis, T and F tests, and the last is the Coefficient of Determination test where all of them are analyzed using IBM SPSS Statistics 25 software. The results show that advertising and visual game variables have a positive and significant effect on purchase intention, while the discount variable does not have a significant effect on purchase intention.

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correspondence address:

Faculty Economics and Business, Dian Nuswantoro University
Jl. Nakula 1 No: 5-111
E-mail: 211201905651@mhs.dinus.ac.id

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INTRODUCTION

In the current era of digitalization, technology that has a major influence in assisting daily activities is information and communication technology called the Internet. The internet is not only influential within the scope of the Indonesian state, but has spread worldwide. The internet, as a result of advances in communication and information technology, can play an important role in marketing strategy—one of which is the role of the Internet in marketing the online game industry (Yulius, 2017). The rapid development of technology and the internet has created an innovation called AI or Artificial Intelligence. This AI technology is often used by the online game industry (Handoko & Raharjo, 2022) which is increasingly sophisticated day by day, so that it can help the online game industry in developing visual or design quality in their online game production.

Online games can be played from various media platforms – this depends on the procurement of the industry or the online game company. As an online game that has been named the most popular online game in 2020 (“Game Awards 2021”, 2021), and also the game that will celebrate their second anniversary this September, Genshin Impact is an example of an online game that is currently in great demand. Genshin Impact itself is a free online game (free to play) based on Action Role Playing Game or commonly called ARPG and released by the Hoyoverse company at the end of 2020. Hoyoverse provides several media platforms for players, such as on smartphones, computers or laptops, PlayStation 4 and 5.

Even though Genshin Impact has just been officially released on September 28 2020, Genshin Impact became one of the best games on both platforms at once on December 3 2020. Genshin Impact is a free to play based game which does not require players to issue real currency, as long as journey when playing Genshin Impact players will be given several characters for free to help when the player has just started the game, but there are several characters that cannot be obtained without spending online game cash (Primogems and Genesis Crystals), these characters are characters that have abilities (Skills) or visuals that are much more interesting than the characters given at the beginning when the game starts.

Based on data from Sensor Tower, Genshin Impact managed to earn a profit of \$393 million, which is approximately Rp. 5.57 trillion in just 2 months after the online game was released. The entry of this free-to-play online game purely comes from microtransactions. Sensor Tower explained that mobile MMO games were only successful in their country of origin, as can be seen from the online games released by Tencent for the Chinese market. But for Genshin Impact, this is not only successful in terms of income or finance in its home country which is China, but in Japan and the United States.

In marketing a product, one of the common strategies is advertising and discounts (Ghristian, 2016). Related to this, technology that has an important role so that advertising and discount strategies can run smoothly or can reach the desired target consumers is the Internet. Regarding Genshin Impact, Hoyoverse advertises not only through one medium, but also using several social media that are often used by the general public; Facebook, Instagram, Youtube, Twitter, TikTok, as well as creating an official Website for the franchise. If there were more than one social media platforms utilized, then there would be wider consumers reach. In Genshin Impact, they provide virtual currency or online game cash so you can do ‘gacha’. Online Game Cash is a virtual currency that is only available in the online game (Prabowo, 2018) The type of Online Cash Game varies in each online game which is like for an example; Genshin Impact online cash game called Genesis Crystal and Primogem, Valorant is Valorant Point and Radianite; meanwhile Honkai Impact is B-chips and Crystals. The term of ‘gacha’ in Genshin Impact itself refers to a lottery-based game to get the in-game character or weapon you want.

The stronger a strategy such as discounts, advertisements, and visual games, the stronger the aspects affected by the existence of several strategies that have been implemented by the online game Genshin Impact. One of them that has changed is buying interest. According to Ferdinand (2014) Interest that arises will create a motivation when someone makes a purchase until it comes to mind and makes a big desire, so that potential consumers can fulfill their desires, actualize whatever they think. In addition, according to Sriyanto and Kuncoro (2019) consumer buying interest is an important thing in deciding to purchase a product.

Advertising is one of the strategies used by business people to attract potential customers to buy the products or goods they sell. Advertising is the act of delivering sales messages aimed at consumers in a persuasive way so that the product or service is purchased (Sundalangi et al., 2014). Hoyoverse is not careless when it comes to advertising Genshin Impact. They take advantage of today's advanced technology to improve the design or visual quality in the game.

Prospective consumers will not be so interested in ads that look normal or ordinary—in fact, ads that look attractive at first when they are played may also not be the same as what has been advertised. This phenomenon is called a false advertisement (Wariati & Muhammad Khoiruman, 2021). Therefore, Hoyoverse sees this situation as an opportunity to try to attract attention and gain the trust of potential consumers by placing the same character designs, landscapes, and in-game details between advertisements and in-game. This strategy was successfully carried out by Hoyoverse with evidence that the online game Genshin Impact managed to gain a profit of 43 Trillion in just less than 2 years after the game was released.

Price is a set or amount of payment given to another party in exchange for the product or service it provides. Price is something that must be given by consumers in order to get the advantages offered by the company's marketing mix (Sundalangi et al., 2014). Visual is something or display that can be seen by humans. Game Visual aims to attract the attention and interest of consumers or players so they want to play and be satisfied with the game. Character design, shape, color, and animation are some of the interesting visual elements in a game (Putra & Muhdaliha, 2017).

The researcher conducted a pre-survey with 9 questions to 10 players from one of the communities on Twitter, this was done so that the survey could be carried out without any problems. After looking at the results of the pre-survey, it can be seen that there are a total of 12 disagree and all of them come from the discount variable. This means that respondents are not very interested in online cash games, even though there is a limited discount provided by Genshin Impact, meanwhile for the advertising variable, most of the respondents choose agree and for the visual game variable most of the votes strongly agree. So it can be concluded that respondents are more interested in buying cash games online after seeing aspects of advertising and game visuals, rather than getting limited discounts.

With the implementation of advertisements that attract the attention of potential consumers, limited discounts, and visual games carried out by Genshin Impact, potential consumers will consider when they want to make a purchase. Researchers want to know whether there is an influence from the strategy implemented by the online game Genshin Impact. which are advertisements, discounts, and visual games on the interest in purchasing the online cash game.

The online game Genshin Impact is interesting to choose as an object of research because this game can reap trillions of dollars in profits with a free game. Not only that, Genshin Impact also received several awards such as "Iphone Game of the Year" on Appstore and "Best Game of 2020" on Google Play ("Game Awards 2021", 2021). All of these achievements were achieved in less than two years by using strategies such as unique advertising, time-limited discounts, as well as realistic and detailed visual or design games.

Based on the introduction that has been explained previously, the formulation of the problem in this study can be identified as follows:

1. How does advertising affect buying interest in Genshin Impact online cash games?
2. How does the discount affect the intention to buy Genshin Impact online cash game?
3. How does the influence of visual games on buying interest in Genshin Impact online cash games?

Based on the formulation of the problem above, it can be concluded that the objectives in this study are as follows:

1. Analyzing the effect of advertising on buying interest in Genshin Impact online cash game
2. Analyzing the effect of discounts on buying interest in Genshin Impact online cash game
3. Analyzing the effect of visual games on buying interest in Genshin Impact online cash games

Based on the formulation of the problem and research objectives it can be concluded that this research can provide benefits to several parties as follows:

1. For the company, through the research that will be conducted by this researcher, it is hoped that it can become an input in carrying out a marketing strategy to increase interest in purchasing online cash games or virtual goods in the online game industry.
2. For readers, through the research that will be conducted by this researcher, readers are expected to be able to gain knowledge and insight regarding the problems studied in this study.
3. For the author, this research is useful for improving and expanding insight into marketing strategies in the online game industry as well as this research can be used as a reference source

From the previous description the researcher can conclude that there are three independent variables namely; Advertising (X1), Discounts (X2), and Visual Games (X3), as well

as one related variable, namely Purchase Intention (Y1). Then it can be concluded and described the conceptual framework as follows:

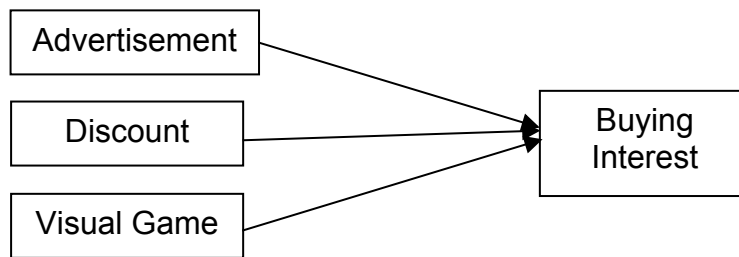


Figure 1. Research Conceptual Framework

There are several hypotheses that can be concluded in explaining the effect of advertisements, discounts, and visual games on the intention to buy online cash games, which are as follows:

According to Sundalangi et al (2014) advertising is one of the strategies used by business people to attract potential customers to buy the products or goods they sell. In a previous study entitled "The Effect of Electronic Word of Mouth (eWOM) and Advertising Through Youtube on Interest in Buying Skins in the Online Game Mobile Legends: Bang Bang in Karawang Regency in 2022" showed that there was a positive influence from advertising variables on purchase intention.

H1: Advertising is suspected to have a significant influence on buying interest in Cash Game Online.

It can be explained that by implementing advertisements in several media (Handika & Darma, 2021) as; Youtube, Twitch, Instagram, Facebook, Twitter, and Websites can attract the attention of potential consumers to find out about these online games. According to Sudrajat et al (2017) a price discount is a price reduction from the normal price for a limited time so that consumers are interested in buying the product or service immediately before the discount disappears. In a previous study entitled "The Effect of Perceived Price and Promotion on Purchase Interest of Unknown Cash (UC) in Game Player Unknown Battle Ground (PUBG) Mobile in Medan Baru" stated that the discount variable has a significant positive effect on purchase intention.

H2: Discounts are thought to have a significant influence on the intention to buy Cash Game Online.

According to Putra and Muhdaliha (2017) visual games aim to attract the attention and interest of consumers or players so they want to play and be satisfied with the game. Character design, shape, color, and animation are some of the interesting visual elements in a game. In a previous study entitled "Factors Influencing Interest in Buying Virtual Goods Online Games Mobile Legends (Studies on Students in Yogyakarta)" stated that visual game variables suspected to have a positive and significant influence on purchase intention.

H3: Visual Game is suspected to have a significant influence on the intention to buy Cash Game Online.

METHOD

In this study, the population that will be used are users or new players of the Genshin Impact online game taken from the community on Twitter (@paimonfess) and Facebook (Genshin Impact Official Indonesia).

Based on Sujarweni (2015) in the research of Risma Dwi Koamala and Nellyaningsih (2017) the sample is part of several characteristics that exist in a population to be used in research. Based on VanVoorhis and Morgan (2007) in the research of Ignatius Danu Ghristian (2016) states that in determining a sample with a total of not less than 50 respondents. In determining the sample in this study, researchers used the Lemeshow formula (1997), this is because the population has an unknown number or the number varies. After calculating with the Lemeshow formula, it can be concluded that the number of samples obtained was 96

respondents, where the researchers rounded up to 100 respondents in order to facilitate the calculation process in this study.

The sampling technique used by researchers in this study is purposive sampling. Based on its understanding, this sampling technique uses deliberate self-consideration in selecting population respondents who are considered to be able to provide the information needed and desired by researchers.

The type of data used in this research is quantitative data. The researcher chose the type of quantitative data because this data can be obtained from individuals and groups, either through the results of questionnaires or interviews.

In this study, researchers used two types of data sources, namely as follows:

1. Primary Data, the primary data obtained by the researchers in this study was by using a questionnaire through the Google form which contained questions regarding Genshin Impact which would then be responded to by several respondents.
2. Secondary Data, secondary data obtained by researchers in this study is to use journals that support the field being studied with the aim of being used as a reference in helping researchers complete their research.

The method used by researchers in this study is a questionnaire. Based on Sugiyono (2015), the questionnaire is a collection of data that is used by giving several written questions to the respondent to answer them. In this study to determine the interest in buying Genshin Impact online cash game by determining the score of each question using a linear scale model (1-7). The linear scale in this study has seven categories of detail, in which the lower the points selected, the more 'Strongly Disagree', while the higher the selected points, the more 'Strongly Agree'. The reason the researcher chose to use a linear scale from points 1 to 7 is so that respondents get a wider range of choices and do not stick to the answers 'Strongly Disagree', 'Disagree', 'Neutral', 'Agree' and 'Strongly Agree'.

After the data is collected, the data will be analyzed through several stages, namely Validity and Reliability tests, Normality, Multicollinearity and Heteroscedasticity tests, Multiple Linear Regression Analysis, T and F tests, and the last is the Coefficient of Determination test where all of them are analyzed using the IBM SPSS program windows.

RESULT AND DISCUSSION

RESULT

Reliability Test

Table 1. Reliability Test Results

Variable	Cronbach Alpha	Description
Advertisement (X_1)	0,787	Reliable
Discount (X_2)	0,777	Reliable
Visual Game (X_3)	0,702	Reliable
Buying Interest (Y)	0,888	Reliable

In the reliability test results shown in table 1, each variable has a Cronbach Alpha value > 0.6 so it can be concluded that the Advertisement (X_1), Discount (X_2), Visual Game (X_3), and Buying Interest (Y) variables in this research instrument is declared reliable.

Validity Test

Based on table 2, it is known that the Pearson correlation (r count) of each Advertisement, Discount, Visual Game, and Buying Interest variable is smaller than the r table (0.195), so it can be concluded that all indicator variables are valid.

Table 2. Validity Test Results

Variable	Indicator	Pearson Correlation	Description
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Advertisement (X_1)	1	0,519	Valid
	2	0,519	Valid
	3	0,660	Valid
	4	0,681	Valid
	5	0,682	Valid
Discount (X_2)	1	0,638	Valid
	2	0,655	Valid
	3	0,364	Valid
	4	0,503	Valid
	5	0,516	Valid
Visual Game (X_3)	1	0,326	Valid
	2	0,372	Valid
	3	0,434	Valid
	4	0,621	Valid
	5	0,631	Valid
Buying Interest (Y)	1	0,725	Valid
	2	0,748	Valid
	3	0,565	Valid
	4	0,685	Valid
	5	0,574	Valid

Classic Assumption Test

Normality Test

Table 3. Normality Test Results

	Unstandardized Residual
N	100
Asymp. Sig. (2-tailed)	0,200

Based on table 3 of the normality test, of the 100 samples used in this study, the data collected was normally distributed. Advertisements, Discounts, and Visual Games have an effect on buying interest and are normally distributed. The data is normally distributed if the significance value (Asymp. Sig. 2-tailed) > 0.05 . Based on table 3, the significance value is $0.200 > 0.05$, so it can be written that all variables are declared normally distributed.

Multicollinearity Test

Based on the results of the multicollinearity test it is known that each variable has a tolerance value > 0.100 and a VIF value < 100 , so it can be concluded that there are no symptoms of multicollinearity.

Table 4. Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
Advertisement	0,729	1,373
Discount	0,763	1,310
Visual Game	0,722	1,384

Heteroscedasticity Test

Based on Figure 2, it can be seen that the points spread randomly and are spread both above and below the number 0 on the Y axis, this shows that there is no heteroscedasticity in the

regression model, so the regression model is feasible to use to predict advertising, discount, and visual game variables on buying interest.

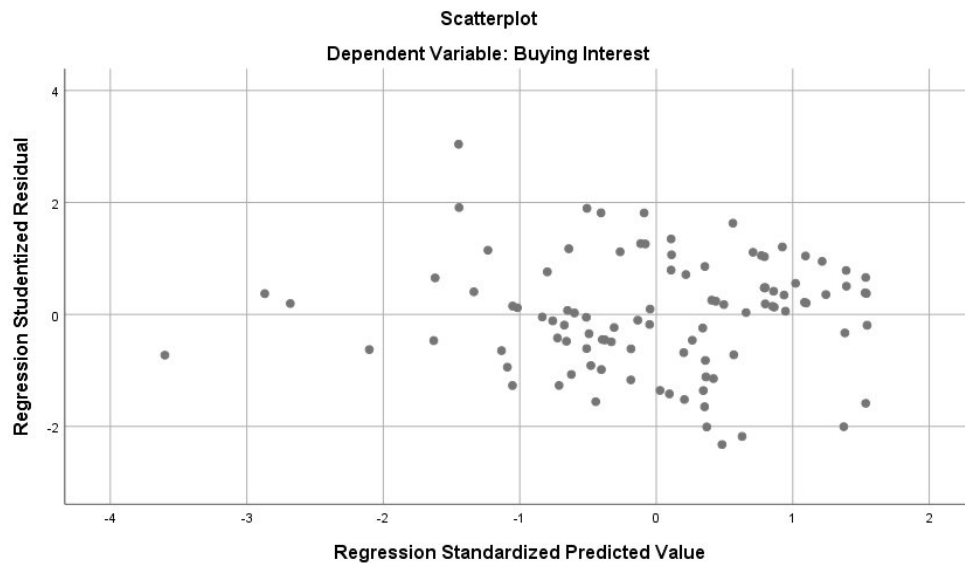


Figure 2. Scatter Plot

Autocorrelation Test

Table 5. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Durbin-Watson
1	0,663	0,439	0,422	3,62686	1,817

In table 5, the Durbin Watson value is 1.817 compared to the table value (using a significance value of 5%). The number of samples is 100 (N), and the number of independent variables is 3 ($k = 4$), so in the Durbin Watson table the value of DU is 1.7364 (upper limit of Durbin Watson) $< DW 1.817 < 4-DU (2.2636)$. So it can be concluded that there is no autocorrelation, positive or negative.

F Test

Table 6. F Test Results

Variabel	Sig
Advertisement	0,000
Discount	0,959
Visual Game	0,029

According to Imam Ghozali (2011) if the Sig. < 0.05 , the independent variable (Advertisement, Discount, and Visual Game) partially affects the dependent variable (Buying Interest). Based on table 6 it can be seen that the advertisement and visual game variables have a Sig value. < 0.05 , thus proving that the advertisement and visual game variables have an effect on purchase intention, while it can be seen that the discount variable has a Sig value. > 0.05 so it can be concluded that the discount variable has no effect on buying interest.

T Test

According to Sujarweni (2014), if the $t_{\text{count}} > t_{\text{table}}$ then the independent variable (X) partially affects the dependent variable (Y). If the value of $\text{Sig.} < 0.05$ or $t_{\text{count}} > t_{\text{table}}$, so there is an influence between the independent variable and the dependent variable, and vice versa.

It is known that $t_{\text{table}} = (a/2; n-k-1) = (0.025; 100-3-1) = t(0.025; 96) = 1.988$, it is known that the significant value for the influence of X1 on Y is $0.000 < 0.05$ and the value $t_{\text{count}} 6.125 > t_{\text{table}} 1.988$, so it can be concluded that H1 is accepted, which means that there is an effect of X1 on Y. It is known that the significant value for the effect of X2 on Y is $0.959 > 0.05$ and the value of t_{count} is $-0.051 < t_{\text{table}} 1.988$, so it can be it can be concluded that H2 is rejected, which means that X2 does not have the effect on Y. It is known that the significant value for the influence of X3 on Y is $0.029 < 0.05$ and the value of t_{count} is $2.221 > t_{\text{table}} 1.988$, so it can be concluded that H3 is accepted, which means that there is an influence of X3 on Y.

Table 7. T Test Results

Variable	t_{count}	Sig.
Advertisement (X ₁)	6,125	0,000
Discount (X ₂)	-0,051	0,959
Visual Game (X ₃)	2,221	0,029

Multiple Linear Regression Test

Table 8. Multiple Regression Results

Variable	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
(Constant)	7,350	3,159	
Advertisement (X ₁)	0,468	0,076	0,548
Discount (X ₂)	-0,004	0,069	-0,004
Visual Game (X ₃)	0,257	0,116	0,200

In this study, to determine the effect of advertising, discounts, and visual games on purchase intention is to process statistical data using multiple linear regression analysis. The results of the multiple linear regression test can be seen in table 8 which can be obtained by the multiple linear regression equation as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 7,350 + 0,468 \text{ Advertisement} + (-0,004) \text{ Discount} + 0,257 \text{ Visual Game} + 3,159$$

The multiple linear regression equation above explains that:

$$\alpha = 7,350$$

This means that if the overall independent variables in this study are equal to zero, then the value of the dependent variable in terms of buying interest is 7.350 assuming all independent variables are zero.

$$\beta_1 = 0,468$$

This means that if the Advertisement variable increases by one unit, it will result in an increase in the Purchase Interest variable by 0.468 assuming the other independent variables are constant. Conversely, if the Advertisement variable decreases by one unit, there will be a decrease in the Buying Interest variable by 0.468 assuming the other independent variables are constant.

$$\beta_2 = -0,004$$

This means that if the Discount variable increases by one unit, it will result in an increase in the Purchase Interest variable of -0.004 assuming the other independent variables are constant. Conversely, if the Discount variable decreases by one unit, there will be a decrease in the Purchase Interest variable by -0.004 assuming the other independent variables are constant.

$$\beta_3 = 0,257$$

This means that if the Visual Game variable increases by one unit, it will result in an increase in the Purchase Interest variable by 0.257 assuming the other independent variables are constant. Conversely, if the Visual Game variable decreases by one unit, there will be a

decrease in the Purchase Interest variable by 0.257 assuming the other independent variables are constant.

Determination Coefficient Test

Table 9. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,663 ^a	0,439	0,422	3,62686

From the output above, the coefficient of determination is 0.422, which means that the effect of the independent variable (X) on the dependent variable (Y) is 42.2%.

DISCUSSION

Effect of Advertisement on Buying Interest

This research concludes that advertisement has a significant effect on buying interest. The proof of the first hypothesis can be seen from the Significance value of Advertisement on buying interest of $0.000 < 0.05$. Based on this, the first hypothesis (H1), namely Advertisement partially has a significant positive effect on the intention to buy cash game online Genshin Impact is accepted. The results of this test show several facts that Genshin Impact often makes advertisements on several platforms such as Youtube, Instagram, Tiktok, Twitter, etc. Ads provided by Genshin Impact do not contain click bait because what they advertise is exactly the same as what they provide in the Genshin Impact game, so this makes potential consumers trust and even loyal to this Genshin Impact game. This also makes potential customers interested in buying online cash games after seeing the Genshin Impact advertisement. With this in mind, the advertisements made by Genshin Impact will influence the buying interest of potential consumers.

Advertisements given must have an important meaning for consumers. Most other game industries make their advertisements as attractive as possible but it turns out that what is in the game is not the same as what they advertise. Based on the respondents opinions on open questions, information was obtained that the Genshin Impact advertisement sufficiently influenced potential consumers to buy the product, because with the advertisement, potential consumers would feel interested in playing the Genshin Impact game and this was also supported by a statement stating that with the advertisement, the respondent is interested in buying the Genshin Impact online cash game.

The results of this study are in accordance with research conducted by previous researchers, Suhailah Alkatiri et al. (2017) regarding advertising attractiveness which has an influence on purchase intention.

Effect of Discount on Buying Interest

In this study concluded that the discount has no significant effect on purchase intention. Proof of the second hypothesis can be seen from the significance value of the discount on buying interest $0.959 > 0.05$. Based on this, the second hypothesis (H2), namely discounts have a significant positive effect on the intention to buy the Genshin Impact online cash game, is rejected. Based on the results of the respondents, it was stated that some were interested in buying discounted items and some were less interested in buying discounted items, respondents chose not to buy these items even though the items were at a discount.

Even though discounting is an important thing for every game industry to do, not everything will run smoothly. This is based on the results of the questionnaire that the researcher has distributed, most respondents are not interested in buying all discounted items.

Effect Visual Game on Buying Interest

In this study concluded that visual games have a significant influence on purchase intention. Proof of the third hypothesis can be seen from the significance value of visual games

on buying interest $0.029 < 0.05$. Based on this, the third hypothesis (H3), namely visual games have a significant positive effect on the intention to buy cash online game Genshin Impact is accepted. Visual games also affect the purchase intention of potential customers because the visual games in Genshin Impact are very popular with many people because of their detailed designs, beautiful scenery, and even the music displayed is also pleasant to hear (Khamadi, 2015). These things caused respondents to have an interest in buying the Genshin Impact online cash game.

CONCLUSSION AND RECOMMENDATION

Based on the results of hypothesis testing and the discussion carried out, it can be concluded as follows:

1. Advertising has a positive and significant effect on the intention to buy Genshin Impact online cash game. The more unique and informative the Genshin Impact advertisements are, the higher the consumer's buying interest in the Genshin Impact online cash game.
2. Discounts have no effect on the intention to buy Genshin Impact online cash game. Even though it has provided discounts on Genshin Impact in-game items, this does not have an impact on consumers' buying interest in the Genshin Impact online cash game.
3. Visual games have a positive and significant effect on buying interest in Genshin Impact online cash games. The better the design, attractiveness, and detail of Genshin Impact's visual game, the higher the consumer's buying interest in Genshin Impact's online cash game.

The implication of the results of this research is that potential customers will be more interested in buying Genshin Impact online cash games after seeing advertisements that are unique and not a click bait, as well as attractive visual games.

Based on the research that has been done, both the previous research and the current research, there are several suggestions that can be considered, both for the game industry and for future researchers. The suggestions that emerge are as follows:

1. For the game industry, namely in this case Hoyoverse, it is necessary to continue to pay attention to the market share of online cash game sales levels in the game industry by increasing the interest or desire of potential consumers to buy their products (online cash games) by focusing on advertising variables and game visuals such as found in this study.
2. Researchers who wish to do research like this can replicate this research model which is conducted on objects, locations, companies, and other industries to find out consumer buying interest, especially in online cash game products. It is important to understand and increase the understanding of experts in the field of marketing, especially with regard to interests because every consumer has different interests and different tastes.
3. Companies or industries in the field of online games need to pay attention to the results of this study by increasing the company's marketing capabilities by focusing on advertising variables and visual games in encouraging consumers to make purchases.

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