



Robux Purchase Decision on Roblox App: Brand Ambassador Influence, Appeal, and Promotional Messages Among Generation Z

Faradina Putri Cahyani¹, Humairoh²

¹Universitas Muhammadiyah Tangerang, Indonesia, faradinaputri73@gmail.com

²Universitas Muhammadiyah Tangerang, Indonesia, maira_mamay@umt.ac.id

Corresponding Author: maira_mamay@umt.ac.id²

Abstract: This study aims to analyze the influence of brand ambassadors, appeal, and promotional messages on Robux purchase decisions on the Roblox application. This study uses a quantitative approach. The population in this study is Roblox consumers, with a sample of 97 respondents determined using purposive sampling techniques. Data collection was carried out through a questionnaire with a Likert scale. Data analysis using SPSS version 25 included descriptive statistical analysis, validity and reliability tests, multiple linear regression tests, determination coefficient tests, and hypothesis tests. The results show that brand ambassadors and appeals have a positive and significant effect on purchasing decisions. Meanwhile, promotional messages have the most dominant influence on purchase decisions. Simultaneously, these three variables also have a positive and significant effect on purchasing decisions. A determination coefficient value of 0.524 indicates that brand ambassadors, appeals, and promotional messages were able to explain purchase decisions by 52.4%, and the remaining 47.6% were influenced by other factors outside of the study. Thus, it can be concluded that the model's ability to explain dependent variables is quite strong.

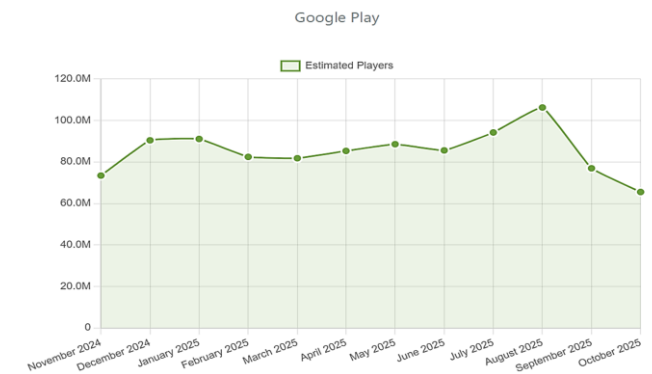
Keyword: Brand Ambassador, Appeal, Promotional Message, Purchase Decision, Robux.

INTRODUCTION

Technological developments and increasing internet penetration are driving the massive growth of the online game industry and digital economy. Platforms like Roblox not only provide a gaming experience but also monetize interactions through virtual currencies (Robux). However, there are indications that in recent periods, Robux purchase decisions have shown a downward trend among young users. Based on the Roblox Active Player (2025) report, which shows a decline in Roblox users from November 2024 to October 2025.

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downward trend among young users. Based on the Roblox Active Player (2025) report, which shows a decline in Roblox users from November 2024 to October 2025



Source: Active Player Roblox (2025)
Figure 1. Roblox Monthly Player Trends

A decline in purchase decisions can be caused by a variety of factors, such as consumer saturation of campaigns, reduced credibility of the figure used as a brand ambassador, or the inability of promotional messages to create emotional relevance. For digital products such as virtual currencies or in-game items, promotions that stand out visually and emotionally can increase the value of user perception and trigger faster purchase decisions. Meanwhile, clear, evocative, and relevant promotional messages serve as the main trigger for purchase decisions.

In the marketing literature, brand ambassadors are often seen as an emotional bridge between brands and consumers, which can influence brand perception and purchase intent. Some empirical research supports this. The city of Tangerang has great potential as a Roblox marketplace because it is located in the Greater Jakarta metropolitan area with a very high young population, wide internet access, and a high level of smartphone users.

Table 1. Total Population of Tangerang City

Age Group (Age)	Male (Soul)	Female (Soul)	Female (Soul)
15-19	70.505	67.537	138.042
20-24	76.826	73.905	150.731
25-29	75.271	75.944	151.215
Quantity	222.602	217.386	439.988

Sources: BPS Kota Tangerang (2024)

Several previous studies have shown results related to factors that influence purchasing decisions. The results of previous studies show that there are differences in findings related to factors that affect purchasing decisions. On the brand ambassador variable, Budiyanto et al. (2025) found that there was a positive and significant influence on purchase decisions, while Tri & Syahril (2023) stated that there was no positive and significant influence on purchase decisions. On the appeal variable, Rahayu et al. (2024) found a positive and significant influence on purchase decisions, but is different from Taufiq et al. (2025) say that attractiveness does not have a positive or negative influence on purchasing decisions. Meanwhile, in the promotion message variable, Doni Marlius & Kesy Noveliza (2022) revealed that promotion has a positive and significant influence on purchase decisions, but different results were obtained by Indraswara (2023) that promotion does not have a positive and significant effect on purchase decisions. Based on these conditions, this study aims to analyze the influence of brand ambassadors, appeal, and promotional messages on Robux purchase decisions on the Roblox application among Gen Z, both partially and simultaneously.

Brand ambassadors are individuals who represent a brand's image, values, and personality to build an emotional connection and trust with consumers. Research by Dewi &

Chandra (2025) states that brand ambassadors have a positive effect on purchasing decisions. Appeal is the ability of an individual, message, or brand to attract attention to generate emotional attract, and to influence consumer perception and behavior. In Heruwati's research (Febriana & Purwanto, 2023) stated that appeal has a positive influence on purchase decisions. Promotional messages are messages that must be acceptable and understood by consumers in order to influence purchase decisions, because promotions are an important communication to convey product information, convince consumers, stimulate a quick sales response, and communicate product excellence effectively. Research by Ani et al. (2021) found that promotions have a positive impact on purchasing decisions.

Brand ambassadors, appeal, and promotional messages are factors that can influence a purchase decision. Dewi & Chandra (2025) stated that brand ambassadors have a positive influence on purchasing decisions. Febriana & Purwanto (2023) show that attractiveness has a positive influence on buyer decisions, and Ani et al. (2021) prove that promotional messages have a positive influence on purchasing decisions. Based on theoretical studies and previous research, the hypotheses in this study are as follows:

H1: There is an influence of brand ambassadors and Robux purchase decisions on the Roblox application among Gen Z

H2: There is an influence of appeal and Robux purchase decisions on the Roblox application among Gen Z

H3: There is an influence between promotional messages and Robux purchase decisions on the Roblox application among Gen Z

H4: There is an influence of brand ambassadors, appeal, and Promotional Messages on Robux purchase decisions on the Roblox application among Gen Z.

METHOD

This study uses a quantitative approach by testing causal associative hypotheses to analyze the influence of brand ambassadors, attractiveness, and promotional messages on Robux purchase decisions on the Roblox application among Gen Z. The population in this study is Roblox users who use Robux to purchase items in the Roblox application, with an age range of 15 – 29 years based on the Tangerang City Center Agency (2024). The sampling technique used was non-probability sampling with a purposive sampling approach.

The respondent criteria in this study are Roblox users who live in the city of Tangerang, are 15-29 years old, and have bought Robux on the Roblox application. The number of samples was determined using the Lemeshow formula, and obtained as many as 96.04 respondents, who were rounded up to 97 respondents. Data collection was carried out through the distribution of online questionnaires using Google Forms with a Likert scale. Data analysis was carried out using SPSS version 25, which included descriptive statistical tests, validity and reliability tests, multiple linear regression tests, determination coefficient tests, and hypothesis tests.

RESULTS AND DISCUSSION

Respondent Characteristics

Based on the data above, it shows that the majority of respondents to Roblox users are female, namely 69 people (71.1%). Meanwhile, male respondents were recorded as many as only 28 people (28.9%). These findings are in line with the initial observations of researchers in the field, which confirmed that the platform's user base at the research site was indeed dominated by women.

Based on respondent characteristics based on age classification, it shows that Roblox users are dominated by the age range of 20–24 years with a contribution of 61.9% (60 people). For other age groups, 25 respondents (25.8%) were in the range of 25-29 years, and 12 respondents (12.4%) were in the range of 15-19 years. These numbers underscore the fact that the platform is most popular with young adult age groups.

Based on the characteristics of respondents according to the duration of Roblox play, it shows that the highest percentage is in the span of 7–12 months, with a total of 42 individuals (43.3%). Meanwhile, respondents who had gaming experience for 1–6 months were recorded as many as 37 individuals (38.1%), and the user group with a duration of more than 1 year included 18 individuals (18.6%). Through the results of this processing, it was proven that most of the research sample were active users who played Roblox within 7 to 12 months.

Based on respondent characteristics and the frequency of Robux purchases per month, it shows that most respondents are in the category of 2–3 purchases 2–3 times, with a percentage of 62.9% (61 people). The other category was followed by respondents who bought 1 time per month, with a proportion of 20.6% (20 people), and the group of users who bought more than 3 times, with a proportion of 16.5% (16 people). The results of this statistical data processing confirm that the monthly transaction activity of users is dominated by the intensity of medium-scale purchases, namely, 2 to 3 times a month.

Validity and Reliability Test

1. Table 2. Validity and Reliability Test

Variable	Validity	Reliability	
	R Count	Results (r table = 0,361)	Alpha Cronbach's
Purchase Decision			0,957
Y1	0,782	Valid	Reliable
Y2	0,878	Valid	
Y3	0,889	Valid	
Y4	0,873	Valid	
Y5	0,838	Valid	
Y6	0,906	Valid	
Y7	0,829	Valid	
Y8	0,903	Valid	
Y9	0,885	Valid	
Y10	0,727	Valid	
Brand Ambassadors			0,951
X1	0,883	Valid	Reliable
X2	0,906	Valid	
X3	0,942	Valid	
X4	0,860	Valid	
X5	0,926	Valid	
X6	0,862	Valid	
Appeal			0,944
X1	0,939	Valid	Reliabel
X2	0,751	Valid	
X3	0,866	Valid	
X4	0,906	Valid	
X5	0,941	Valid	
X6	0,908	Valid	
Promotional Messages			0,955
X1	0,847	Valid	Reliable
X2	0,884	Valid	
X3	0,914	Valid	
X4	0,901	Valid	
X5	0,893	Valid	
X6	0,808	Valid	
X7	0,835	Valid	
X8	0,914	Valid	

Based on the results of the validity test, all the statement items on the variables of purchase decision, brand ambassador, appeal, and promotional message were declared valid because the r count was greater than 0.361. Furthermore, the results of the reliability test showed that all variables had a Cronbach's Alpha value above 0.600, so that the research instrument was declared reliable and suitable for use in the study.

Classic Assumption Test

Normality Test

Berdasarkan hasil uji normalitas dengan metode One-Sample Kolmogorov-Smirnov berbasis pendekatan Monte Carlo, diperoleh koefisien Monte Carlo Sig. (2-tailed) sebesar 0,070. Mengingat probabilitas tersebut melampaui taraf signifikansi 0,05, maka diambil kesimpulan bahwa data residual memiliki distribusi yang normal

Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.61427082
Most Extreme Differences	Absolute	.129
	Positive	.053
	Negative	-.129
Test Statistic		.129
Asymp. Sig. (2-tailed)		.000 ^c
Monte Carlo Sig. (2-tailed)	Sig.	.070 ^d
	99% Confidence Lower Bound	.063
	Interval Upper Bound	.076

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Multicollinearity Test

Table 4. Multicollinearity Test Results
Coefficients^a

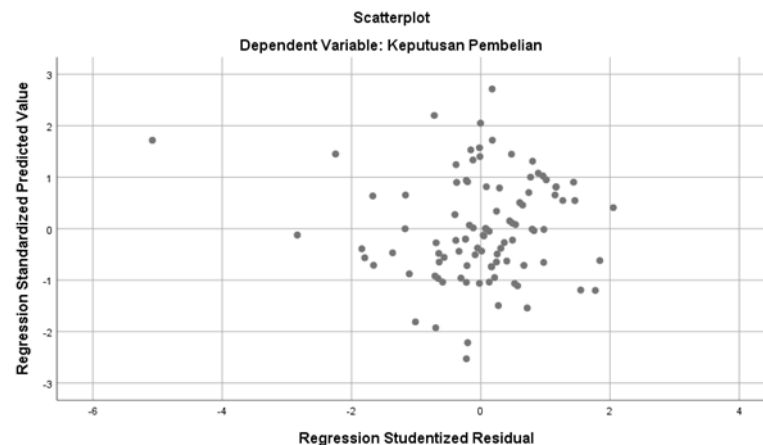
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.396	3.187		.124	.901		
	Brand Ambassadors	.324	.150	.179	2.153	.034	.716	1.397
	Appeal	.432	.132	.272	3.285	.001	.724	1.381
	Promotional Messages	.682	.100	.506	6.804	.000	.895	1.117

a. Dependent Variable: Purchase Decision

Based on the results of the multicollinearity test of the brand ambassador variable, the appeal and promotional message had a greater tolerance value of 0.10 and a smaller VIF of 10. Thus, it can be concluded that the regression model is feasible because the independent variables are not highly correlated with each other.

Heteroscedasticity Test

Table 5. Heteroskedastisitas



Based on the scatterplot diagram output, the proposed regression model was proven to be free from the indication of heteroscedasticity symptoms. This conclusion is reinforced by the condition of the data plot, which is irregularly scattered and extends around the upper and lower areas of the zero line.

Regression Test

Table 6. Multiple Linear Regression Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
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	Brand Ambassadors	.324	.150	.179	2.153	.034
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	Promotional Messages	.682	.100	.506	6.804	.000

a. Dependent Variable: Purchase Decision

The test results in the table above produce the equation:

$$Y = 0,396 + 0,324X_1 + 0,432X_2 + 0,682X_3 + e$$

A constant value of 0.396 indicates that the purchase decision was formed even though the brand ambassador, appeal, and promotional message variables have not changed. The regression coefficient on brand ambassadors is 0.324, appeal is 0.432, and promotional messages are 0.682. It can be concluded that the promotional message variable has the most dominant and significant influence on the purchase decision.

Coefficient Determination Test

Based on the results of the determination coefficient test, the Adjusted R Square value obtained was 0.524. The results showed that brand ambassadors, appeal, and promotional messages were able to explain 52.4% of purchase decisions, and the remaining 47.6% were influenced by other factors outside of the study.

Table 7. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.539	.524	5.704

a. Predictors: (Constant), Promotional Messages, Appeals, Brand Ambassadors

b. Dependent Variable: Purchase Decision

T Test

This test was conducted to determine the influence of brand ambassadors, appeals, and promotional messages partially on purchase decisions. 1. The brand ambassador variable has a calculated t-value of $2.153 > 1.986$, with a significance value of $0.034 < 0.05$; H1 is accepted. This means that the brand ambassador variable has a positive and significant effect on the purchase decision. 2. The appeal variable has a calculated t-value of $3.285 > 1.986$, with a significance value of $0.001 < 0.05$; H2 is accepted.

This means that the appeal variable has a positive and significant effect on the purchase decision. 3. The promotional message variable has a calculated t-value of $6.804 > 1.986$ with a significance value of $0.000 < 0.05$; H3 is accepted. This means that the promotional message variable has a positive and significant effect on the purchase decision.

F Test

Table 8. F Test ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3537.891	3	1179.297	36.245	.000 ^b
Residual	3025.924	93	32.537		
Total	6563.814	96			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotional Messages, Appeals, Brand Ambassadors

Based on the results of simultaneous hypothesis testing (F Test), an F value of 36.245 was obtained, which was proven to be greater than the F of the table worth 3.904. This result suggests that the variables of Brand Ambassador, Appeal, and Promotional Message together simultaneously exert a positive and significant influence on purchasing decisions.

The results of this study show that brand ambassadors have a positive and significant effect on the decision to purchase Robux among Generation Z in Tangerang City. This result can be seen from the value of the regression coefficient, which shows a positive influence, so that the better the consumer's perception of the brand ambassador, the more purchasing decisions also increase. This finding is in line with Suyono et.al (2024), who stated that brand ambassadors have a significant influence on purchasing decisions. Research by Putri & Sabardini (2023) also shows that brand ambassadors have a positive influence on purchasing decisions. Thus, the presence of the right brand ambassador can be an effective strategy in improving Robux purchase decisions among consumers.

The results of the study show that under appeal has a positive and significant effect on the decision to purchase Robux in Generation Z in Tangerang City. The positive regression coefficient value shows that the higher the consumer appeal, the greater the tendency of consumers to buy Robux. This finding is in line with Ahmad Suheri & Henny Welsa (2022), who stated that attractiveness has a positive influence on purchasing decisions. Research by Fitri & Erdiansyah (2022) shows that the higher the appeals of advertising, the higher the purchase decision by consumers.

The results of the study show that promotional messages have a positive and significant effect on the decision to buy Robux in Generation Z in Tangerang City. These results show that

a positive regression coefficient value indicates that the greater the level of consumer awareness of the brand. This finding is in line with I Putu et.al (2024), who stated that promotional messages have a positive effect on purchasing decisions. Research by Mayranti & Khoiri (2024) also shows that promotions not only affect the general public but also make a real contribution to consumer behavior when making online purchases.

CONCLUSION

Based on the results of the study, the variables of brand ambassadors, appeal, and promotional messages partially had a positive and significant effect on the decision to purchase Robux among Generation Z in Tangerang City. Based on the results of simultaneous testing, brand ambassadors, appeals, and promotional messages together have a positive and significant effect on purchasing decisions. Based on the results of the determination coefficient test, the Adjusted R Square value was obtained at 0.524 or 52.4%. These results show that the variables of brand ambassador, appeal, and promotional message are able to explain a purchase decision by 52.4%. While the remaining 47.6% was influenced by other factors outside of this study.

Based on the results of the research, brand ambassadors or influencers need to build more credibility by conveying information that is honest, clear, and not excessive, for example, by sharing personal experiences as they are, explaining the benefits and limitations of using Robux, and not only focusing on promotion. Additionally, companies need to make the Robux plan variations look more attractive and easier to understand. For example, by highlighting the differences between each package clearly, giving examples of use as needed, and displaying a comparison of the benefits of each package. In terms of promotional messages, you can focus more on choosing and maximizing media that really suit the habits of the target audience, for example, platforms that are often used by gamers, such as TikTok, YouTube, or in-game placement on Roblox itself.

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