Financial Psychology in the Gaming World: Determinants of Robux Purchase Behavior in Roblox

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Abstract

This study aims to analyze the influence of financial literacy, financial attitudes, income, peers, and locus of control on the financial management behavior of Roblox players who purchase Robux. The data used in this study is quantitative data sourced from a questionnaire. The sampling technique used was purposive sampling and snowball sampling with the Structural Equation Model (SEM) method using AMOS. The results show that financial literacy, financial attitudes, income, peers, and locus of control have a significant positive influence on financial management behavior in Roblox players who purchase Robux. Based on the results, a relatively good level of financial literacy, financial attitudes, income, peers, and locus of control contribute to shaping good financial management behavior in the future of Roblox players.

Keywords: *Financial Attitude; Financial Literacy; Financial Management Behaviour; Locus of Control; Roblox*

Introduction

Roblox is an online gaming and interactive content creation platform that has experienced rapid growth since its launch in 2006. (Larsen, 2024) revealed that Roblox was created in 2004 by David Baszucki and Erik Cassel. Starting as a small gaming platform, Roblox has grown into a vast virtual world where users can create, share, and play games. Unlike conventional games, Roblox not only gives users the freedom to play but also to create, modify, and monetize their own games.

According to a survey by the Indonesian Internet Service Providers Association (APJII), "Internet Penetration and Internet Usage Behavior 2025," approximately 2.07% of internet users in Indonesia will play the online game Roblox in 2025. The survey involved respondents from 38 provinces in Indonesia. The results showed that the number of online gamers nationwide reached 64.6 million. Of that number, approximately 2.07%, or 1.33 million people, are Roblox players.

Data on the age distribution of Roblox players in Indonesia in 2025 shows that the majority of Roblox players in Indonesia are young. Thirty-nine percent of players are under 13 years old, followed by the 13-16 age group at 33%. Meanwhile, the 17-24 age group represents 22%, a rapidly growing segment, while users aged 25 and over represent 6%. This data shows that Roblox games are dominated by children and teenagers, but are starting to attract interest from young adults. According to (Maulianti, 2025), one of Roblox's main attractions is that users can express themselves through the games available. A wide variety of games can be played, ranging from adventure and simulator games to horror and social games. Furthermore, users can make new friends from various regions. There are two types of Roblox users: free users who simply want to play the games provided in the Roblox app, and users who purchase Robux to customize their characters, subscribe to Roblox, and purchase limited-edition items.

Robux is not only used to purchase characters but can also be used to solve problems such as weapons, pets, and aids. Furthermore, Robux can be used to purchase private lobby access. Users can enjoy the game without interruption (Roblox, 2025). (Tims, 2021) Excessive spending on Robux in Roblox can have negative impacts on both players and their environment. At the individual level, uncontrolled financial management can trigger financial dependency and form wasteful habits from an early age. For children and adolescents, this condition often results in excessive use of personal and parental funds. Furthermore, there is a gap between players with large amounts of Robux and those with freebies (bacon). This creates feelings of inferiority. The urge to constantly top up to obtain exclusive items can lead to addiction, anxiety, and excessive financial behavior, negatively impacting financial management behavior.

In today's digital era, purchasing virtual currency in online games has become an important aspect of individual financial behavior. When individuals make repeated purchases without proper financial management planning, they become vulnerable to wasteful habits and financial dependence from an early age. A good understanding of financial management in games regarding financial management behavior is necessary (Guardian, 2021). According to (Ida & & Dwinta, 2010), financial management behavior is a way of managing finances related to individual financial management. Someone who has financial management behavior tends to create a budget, control spending, and save money. Good individual financial management will be able to meet future needs. This phenomenon is influenced by several factors, including financial literacy, financial attitude, income, peer group, and locus of control. Based on the Theory of Planned Behavior developed by (Ajzen, 1991), individual behavior in managing finances is influenced by attitudes toward behavior, subjective norms that include the social environment of peers, and self-control. The social learning theory put forward by (Rotter, 1954) is a theory that explains that human behavior is the result of interactions between individual factors and the social environment.

Theory of Planned Behaviour

The theory of planned behavior is a theory that studies individual behavior, emphasizing that intention is the primary factor motivating someone to perform an action. This intention arises when someone perceives the action as having significance in achieving a desired goal (Ajzen, 1991)**.** The theory of planned behavior explains the influence of financial literacy, financial attitude, income, peer group, and locus of control variables on financial management behavior.

Social Learning Theory

Social learning theory, proposed by (Rotter, 1954), explains that human behavior is the result of interactions between individual factors and the social environment. In this theory, individuals learn through experience, observation, and social interaction. According to Rotter (1954), individuals tend to engage in a behavior when they have an expectancy that the behavior will produce desired consequences and that those outcomes have a high reinforcement value. This theory is used to explain the influence of locus of control variables on financial management behavior.

Financial Management Behaviour

Financial management behavior is defined as individual behavior related to money management. Generally, financial behavior encompasses cash management, credit usage, and savings habits (Xiao, 2008). Financial behavior is related to behavioral theory because behavior is said to influence outcomes (Ajzen, 1991). The better the behavior, the better the output.

Financial Literacy

Financial literacy is the knowledge, skills, and beliefs that influence a person's attitudes and behaviors to manage their finances effectively. According to the Financial Services Authority (OJK, 2017), financial literacy is the understanding and ability to use financial products and services, enabling a person to make informed financial decisions.

Financial Attitude

According to the theory of planned behavior, a positive attitude will increase an individual's intention to perform the considered behavior (Ajzen, 1991). Financial attitude is one factor related to finance. Financial attitude is a person's behavior related to individual financial management (Xiao, 2008).

Income

Income is the income received by a person or entity in the form of money or goods during a certain period. According to (Sukirno, 2011), income is the amount of earnings a person receives for their work performance during a certain period, whether in the form of salary, wages, interest, profit, or rent.

Peer Group

A peer group is a group of individuals of similar age, status, or developmental level who interact socially and can influence a person's attitudes, values, and behavior. According to (Santrock, 2012) a peer group is a group of children or adolescents of similar age or maturity who serve as an important source of socialization. Peer groups can provide positive or negative support, depending on the interactions that occur.

Locus of Control

The concept of locus of control was first proposed by (Rotter, 1996). Locus of control is a person's perspective on an event, whether they can or cannot control the event that occurs. Locus of control describes how far an individual views the relationship between actions taken and the consequences or results. Locus of control orientation is divided into two, namely internal locus of control and external locus of control. Someone with an internal locus of control tends to believe that skills, abilities, and efforts are more decisive in determining what they achieve in life. Meanwhile, someone with an external locus of control tends to believe that their life is determined by things outside themselves, such as fate, destiny, luck, and other people in power.

The Effect of Financial Literacy on Financial Management Behaviour

Financial literacy encompasses basic knowledge of financial concepts, money management, financial planning, and the ability to make wise financial decisions (Remund, 2010). This variable uses the theory of planned behavior as its theoretical basis, which states that a good level of financial literacy will encourage individuals to engage in healthier financial management behaviors, such as budgeting, saving, controlling expenses, and investing. Conversely, low financial literacy leads to errors in financial management

H1: There is an effect of financial literacy on the financial management behavior of Roblox players.

The Effect of Financial Attitude on Financial Management Behaviour

This variable uses the theory of planned behavior as its theoretical basis, where financial attitudes are an individual's perspective, beliefs, and values regarding money and how it is managed in everyday life. A positive financial attitude will encourage individuals to engage in good financial management behavior (Xiao, 2008).

H2: There is an influence of financial attitude on the financial management behavior of Roblox players**.**

The Effect of Income on Financial Management Behaviour

Income is one factor that influences financial management behavior. According to the theory of planned behavior (Ajzen, 1991), the higher the income level, the greater the opportunity for someone to budget, save, invest, and allocate funds for future needs.

H3: There is an influence of income on the financial management behavior of Roblox players.

The Effect of Peer Group on Financial Management Behaviour

A peer group is a group of individuals of a relatively similar age and developmental level who can influence a person's values, attitudes, and behavior through social interactions (Santrock, 2012). In the theory of planned behavior, peer group influence can encourage someone to be consumptive or, conversely, support positive financial behaviors such as saving and investing. This influence can be positive when friends encourage saving and investing habits. However, it can be negative when the circle of friends tends to overspend.

H4: There is a peer group influence on the financial management behavior of Roblox players.

The Effect of Locus of Control on Financial Management Behaviour

Locus of control is a person's belief in the extent to which they can control events, both internal and external factors (Rotter, 1996). In social learning theory (Rotter, 1954) individual behavior is shaped by the interaction between expectancy and reinforcement value learned through social experience.

H5: Locus of control influences the financial management behavior of Roblox players.

Method

This research is an explanatory causality study with a quantitative approach. Primary data is used. The data source selected for this study was respondents, Roblox players who purchased Robux in Indonesia. The sampling technique used was a non-probability sampling method and purposive sampling. The independent variables used were financial literacy, financial attitude, income, peer group, and locus of control. The dependent variable was Financial Management Behavior

Results

Model Feasibility Test

Goodnes of Fit	Cut Off Value	Score	Information
Probability Level	>0.05	0,000	Marginal Fit
CMIN/DF	<0,2	1,444	Good fit
RMSEA	0,05-0,08	0,043	Good fit
GFI	>0,90	0,857	Moderate Fit
AGFI	>0,90	0,830	Moderate Fit
TLI	>0,90	0,949	Good fit
CFI	>0,90	0,954	Good fit

The model fit test is used to determine whether the proposed model aligns with the theory. This type of test uses goodness-of-fit parameters with good cutoff values, namely CMIN/DF, RMSEA, TLI, and CFI. However, there are two moderate fit cutoff values: GFI and AGFI.

Hypothesis Test

			Estimate	S.E.	C.R.	P]
Y	<---	X1	,249	,033	7,482	0,03
Y	<---	X2	,243	,033	7,468	0,03
Y	<---	X3	,227	,028	8,015	0,02
Y	<---	X4	,226	,032	6,982	0,03
Y	<---	X5	,193	,030	6,439	0,02

The test results show that financial literacy, financial attitude, income, peer group, and locus of control have a significant positive effect below 0.05.

Coefficient of Determination

The calculation results show a square multiple correlation value of 59%. This indicates that exogenous variables, namely financial literacy, financial attitude, income, peer group, and locus of control, influence financial management behavior by 59%. Meanwhile, 41% is influenced by external variables such as economic literacy and digital awareness (Anam & Setyawan, 2023), personality (Tampubolon & Rahmadani, 2022), hedonistic lifestyle and lifestyle (Ikhsani, 2025), financial confidence (Wijayanti & Kartawinata, 2022), financial knowledge (Adiputra & Patricia, 2020), and spending behavior (Clarence & Pertiwi, 2023).

Discussion

The influence of financial literacy on financial management behavior in purchasing Robux in the Roblox game

Based on the hypothesis test results, financial literacy has a significant positive influence on financial management behavior. This is indicated by a P-value of less than 0.05, which is 0.03, and a fairly good three-box method result. Similarly, regarding financial literacy, the average level of understanding of respondents was moderate or quite good, with a total of 60.4%. The significant positive influence of financial literacy occurs due to an individual's ability to make appropriate financial decisions. Someone who understands financial concepts such as budgeting, saving, investing, and wise use of money will be able to control financial decisions (Ajzen, 1991). Although respondents' understanding is not yet fully optimal, a sufficient level of literacy has formed good financial behavior. Respondents can improve their understanding of financial literacy to achieve optimal understanding. This achievement is based on indicators including knowledge of basic financial concepts, the ability to communicate financial concepts, personal financial management skills, the ability to create financial budgets, and the ability to make appropriate decisions.

The influence of financial attitude on financial management behavior in purchasing Robux in the Roblox game

The results of the hypothesis test show that the financial attitude variable has a significant positive influence on financial management behavior. This is indicated by a P value of less than 0.05, which is 0.03, and the results of the three-box method are quite good. In theory, this attitude is reflected in daily habits such as saving, investing, budgeting, and controlling expenses. A positive financial attitude encourages someone to have good financial management behavior (Ajzen, 1991)**.** According to this theory, a person's attitude is formed from what is believed, but this attitude is not yet consistent. Therefore, respondents have a fairly good financial attitude. Respondents showed awareness of the importance of a good financial attitude, but it was not fully optimal. To achieve optimal results, efforts were made to shift respondents' obsession indicators and efforts to change the focus of obsession into a positive obsession with planned financial goals such as investment and savings targets. Furthermore, the retention indicators and the strength of the respondents' emotional drives must be channeled to support disciplined financial management behavior. Respondents should emphasize that consistent budgeting efforts will provide a sense of security compared to instant gratification from spending and reduce feelings of inadequacy that can trigger consumptive behavior in Roblox game players.

The influence of Income on financial management behavior in purchasing Robux in the Roblox game

The results of the hypothesis test, the income variable has a significant positive effect on financial management behavior. This is because the P value is less than 0.05, which is 0.02, and the results of the three-box method are quite good. The higher the income earned, the greater the opportunity for a person to prepare a financial budget for saving, investment, and entertainment (Ajzen, 1991). Therefore, respondents have a fairly good or moderate level of income management. Respondents have the ability to manage income but have not yet reached an optimal level. Players with high incomes tend to have greater purchasing power for Robux purchases compared to players with low incomes. Roblox game players must manage their finances optimally to avoid the risk of excessive consumer behavior in the virtual world and support healthy financial management behavior.

The influence of Peer Group on financial management behavior in purchasing Robux in the Roblox game
The results of the hypothesis test, the peer group variable has a significant positive effect on financial management behavior. This is indicated by a P value of less than 0.05, namely 0.03, and the

results of the three-box method are quite good. Peer groups are social factors that influence individual attitudes and behavior in financial management through the theory of planned behavior (Ajzen, 1991). Therefore, the influence of peer groups on respondents is at a fairly strong or moderate level. Respondents feel influenced by friends but not dominant. This achievement is based on indicators of social interaction and social support to encourage Roblox game players to behave in good financial management such as saving and controlling excessive spending. Encouraging players to save and invest by utilizing the conformity of Roblox players thus increasing peer influence optimally.

The influence of focus of Control on financial management behavior in purchasing Robux in the Roblox game

The results of the hypothesis test, the locus of control variable has a significant positive effect on financial management behavior. This is because the P value is less than 0.05, which is 0.02. and the results of the three-box method are quite good. Respondents in controlling finances are quite effective in encouraging disciplined, planned, and responsible financial management behavior. Locus of control is a person's belief in controlling events in financial matters (Rotter, 1954)Therefore, respondents' locus of control is at a fairly good level of tendency in believing that success or failure is the result of effort and self-control, but this belief is sufficient and not yet fully strong, but this potential needs to be increased for optimal results. To achieve this, Roblox players train to carry out planned actions and strive for important things in financial management. It is important for Roblox players to be financially responsible in the future by controlling all individual spending activities. By emphasizing the individual's role as a financial problem solver, such as creating a personal budget, it can encourage more disciplined and optimal financial management behavior in Roblox game players.

Conclusion

Based on the results of the model feasibility test and hypothesis testing on the financial management behavior of Roblox players who purchase Robux, this study concludes that financial literacy, financial attitude, income, peer group, and locus of control have a significant positive effect on financial management behavior. These findings indicate that knowledge, attitude, and social environment play a role in shaping wiser and more planned financial decision-making patterns, so that players are not only consumptive in purchasing Robux, but also able to manage their financial resources responsibly.

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