



The Influence of Digital Marketing and Price Discounts on Steam Game Purchase Decisions

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ABSTRACT

Keywords:

Digital Marketing,
Price Discounts,
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This study aims to examine the influence of digital marketing and price discount promotions on consumers' purchase decisions of Steam games. A quantitative approach with an associative-causal research design was employed. Data were collected through an online questionnaire distributed to 100 active Steam users selected using purposive sampling. Multiple linear regression analysis was conducted using SPSS version 26 to test the proposed hypotheses. The results indicate that both digital marketing and price discount promotions have a positive and significant effect on purchase decisions, either partially or simultaneously. Among the two variables, price discount promotions demonstrate a stronger influence on consumers' purchasing decisions compared to digital marketing strategies. These findings suggest that while digital marketing remains an important tool for increasing product awareness and engagement, discount-based promotions play a more decisive role in stimulating actual purchase behavior in digital game platforms. The study provides practical implications for digital game publishers and marketers to optimize promotional strategies by balancing persuasive digital marketing content with effective discount offerings to enhance purchasing outcomes.

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INTRODUCTION

The rapid growth of the digital game industry has transformed entertainment consumption patterns and created a highly competitive digital marketplace. Digital game platforms no longer function merely as distribution channels but as complex ecosystems that shape consumer behavior, preferences, and spending decisions. This transformation is driven by increasing digital literacy, widespread internet access, and the rise of digitally native generations who actively engage with online content (Susanti et al., 2025). Evidence from recent industry reports indicates that digital game consumption continues to grow globally, supported by aggressive digital marketing strategies and frequent

promotional campaigns (IMARC Group, 2025; Roshan Behera, 2023). These developments highlight the importance of understanding how marketing stimuli influence purchasing behavior in digital environments (Fauzi et al., 2025). Consequently, examining consumer decision-making in digital game platforms is not only relevant for industry stakeholders but also contributes to broader discussions on digital consumption behavior. Understanding these mechanisms helps society navigate digital spending habits more critically and supports sustainable digital market development (Abas & Kholidah, 2025).

Despite the rapid expansion of the digital game market, consumers increasingly face challenges in making informed purchasing decisions. The abundance of available products, aggressive promotional tactics, and constant exposure to digital advertising often overwhelm users and complicate rational decision-making (Jasri, 2025). In digital marketplaces, purchasing decisions are rarely based solely on product quality; instead, they are influenced by marketing communication, pricing strategies, and perceived value (Indayati, 2025). This issue is particularly relevant among younger consumers who are highly exposed to digital stimuli and promotional content. Prior studies indicate that excessive promotional exposure may lead to impulsive buying behavior, price sensitivity, and reliance on discounts rather than intrinsic product evaluation (Raiqal & Mukaram, 2025). As a result, understanding how digital marketing and price-based promotions affect purchase decisions becomes crucial. Without empirical investigation, stakeholders risk implementing ineffective or ethically questionable marketing strategies that may distort consumer behavior and undermine long-term market sustainability.

In the context of digital game platforms, Steam represents a dominant ecosystem that integrates distribution, marketing, and community interaction. Developed by Valve Corporation, Steam enables users to purchase, download, update, and engage with thousands of game titles from global developers within a single platform. The platform is widely known for its seasonal sales, personalized recommendations, and community-based features (Gayo & Katonge, 2025; Garapati & Chakraborty, 2025). Empirical observations indicate that users often postpone purchases until major discount events, suggesting strong price sensitivity (Basu et al., 2025; Zhang et al., 2024; Tan, 2023). Additionally, digital marketing elements such as trailers, user reviews, influencer content, and wishlist features significantly shape user perceptions before purchase decisions are made. Reports show that gamers frequently rely on digital information sources rather than traditional advertising when evaluating games (CNN Indonesia, 2025). This phenomenon illustrates a dynamic interaction between digital marketing exposure and price discount promotions, making Steam a relevant context for studying digital purchase behavior in contemporary digital economies.

Previous studies have extensively examined digital marketing and consumer purchase decisions across various e-commerce and digital product contexts (Figueiredo et al., 2025; Masfer & Helmi, 2025). Digital marketing has been shown to influence brand awareness, perceived value, and purchase intention through interactive content, social media engagement, and personalized communication (Homepage et al., n.d.). In the digital game industry, marketing content such as gameplay videos, trailers, and online reviews plays a critical role in shaping consumer expectations prior to purchase. However, much of the existing literature treats digital marketing as a standalone factor without integrating price-related variables into a unified analytical framework. Moreover, prior research often focuses on general e-commerce platforms rather than digital game ecosystems with unique characteristics. This limitation suggests a need for more context-specific studies that account for the interactive and experiential nature of digital games. Consequently, existing findings may not fully explain purchasing behavior within platforms that rely heavily on community engagement and promotional cycles.

Research on price discounts consistently indicates that promotional pricing significantly affects consumer purchasing decisions, particularly in digital markets characterized by high competition and low switching costs. Studies reveal that discount promotions can act as decisive triggers that convert purchase intention into actual buying behavior (Raiqal & Mukaram, 2025). However, previous research often isolates discount strategies from digital marketing mechanisms, limiting the understanding of how these factors interact. Furthermore, limited attention has been given to digital game platforms where seasonal discount structures dominate purchasing patterns. Existing studies also tend to generalize consumer behavior across regions, overlooking contextual differences in digital consumption habits. Therefore, a research gap exists in examining the combined influence of digital marketing and price discounts within a single empirical model, particularly in the context of digital game platforms. This study positions itself to address this gap by integrating both variables to provide a more comprehensive explanation of purchase decisions.

The novelty of this study lies in its integrated analytical approach that simultaneously examines digital marketing and price discount promotions in influencing digital game purchase decisions. Unlike prior research that predominantly focuses on general e-commerce or isolated marketing variables, this study concentrates on a digital game platform characterized by strong promotional dependency and information-driven consumption. By focusing on platform-specific consumer behavior, this research captures the unique interaction between digital content exposure and price sensitivity. The study also responds to the increasing relevance of digital ecosystems where consumers

actively engage with marketing content through community features, wishlists, and peer-generated information. Addressing this issue is important as it contributes to more precise marketing strategy formulation and supports a deeper understanding of digital consumer behavior. Thus, this research advances current knowledge by offering a context-sensitive and empirically grounded perspective on digital purchasing decisions.

Based on the identified gaps and observed phenomena, this study seeks to answer how digital marketing and price discount promotions influence purchase decisions in digital game platforms. The primary research problem focuses on determining the partial and simultaneous effects of these variables on consumer purchasing behavior. It is hypothesized that digital marketing positively influences purchase decisions by increasing awareness and perceived value, while price discount promotions exert a stronger effect by triggering actual purchase actions. The study further argues that the interaction between these factors plays a crucial role in shaping consumer decision-making processes. The findings are expected to contribute theoretically by enriching consumer behavior and digital marketing literature and practically by providing insights for digital game publishers and marketers. Ultimately, this research supports more effective, ethical, and data-driven marketing strategies in digital game ecosystems.

Hypothesis

Digital Marketing (X1)

Digital marketing refers to all marketing activities that utilize digital media and internet networks to reach consumers more broadly, quickly, and interactively (Firmannudin, 2025). Through digital marketing, companies can deliver product information in a visual and continuous manner via various channels such as websites, social media, video platforms, online communities, and email marketing. In the digital game industry, digital marketing serves as a primary strategy for building consumer awareness, interest, and trust in a game. In addition, pricing and promotional strategies are essential components of marketing, as they can generate economic and psychological incentives that influence consumers' purchase intentions. Previous research indicates that price and promotional strategies have a significant effect on purchase intention because they function as key stimuli in the consumer decision-making process (Dewi et al., 2022). Therefore, digital marketing and price-related promotions are inseparable elements in shaping consumer purchasing behavior for digital products, including games.

In this study, digital marketing is measured using seven indicators that represent commonly applied digital marketing activities in the digital product industry, namely website, search engine marketing, web banner, social media, email marketing, video marketing, and influencer marketing. The website indicator reflects ease of access to information, content completeness, and visual presentation that enhance consumer trust. Search engine marketing increases product visibility in search engine results, while web banners attract consumers' attention through visual advertisements. Social media enables two-way interaction and community building, email marketing delivers personalized promotional messages, and video marketing provides experiential insights through trailers or gameplay content. Influencer marketing leverages the credibility of streamers or reviewers to strengthen consumer trust. Previous studies support the importance of digital marketing in influencing purchase decisions, showing that the use of digital media such as websites and social media significantly enhances consumer trust and purchase intention (Gustar et al., 2025), and that digital marketing strategies based on social media and visual content have a positive effect on purchase decisions (Marza Maulana Rughasy & Nicholas Marpaung, 2023).

H1 = Digital marketing has a significant positive influence on digital game purchasing decisions on the Steam platform.

Price Discount Promotion (X2)

Price discount promotion is a marketing strategy implemented by reducing the product price from its normal level for a specific period. The primary objective of this promotion is to increase purchase intention and encourage consumers to make purchasing decisions within a short time frame. In the digital product market, price discounts are frequently used to attract price-sensitive consumers. In this study, price discount promotion is measured using several indicators that reflect the effectiveness of pricing adjustment strategies in supporting consumers' purchase decisions. The first indicator is the discount magnitude, which refers to the percentage of price reduction offered to consumers; larger discounts tend to increase consumers' perceived value of digital game products. The second indicator is the discount period or duration, which relates to the time limitation of the promotion, as limited-time discounts can create a sense of urgency that encourages immediate purchase.

The third indicator is the frequency of discount offerings, which reflects how often price discount promotions are implemented within a certain period. Consistent discount frequency can enhance purchase intention and stimulate repeat purchases. Findings from previous studies indicate that price discount

promotions have a significant influence on purchase decisions, particularly for digital products. Research by Pasaribu and Kusnawan (2022) shows that price discounts enhance perceived value and trigger impulsive buying behavior among consumers, indicating that discounts serve as a key factor in encouraging immediate purchases. Similarly, a study by Pauzi et al. (2023) found that price discount promotions have a positive and significant effect on consumers' purchase decisions, as discounts offered within a limited period generate psychological pressure related to scarcity, thereby motivating consumers to make faster purchasing decisions.

H2 = Price discount promotions have a significant positive impact on digital game purchase decisions on the Steam platform.

Purchase Decision (Y)

Buying decision represents the final stage of the consumer decision-making process, in which consumers determine whether to purchase a product. This decision is the outcome of an evaluation of various alternatives influenced by both internal and external factors, such as needs, preferences, promotional exposure, and price considerations (Pauzi et al., 2023; Razak, n.d.). In this study, buying decision is measured using several indicators that reflect the stages consumers experience when deciding to purchase digital games. The first indicator is purchasing intention, which refers to consumers' tendency to make a purchase after receiving marketing information and price promotions, reflecting their psychological readiness prior to the actual transaction. The second indicator is the actual purchase decision, which represents consumers' concrete actions in purchasing digital games on the Steam platform. The third indicator is post-purchase satisfaction, which reflects consumers' evaluation of their purchasing decisions and may influence repeat purchases and recommendations to others.

Previous studies indicate that buying decisions are influenced by various marketing and pricing factors. Research by Gustar et al. (2025) shows that effective digital information and promotional strategies can enhance purchase intention and support consumers in making purchasing decisions, demonstrating that buying decisions are shaped not only by consumer needs but also by marketing strategies received. Similarly, a study by Marza Maulana Rughasy and Nicholas Marpaung (2023) found that consumers' buying decisions for digital products are strongly influenced by perceived value and trust in the information provided. Consumers who perceive higher confidence in the product and its benefits tend to make purchasing decisions more quickly.

H3 = Digital marketing and discount promotions simultaneously have a significant positive influence on the purchase decision of digital games on the Steam platform.

The Relationship between Digital Marketing and Price Discount Promotions on Purchasing Decisions.

Digital marketing and price discount promotions play complementary roles in influencing purchase decisions. Digital marketing aims to enhance consumer awareness, interest, and trust in a game, while discount promotions act as a trigger that encourages consumers to proceed with the actual purchase. Consumers who have already developed interest in a game are more likely to make a purchase decision when they encounter attractive pricing.

On the Steam platform, effective digital marketing combined with timely discount promotions can significantly increase the likelihood of purchase. Therefore, empirical research on the impact of digital marketing and price discount promotions—both individually and simultaneously—on users' purchasing behavior on the Steam platform in Indonesia is essential.

RESEARCH METHODS

This study adopts a quantitative research approach with an associative design to examine the influence of digital marketing (X1) and price discount promotions (X2) on consumers' buying decisions. The unit of analysis consists of individual consumers who are active users of a digital game distribution platform, representing the material object of the study. The research focuses on individual purchasing behavior within the context of digital game consumption activities conducted through an online platform environment. The study does not involve institutional intervention, as the analysis centers on users' perceptions and experiences related to marketing exposure and purchasing decisions in digital marketplaces.

The research employs a survey-based quantitative design to test the relationships and effects among variables. Primary data were obtained from respondents selected using a non-probability purposive sampling technique based on predefined criteria: respondents were required to be active platform users, have logged in within the previous month, and have purchased at least one digital game within the past year. A total of 100 respondents were deemed sufficient for multiple linear regression analysis. Secondary data were collected from official reports, academic literature, and industry publications to support theoretical development and contextual understanding. The measurement instrument consisted of a structured questionnaire using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data collection was conducted through a literature review (desk review) and the distribution of standardized online questionnaires. The collected data were analyzed using descriptive and inferential statistical techniques, including instrument validity and reliability testing, classical assumption tests, multiple

linear regression analysis, hypothesis testing, and coefficient of determination (R^2). All statistical analyses were performed using SPSS version 26 to ensure accuracy and consistency in evaluating the proposed research model.

RESULTS AND DISCUSSION

Results

Table 1. Characteristics Respondents

Characteristics	Frequency	Presentation
Gender		
Man	70	70.00
Woman	30	30.00
Total	100	100.00
Age		
< 20 Years (Including 17-20)	27	27.27
21 - 25 Years	49	49.00
26 - 30 Years	12	12.12
> 30 Years	12	12.13
Total	100	100.00

Prior to conducting the validity test, the results of the questionnaire data processing indicate that the respondents in this study were predominantly male. This finding suggests that interest in purchasing PC-based digital games on the Steam platform remains higher among male consumers than female consumers. This condition can be explained by the fact that males generally demonstrate greater interest in gaming activities, particularly in competitive, strategy, and action game genres that are widely available on the Steam platform. In addition, male consumers tend to be more actively engaged in following developments in the digital game industry and participating in online gaming communities, which increases their exposure to game-related information and their likelihood of purchasing digital games.

In terms of age, the respondents were dominated by individuals aged 21–25 years, indicating that the early adult segment is the most active group in purchasing digital games on the Steam platform. At this stage of life, individuals typically possess greater independence in decision-making and have begun to earn their own income, either as senior students or young professionals. This financial independence provides stronger purchasing power compared to younger age groups. Moreover, individuals in the 21–25 age group generally exhibit high levels of digital literacy and familiarity with online transactions, making them more responsive to digital marketing strategies and price discount promotions. These characteristics position this age group as a primary target market for digital games and explain their dominance among the study's respondents.

Validity Test

Table 2. Validity Test Results

Variable	Item Code	R-table Value	R-calculated Value	Result
Digital Marketing	X1.1	0.1966	0.869	Valid
	X1.2	0.1966	0.427	Valid
	X1.3	0.1966	0.464	Valid
	X1.4	0.1966	0.456	Valid
	X1.5	0.1966	0.425	Valid
	X1.6	0.1966	0.437	Valid
	X1.7	0.1966	0.455	Valid
Price Discount Promotion	X2.1	0.1966	0.843	Valid
	X2.2	0.1966	0.823	Valid
	X2.3	0.1966	0.863	Valid
	X2.4	0.1966	0.877	Valid
	X2.5	0.1966	0.891	Valid
Buying Decision	Y1.1	0.1966	0.812	Valid
	Y1.2	0.1966	0.865	Valid
	Y1.3	0.1966	0.879	Valid
	Y1.4	0.1966	0.835	Valid
	Y1.5	0.1966	0.860	Valid
	Y1.6	0.1966	0.869	Valid

Source: Processed data researcher (SPSS 26)

From the results test validity in Table 3, all statement items used For measurement *variable* Digital Marketing (X1), Promotion Discount (X2), and Purchase Decision (Y) have higher r - counts. big compared to r- table value amounting to 0.1966. Therefore, all statement items called valid.

This matter show that each question item in questionnaire capable measure construct *variables* studied in a way right. With fulfillment criteria validity, then all statement items worthy used in analysis continued.

Reliability Test

Reliability test implemented for evaluate internal consistency of each item in questionnaire. Measuring tool assumed reliable when number Cronbach's alpha coefficient exceeds 0.70. This value show that questionnaire has a level good reliability for measurement every *variable* study in a way consistent.

Table 3. Reliability Test Results

No.	Variable	Cronbach's Alpha	Description
1	Digital Marketing	0.944	Reliable
2	Price Discount Promotion	0.911	Reliable
3	Buying Decision	0.925	Reliable

Source: Processed data researcher (SPSS 26)

Test results reliability in Table 4 shows that Cronbach's Alpha value for *variable* Digital Marketing 0.944, Promotion Price Discount of 0.911, and Purchase Decision a total of 0.925. All children That is above the minimum limit of 0.70.

This result signify instrument research has a level excellent internal consistency. Therefore, the questionnaire used called reliable and capable give results stable and

Assumption Test Classic

Normality Test

The normality test is intended to check whether distribution *variable* independent as well as dependent normal with using the Kolmogorov Smirnov (KS) test. If the sig. number > 0.05, then the data is normally distributed, if sig. number < 0.05, then the data is not normal. The results are written in the table namely:

Table 4. Normality Test Results

N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	1.04816359
Most Extreme Differences	Absolute	.046
	Positive	.040
	Negative	-.046
Test Statistics		.046
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Processed data researcher (SPSS 26)

From the results test normality using Kolmogorov–Smirnov in Table 5, we get number Asymp. Sig. (2-tailed) is 0.200, which exceeds sig. 0.05. This is show that the residual data is normally distributed. With fulfillment assumptions normality, then the multiple linear regression model in the study This worthy used for testing hypothesis more carry on.

Multicollinearity Test

Table 5. Multicollinearity Test Results

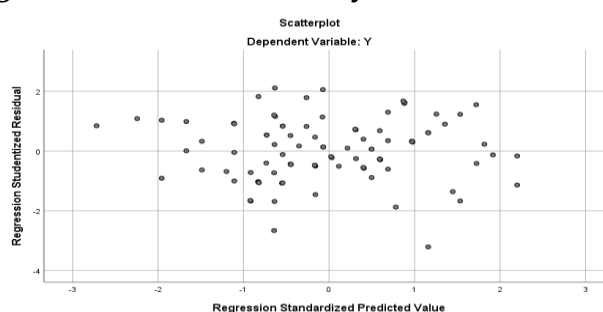
Model	Unstandardized Coefficients		Standardize	t	Sig.	Collinearity Statistics	
	B	Std. Error	d			Tolerance	VIF
			Coefficients				
1	(Constant)	1,096	.641		1,709	.091	
	X1	.351	.037	.451	9,464	.000	.343 2,914
	X2	.686	.058	.559	11,722	.000	.343 2,914

Source: Processed data researcher (SPSS 26)

Test results multicollinearity in Table 6 shows that tolerance value for *variable* Digital Marketing (X1) and Promotion the Discount (X2) is 0.343, which is more than 0.10. In addition, that is, the Variance Inflation Factor (VIF) value for second *variable* a total of 2,914, which is still is below the maximum limit of 10. Therefore, it can be concluded No appear multicollinearity between *variable* independent on modeling regression, as a result *variable* free can used with simultaneously in analysis.

Heteroscedasticity Test

Figure 1. Heteroscedasticity Test Results



Source: Processed data researcher (SPSS 26)

From figure 1, the results test heteroscedasticity show that residual points are scattered in a way random above and below the zero line as well as No formed pattern certain, good pattern tapered, widened, or wavy. This is signify No appear symptom heteroscedasticity in modeling regression. Therefore, the assumption homoscedasticity fulfilled and the regression model can used validly.

Analysis Regression

Table 5. Analysis Results Regression Multiple

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	1,096	.641		1,709	.091		
	X1	.351	.037	.451	9,464	.000	.343	2,914
	X2	.686	.058	.559	11,722	.000	.343	2,914

Source: Processed data researcher (SPSS 26)

From the results analysis multiple linear regression in Table 7, obtained equality regression as following:

$$Y = 1.096 + 0.351X_1 + 0.686X_2$$

Equality the show that mark constant a number of 1,096 indicates if Digital Marketing and Promotion Discount value zero, then the Purchase Decision still have numbers positive amounting to 1.096. Coefficient regression Digital Marketing (X1) of 0.351 shows that each increase One unit Digital Marketing will Maximizing Purchasing Decisions amounted to 0.351. Meanwhile, the coefficient regression Promotion Discount (X2) of 0.686 shows that variable This influence more big on Purchasing Decisions.

Hypothesis Testing

Partial t-test

Table 6. t-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	1,096	.641		1,709	.091		
	X1	.351	.037	.451	9,464	.000	.343	2,914
	X2	.686	.058	.559	11,722	.000	.343	2,914

Source: Processed data researcher (SPSS 26)

From the results test t in Table 8, *variable* Digital Marketing (X1) has a t-count figure a total of 9,464 with sig. 0.000, which is not exceeds 0.05. This is show that Digital Marketing influences positive significant to the Purchasing Decision.

Variable Promotion Discount (X2) has a t- count number a total of 11,722 with sig. 0.000. The t-value of X2 is greater than big compared to X1, which shows that Promotion Price cuts affect more dominant on Steam game purchasing decisions in Indonesia.

Significance Test Simultaneous (F-Test)

Table 7. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1329,024	2	664,512	592,627	.000 ^b
	Residual	108,766	97	1,121		
	Total	1437,790	99			

Source: Processed data researcher (SPSS 26)

From the results testing F in Table 9, we get F- count number a total of 592,627 with sig. number of 0.000, which is not exceeds 0.05. This is show that Digital Marketing and Promotion Discounts in simultaneous influence significant to the Purchasing Decision.

Therefore, the hypothesis third (H3) states Digital Marketing and Promotion Discount with simultaneously influence purchasing decisions can accepted.

Coefficient Test Determination

Table 8. Coefficient Test Determination (R²)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.961 ^a	.924	.923	1.05891

Source: Processed data researcher (SPSS 26)

Test results coefficient the determination in Table 10 shows The R Square value is 0.924. This is It means 92.4 % of the variation in Purchasing Decisions Can explained by *variables* Digital Marketing and Promotion Discounts. Meanwhile, the rest 7.6 % affected other factors outside the research model this, such as brand image, game quality, reviews users, as well as factor psychological consumers.

Discussion

The results indicate that digital marketing has a positive and significant effect on purchase decisions for digital games on the Steam platform. This finding confirms that effective digital marketing enhances consumers' awareness, trust, and understanding before making a purchase decision. Digital marketing channels such as websites, social media, promotional videos, and online communities play a crucial role in delivering information and shaping perceptions, particularly for digital products that cannot be physically evaluated prior to purchase. This result aligns with Firmannudin (2025) and Masfer and Helmi (2025), who emphasize that digital marketing significantly shapes consumer behavior in online platforms by reducing uncertainty and strengthening perceived value. In the context of digital games as experience goods, consumers rely heavily on online information to evaluate quality, making digital marketing an essential determinant of purchasing decisions.

The findings further demonstrate that price discount promotions have a positive and significant effect on purchase decisions, with a stronger influence than digital marketing. This result supports the notion that discount strategies function as a critical economic stimulus that accelerates consumer decision-making. Seasonal discounts offered on digital platforms significantly enhance

perceived value and create urgency, encouraging consumers to complete purchases. This dominant effect of discounts is consistent with previous studies highlighting the effectiveness of price-based promotions in driving consumer behavior (Dewi et al., 2022; Tan, 2023). Moreover, research by Raiqal and Mukaram (2025) and Pasaribu and Kusnawan (2022) specifically confirms that seasonal discounts on the Steam platform strongly influence impulsive and planned purchasing behavior among digital game consumers.

The stronger impact of price discounts can be explained by the price-sensitive nature of digital game consumers, who often postpone purchases until promotional periods. Market reports indicate that consumers in emerging digital markets exhibit high responsiveness to pricing incentives, especially when combined with digital accessibility and frequent promotional events (IMARC Group, 2025; CNN Indonesia, 2025). Additionally, Rughasy and Marpaung (2023) found that discount pricing significantly affects impulsive purchase decisions among Steam users, reinforcing the argument that pricing strategies are particularly influential in digital game ecosystems where products are abundant and easily substitutable.

Simultaneous testing results reveal that digital marketing and price discount promotions together have a positive and significant effect on purchase decisions. These findings indicate that both variables play complementary roles in influencing consumer behavior. Digital marketing primarily functions to build awareness, interest, and trust, while discount promotions act as a final trigger that converts intention into actual purchase. This complementary relationship is consistent with Gustar et al. (2025), who found that the integration of digital marketing and discount strategies significantly strengthens purchase decisions in digital platforms. The results confirm that neither strategy operates optimally in isolation, but rather through strategic integration.

The coefficient of determination further indicates that while digital marketing and discount promotions explain a substantial portion of purchase decision variance, other factors also influence consumer behavior. These may include game quality, user reviews, recommendations, and individual preferences, as highlighted in prior consumer behavior research (Pauzi et al., 2023; Razak, n.d.). Overall, the findings emphasize that an effective combination of informative digital marketing and well-timed price discount promotions is essential for optimizing purchasing decisions on digital game platforms. This study therefore provides both theoretical reinforcement and practical guidance for digital game publishers in designing data-driven and consumer-oriented marketing strategies.

CONCLUSION

This study demonstrates that digital marketing and price discount promotions have a positive and significant effect on consumers' purchase decisions for digital games on the Steam platform, both partially and simultaneously. The key insight derived from this research is that digital marketing plays an important role in shaping consumer awareness, understanding, and interest through digital content, social media engagement, and online communities, while price discount promotions serve as the most influential factor in converting purchase intention into actual buying behavior. The findings highlight that consumers are highly responsive to well-timed discount programs, particularly seasonal sales, which enhance perceived value and accelerate purchasing decisions. These results confirm the suitability of the regression model in explaining the relationships among the examined variables and provide meaningful implications for digital marketing strategy formulation.

From a scholarly perspective, this study contributes to the literature on digital consumer behavior by integrating digital marketing and price discount promotions within a single empirical model in the context of digital game platforms. The findings enrich existing research by demonstrating the complementary and differential effects of informational and price-based stimuli on purchase decisions. However, this study has several limitations. The analysis focuses on a limited number of variables and relies on self-reported survey data, which may not fully capture all factors influencing purchasing behavior. Future research is encouraged to incorporate additional variables such as game quality, user reviews, perceived enjoyment, and psychological motivations, as well as to apply alternative research designs or larger samples to enhance the generalizability and robustness of the findings.

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