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The Influence of Digital Ownership Awareness, Sharia Financial Literacy, and Hedonic Motivation on Digital Game Repurchase Intention among Muslim Student in Surabaya

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Abstract: *The rapid growth of digital gaming has changed the way consumers access and purchase games, particularly through digital platforms that provide access based rather than conventional physical ownership. This condition raises questions about the factors influencing consumers' intention to repurchase digital games, especially among Muslim students. This study aims to analyze the influence of Digital Ownership Awareness, Sharia Financial Literacy, and Hedonic Motivation on the Repurchase Intention of digital games among Muslim students in Surabaya. This study employed a quantitative associative approach using primary data collected through questionnaires. Respondents were selected using purposive sampling based on the criteria of being Muslim, active university students, living or studying in Surabaya, and having purchased digital games within the last 12 months. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results indicate that Digital Ownership Awareness has a positive but insignificant effect on Repurchase Intention. Sharia Financial Literacy also has a positive but insignificant effect, while Hedonic Motivation has a positive and significant effect on Repurchase Intention. These findings indicate that hedonic factors play a more important role in encouraging repeated digital game purchases than digital ownership awareness and Sharia financial literacy. The results contribute to understanding digital consumer behavior in the context of Muslim students and the digital gaming industry.*

INTRODUCTION

The rapid development of information and communication technology has encouraged economic transformation toward a digital ecosystem, characterized by the increasing use of technology in various economic activities (D. P. Sari et al., 2026; Timur, Wijaya, et al., 2026). Technological advances, along with the increasing use of the internet and digital applications, have changed the way people obtain products because transactions can now be carried out easily, quickly, and practically (Jaenudin et al., 2024; Nasuha et al., 2025). This transformation has also reshaped economic activities through the utilization of various digital platforms, making production, marketing, distribution, and consumption increasingly integrated within the digital ecosystem (Ridlwan et al., 2025; D. P. Sari et al., 2025). As a result, product that were previously traded in physical form are increasingly available as digital goods, such as electronic books, film and music streaming services, and digital video games (Munir et al., 2026; Timur, Masrizal, et al., 2025). This change indicates that digitalization not only changes transactions methods but also changes the form of products consumed by society (Timur et al., 2026). Therefore, digital product transactions have become an important economic phenomenon to study, particularly in the digital video game industry, which has experienced rapid growth in Indonesia in recent years (Timur et al. 2025).

The gaming industry has developed into one of the fastest growing subsectors of the creative economy, both globally and in Indonesia, driven by increasing internet penetration, technological advances, and changes in people's behavior in accessing entertainment online. Based on projections cited by CNCBC Indonesia, the number of gamers in Indonesia was estimated to reach approximately 127 million in 2025 (Novina, 2022). This large number of gamers reflects the adoption of digital games in Indonesia, which has contributed to the increasing economic value of the national gaming industry based on Newzoo projections cited by the Ministry of Communication and Digital (KOMDIGI) the economic value of Indonesia's gaming industry is estimated to reach approximately IDR 32.7 trillion in 2025, making Indonesia the largest gaming market in Southeast Asia (Hafid, 2025). The growth of the industry has also been accompanied by a shift from physical media distribution to digital distribution through various platforms, such as Steam, Epic Games Store, PlayStation Store, Microsoft Store, Nintendo eShop, Apps Store, Google Play Store, and etc. This shift indicates that consumers no longer purchase game products only in physical form but also make transactions for various digital products available through digital distribution platforms. The convenience provided by these platforms allows consumers to make repeated transactions to obtain games, additional content, and virtual items within the gaming ecosystem. This development makes repurchase intention an important aspect in understanding consumer behavior in the digital gaming industry.

The development of digital game distribution through various marketplaces has also changed the characteristics of consumer transactions. Unlike the purchase of physical games, which generally provides ownership rights over the physical medium, transactions involving digital games on platforms such as Steam and Microsoft Store essentially provide users with a license to use the product. The Steam Subscriber Agreement states that all content and services obtained by users are licensed products rather than products that are sold, meaning that user do not obtain full ownership of the digital products (Valve Corporation, 2026). Similar provisions are also applied by Microsoft through its Usage Rules of Digital Goods, which state that digital products are provided as licenses for use rather than as a transfer of ownership rights over the digital products (Microsoft, 2026). This phenomenon shows that the concept of digital asset ownership has characteristic that differ from ownership of physical assets. According to

Kowalski Andrzej & Nowak Tomasz (2023) , digital assets not only have economic value as objects of transactions but also represent identity, ownership right, and user interaction in digital environments, creating various legal and ethical challenges related to the recognition and protection of digital ownership rights. Furthermore, ownership of digital assets in virtual environments is regulated through a combination of platform provisions, intellectual property rights, and licensing mechanisms, resulting in a form of ownership that differs form conventional ownership of goods. This condition shows that Digital Ownership Awareness is an important aspect to consider because it may influence how consumers understand the rights they obtain and evaluate transactions and repurchase decisions involving digital products.

In addition to understanding the ownership status of digital products, another aspect that needs to be considered in the consumption decisions of Muslim students is their ability to manage and consider the use of financial resources based on Sharia principles. This ability is directly related to Sharia Financial Literacy, which not only includes an understanding of Sharia financial products and services but also an individual's ability to understand and apply Sharia principles in financial management and economic decision making (Rurkinantia, 2021) . In the context of consumptions, Sharia Financial Literacy can help individuals consider the use of financial resources more responsibly, including distinguishing between needs and wants and avoiding consumption decisions that are inconsistent with Sharia values (Timur et al., 2024) . This is relevant to students who are increasingly active in digital ecosystems, including in obtaining various digital products and services. Rafidah et al., (2022) found that Sharia Financial Literacy influences students' consumption behavior, indicating that greater understanding of Sharia based financial principles may contribute to more controlled consumption behavior. This finding is also supported by Astuti (2026) , who found that Sharia Financial Literacy has a positive and significant effect on students' consumption behavior by forming more rational, controlled, and Sharia compliant consumption patterns. Therefore, Sharia Financial Literacy is a relevant factor in examining Muslim students' understanding when considering consumption decisions involving digital game products, including their tendency to make repeat purchases.

However, decisions to purchase digital games are not determined solely by ownership and financial considerations. The characteristics of games as a form of entertainment also contribute to consumers' decisions when purchasing digital game products. One psychological factor widely discussed in the digital consumer literature is hedonic motivation, which refers to the drive arising from feelings of pleasure, enjoyment, and emotional satisfaction experienced by consumers when consuming a product, rather than solely from its functional value (Liao, 2021). In the context of digital games, hedonic motivation can be reflected in players' tendency to purchase virtual items to obtain aesthetic satisfaction, feelings of enjoyment, or an escape from daily routines and pressures. An ethnographic study of Generation Z conducted by Maulana (2024) showed that emotional motivations, including the desire to escape from stress, are among the factors driving engagement in gaming activities. This finding is also supported by Wijoyo et al., (2026), which found positive hedonic attitudes toward the intention to purchase in game items among Mobile Legends players. A study of Valorant players also showed that hedonic motivation significantly influences in app purchase intention, although the qualitative findings of the study were not entirely consistent, indicating that the role of hedonic motivation in digital game purchasing decisions may be influenced by context and measurement methods (Budiman & Sama, 2023). This condition is relevant to Muslim students because the desire to obtain pleasure through digital consumption may conflict with religious considerations concerning moderation and the prohibition of israf, or excessive spending (Timur, et al., 2025; Ridlwan, et al., 2026). Therefore,

hedonic motivation is an important factor to examine together with Digital Ownership Awareness and Sharia Financial Literacy in explaining the repurchase intention of digital games among Muslim student in Surabaya.

Student are one of the relevant groups to examine in the development of digital consumption because of their close relationship with technology and various internet-based activities. This condition is supported by the high level of internet penetration among people with higher education. According to a report by the Indonesian Internet Service Providers Association (APJIII), internet penetration in East Java reached 83.41% in 2026, while the group with a university level education had an internet penetration rate of 92.49% (APJII 2026) . Students' engagement in digital activities is also reflected in their use of online games. A study by Wibowo Wira Adi Cahyo & Kurniawan Afif (2021) involving 116 students in Surabaya showed that online gaming activities were found among the student population. The study activities were found among the student population. The study specifically examined the relationship between self-control and online gaming addiction among students in Surabaya, with respondents aged 18-21 years. These findings indicate that gaming activities are relevant to examine among students in Surabaya. The relevance of students as digital consumers is also related to their ability to manage financial resources. Research on Sharia Financial Literacy among students' consumptive behavior, where higher levels of literacy are associated with more controlled consumption tendencies (Rafidah et al., 2022) . Another study among students also showed that Sharia Financial Literacy has a positive and significant effect on consumption behavior and contributes to more rational and controlled consumption patterns in accordance with Sharia values (Astuti, 2026) . Thus, Muslim students in Surabaya are a relevant group for examining digital game consumption behavior. Students' close engagement with the digital ecosystem, the presence of gaming activities among student in Surabaya, and the importance of managing financial resources based on Sharia principles provide a basis for examining how Digital Ownership Awareness, Sharia Financial Literacy, and Hedonic Motivation may contribute to digital game Repurchase Intention.

The relevance of Muslim students in Surabaya as the research population needs to be supported by an understanding of empirical findings in previous studies of digital consumer behavior. Therefore, previous research related to digital ownership, Sharia Financial Literacy, and hedonic motivation needs to be examined to identify the development of empirical findings and research gaps that can be further explored. Regarding digital ownership, Kučinskas (2024) found that psychological ownership significantly influences purchase intention for various digital products, including game skins. This finding indicates that perceptions of ownership may be related to consumers' tendency to purchase digital products. However, the study used the constructs of psychological ownership and purchase intention, which differ from Digital Ownership Awareness and Repurchase Intention in the present study. Regarding Sharia Financial Literacy, Rafidah et al., (2022) found that Sharia Financial Literacy significantly influences students' consumptive behavior. This finding is also supported by Astuti (2026) , who showed that Sharia Financial Literacy has a positive and significant effect on students' consumption behavior. However, both studies did not specifically examine digital game transactions as a form of consumption. Meanwhile, Rabulizat et al., (2024) found that hedonic motivation has a positive and significant effect on purchase intention among Valorant players in Indonesia. Hussain et al., (2025) also showed that certain motivation arising from gaming experiences can encourage players to purchase in-game content. Overall, previous studies have provided support for each independent variable, but differences remain in terms of constructs, research objects, respondent

characteristics, and dependent variables. These differences provide a basis for identifying the research gap in this study.

Although previous studies have provided evidence regarding the relationship between digital ownership, Sharia Financial Literacy, and hedonic motivation and consumer behavior or digital product purchase, several gaps remain to be addressed. Regarding digital ownership, Kučinskas, (2024) used the concept of psychological ownership and examined its effect on purchase intention for digital products, including game skins. The study did not specifically examine consumers' awareness of the characteristics and rights associated with digital ownership (Digital Ownership Awareness) and its relationship with repurchase intention. A gap can also be identified in the context of Sharia Financial Literacy. Astuti, (2026) and Rafidah et al., (2022) have shown a relationship between Sharia Financial Literacy and students' consumption behavior, but the consumption objects examined were still general. Digital game transactions have different characteristics because consumers transact for products in digital form, which on certain platforms are provided through licensing mechanisms. Therefore, further research is needed to examine the relevance of Sharia Financial Literacy in the context of repurchase decisions involving digital game products. Furthermore, studies on hedonic motivation have shown its influence on purchase intention among game players, as found by Rabulizat et al., (2024) among Valorant players in Indonesia. However, this study focused on initial purchase intention and did not specifically explain consumers' tendency to make repeat purchases. Therefore, there is an opportunity to extend the study from purchase intention to repurchase intention in the context of digital game products. Based on these gaps, this study seeks to integrate Digital Ownership Awareness, Sharia Financial Literacy, and Hedonic Motivation to explain the Repurchase Intention of digital game products among Muslim students in Surabaya. The use of Muslim students in Surabaya as the research population also provides a more specific context compared with previous studies involving general consumers or students. Therefore, this study is expected to provide empirical development in the study of digital consumer behavior while broadening the Islamic economics perspective in understanding repurchase decisions involving digital game products.

Based on the background and research gaps described above, this study aims to analyze the effects of Digital Ownership Awareness, Sharia Financial Literacy, and Hedonic Motivation on the Repurchase Intention of digital game products among Muslim students in Surabaya. This study is expected to provide an empirical contribution to understanding Muslim consumer behavior in digital transactions and to enrich the study of Islamic economics in the development of the digital economy.

LITERATURE REVIEW

Digital Ownership Awareness

The development of the digital economy has shifted the concept of game ownership from physical ownership to license based access through an End User License Agreement (EULA). In this context, the term "purchase" used by game distribution platforms essentially refers to the provision of limited access, in which the use of the product is subject to licensing terms and platform policies (Schoop, 2026; Wyczik, 2025). Schoop, (2026) found that most consumers do not read license agreements thoroughly before making transactions. As a result, many users do not fully understand the ownership limitations to which they have agreed. This low level of awareness is also supported by Zhu & Cho (2018); Zhu & Yang (2019) , who found that consumers' perceptions of ownership over digital content are strongly influenced by

downloadability and continuity of access, while technical restrictions such as Digital Rights Management (DRM) play a relatively minor role. The level of uncertainty regarding the boundaries between "owning" and "not owning" digital content also remains high, even among digital natives. Therefore, Digital Ownership Awareness in this study is defined as the level of understanding among Muslim students regarding the actual nature of digital game transactions, including the understanding that purchases provide limited licenses, access may be lost at any time, and certain restrictions apply, such as prohibitions on reselling or transferring purchase products.

Understanding the status of digital ownership may become an important consideration in transaction decisions. Kučinskas (2024) found that psychological ownership significantly influences consumers' purchase intention and willingness to pay for digital goods, including game skins, although this category showed relatively lower levels of psychological ownership compared with other digital product categories. For Muslim students, this issue becomes more relevant because uncertainty regarding ownership status is an aspect that needs to be avoided in muamalah transactions. Therefore, awareness of the difference between full ownership rights and limited access licenses may influence their caution when deciding whether to engage in transactions. A better understanding of the rights and access associated with digital products may provide a basis for consumers to evaluate transactions more carefully.

Sharia Financial Literacy

Sharia Financial Literacy is an important foundation for Muslim students in understanding and considering whether financial activities are consistent with Sharia principles, including transactions involving digital products such as game purchases, virtual items, top up, and microtransactions. Rafidah et al. (2022) explained that Sharia Financial Literacy includes financial knowledge, attitudes, and behavior that serve as a basis for individuals to make rational financial decisions. Individuals with higher levels of financial literacy have better abilities to manage financial resources and consider their needs and wants before making consumption decisions. In the context of digital games, these abilities are relevant because the convenience of transactions and the variety of digital products may encourage consumers to make repeated purchases.

In addition to financial management, Sharia Financial Literacy is also related to understanding the risks and Sharia compliance of a transaction. Syahirah et al. (2025) found that Islamic economics students still have limitations in assessing the compliance of digital transactions with Sharia principles, particularly regarding the potential presence of *gharar* and *maysir* in features such as loot boxes or gacha systems, although their technical skills in conducting digital transactions were relatively high. Rurkinantia (2021) also emphasized that Sharia Financial Literacy helps individuals understand the rights, obligations, benefits, and risks associated with financial product or transactions. Therefore, the better the level of Sharia Financial Literacy among Muslim students, the greater their ability consider financial and Sharia aspects before consuming digital game products, including when considering repeat purchases.

Hedonic Motivation

Hedonic Motivation refers to a psychological drive oriented toward pleasure, emotions, and experiences during the consumption process. Liao (2021) explained that hedonic consumption focuses on emotional aspects and pleasurable experiences, in which consumers obtain satisfaction from pleasure, fantasy, and experiences during consumption rather than solely from the

functional value of a product. In line with this view, Sari & Pidada (2019) found that hedonic shopping motivation has a positive and significant effect on impulse buying behavior, indicating that the desire to obtain pleasure may increase consumers' tendency to make purchases.

In the context of digital games, hedonic motivation may arise from enjoyment and experiences obtained by players while playing games or acquiring digital content. Duradoni et al., (2025) found that enjoyment dimension is positively and significantly associated with the amount of players' spending on in-game purchases. This finding indicates that enjoyment derived from gaming experiences can be one of the factors encouraging players to spend money on digital product within games. Therefore, the stronger the Hedonic Motivation among Muslim students, the greater their desire to regain pleasure and positive experiences through digital game products, which may increase their tendency to make repeat purchases.

Repurchase Intention

Repurchase Intention refers to consumers' tendency to purchase a product again after previously purchasing or consuming the product. This concept differs from purchase intention because Repurchase Intention indicates that a previous purchasing experience serve as the basis for the desire to conduct another transaction as part of the consumption cycle (Weng et al., 2016). In the context of digital games, Repurchase Intention refers to players' tendency to purchase games or digital products again after having previous transaction experiences. Achmad & Namouvska, (2021), in the context of video games, found that perceived enjoyment as a form of intrinsic motivation, along with affective and behavioral engagement, can influence Repurchase Intention. This finding indicates that players' experiences and engagement may encourage their tendency to make repeat purchases. Based on this definition, Repurchase Intention in this study is defined as the intention of Muslim students in Surabaya to purchase digital games again after having previous transaction experiences.

METHOD

This study uses a quantitative approach with an associative research design that aims to analyze the influence of Digital Ownership Awareness (X1), Sharia Financial Literacy (X2), and Hedonic Motivation (X3) on digital game repurchase intention (Y) among Muslim students in Surabaya. The data used in this study are primary data obtained through questionnaires distributed to respondents who meet the following criteria: Muslim, active university students, domiciled in or currently studying in Surabaya, and have purchased digital game within the last 12 months. The sampling technique used in non-probability sampling with a purposive sampling method based on the criteria determined by the researcher. The sample size was determined based on the ten times rule in PLS-SEM analysis, resulting in a minimum of 30 respondents based on the three exogenous variables directed toward the endogenous variable. To obtain sufficient data for analysis, this study set a target of 100 respondents.

The questionnaire was distributed using Google Forms through various social media platforms and student communication networks. Each variable was measured using a five-point Likert scale, consisting of five response categories: strongly disagree, disagree, neutral, agree, and strongly agree. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS 4 software. The analysis included outer model evaluation, inner model evaluation, and hypothesis testing using the bootstrapping technique, with a significance criterion of p-value < 0.05 and t-statistic > 1.96.

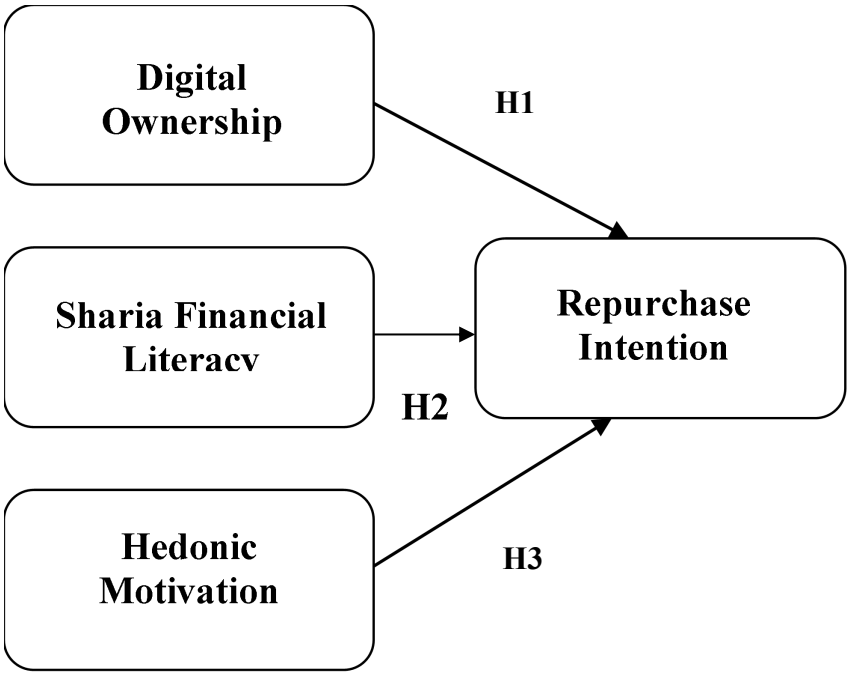


Figure 1. Research Model

Based on the theoretical framework and the relationships between the variables, the research model is presented in Figure 1. The model illustrates the proposed relationships between Digital Ownership Awareness, Sharia Financial Literacy, and Hedonic Motivation as exogenous variables and digital game repurchase intention as the endogenous variable. H1 proposes that Digital Ownership Awareness has a significant effect on digital game repurchase intention among Muslim students in Surabaya. H2 proposes that Sharia Financial Literacy has a positive and significant effect on digital game repurchase intention among Muslim students in Surabaya. H3 proposes that Hedonic Motivation has a positive and significant effect on digital game repurchase intention among Muslim students in Surabaya.

RESULT AND DISCUSSION

This section presents and discusses the finding of the study based on data obtained from the respondents and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results include the respondent profile, construct reliability and validity, discriminant validity, the coefficient of determination (R-Square), and hypothesis testing. The findings are subsequently discussed in relation to the proposed hypotheses and relevant previous studies.

Table. 1 Respondent Profile

Profile	Number	Precentage
Gender		
Male	76	62

Female	46	38
Active Student		
Yes	115	94
No	7	6
Muslim		
Yes	122	100
No	-	-
Ever Purchased Digital Games?		
Yes	100	82
No	22	18
Purchased Digital Games in the Last 12 Months		
Yes	92	75
No	30	25

The characteristic of respondents were identified to provide an overview of the participants involved in this study. The respondent profile includes gender and several screening criteria, namely active student status, Muslim status, experience in purchasing digital games, and experience in purchasing digital games within the last 12 months. The distribution of respondents based on these characteristics is presented in Table 1.

Based on Table 1, the respondents were dominated by male participants, with 76 respondents (62%), while female respondents accounted for 46 respondents (38%). Regarding the screening criteria, 115 respondents (94%) were active students, while 7 respondents (6%) were not. All respondents identified as Muslim, representing 122 respondents (100%). Furthermore, 100 respondents (82%) had previously purchased digital games, while 22 respondents (18%) had not. In terms of recent purchasing experience, 92 respondents (75%) had purchased digital games within the last 12 months, while 30 respondents (25%) had not.

Table 2. Construct Reliability and Validity

Variable	Cronbach's Alpha	Rho_A	Composite Reliability	AVE
Digital Ownership Awareness (X1)	0.843	0.851	0.889	0.616
Sharia Financial Literacy (X2)	0.842	0.853	0.886	0.610
Hedonic Motivation (X3)	0.948	0.951	0.956	0.683

Repurchase Intention (Y)	0.923	0.924	0.940	0.723

Construct reliability and validity were assessed to evaluate the consistency and convergent validity of the constructs used in the research model. Reliability was evaluated using Cronbach's Alpha, Rho_A, and Composite Reliability, while convergent validity was assessed using the Average Variace Extracted (AVE). A construct is generally considered reliable when the reliability values exceed 0.70, while an AVE value above 0.50 indicates adequate convergent validity.

Based on Table 2, all constructs have Cronbach's Alpha, Rho_A, and Composite Reliability values above 0.70. The Cronbachs's Alpha values range from 0.842 to 0.948, while the Composite Reliability values range from 0.886 to 0.956. In addition, the AVE values for Digital Ownership Awareness (0.616), Sharia Financial Literacy (0.610), Hedonic Motivation (0.683), and Repurchase Intention (0.723) are all above 0.50. Therefore, all constructs meet the required reliability and convergent validity criteria.

Table 3. Discriminant Validity (HTMT)

Variable	DOA	SFL	HM	RI
Digital Ownership Awareness (X1)	-	0.670	0.586	0.563
Sharia Financial Literacy (X2)	0.670	-	0.283	0.317
Hedonic Motivation (X3)	0.586	0.283	-	0.855
Repurchase Intention (Y)	0.563	0.317	0.855	-

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT) to determine whether each construct represents a distinct concept from the other constructs. A HTMT value below 0.90 indicates that discriminant validity is achieved. As presented in Table 3, all HTMT values are below 0.90. The HTMT values range from 0.283 to 0.855, with the highest value observed between Hedonic Motivation and Repurchase Intention (0.855). Since this value remains below the 0.90 threshold, the constructs in the research model demonstrate adequate discriminant validity. Therefore, Digital Ownership Awareness, Sharia Financial Literacy, Hedonic Motivation, and Repurchase Intention can be considered empirically distinct constructs.

Table. 4 R-Square

R-Square		
Endogenous Variable	R-Square	R-Square Adjusted

Repurchase Intention (Y)	0.655	0.646

The R-Square value was assessed to determine the explanatory power of the structural model in predicting the endogenous construct. As shown in Table 4, the R-Square value for Repurchase Intention is 0.655, with an Adjusted R-Square value of 0.646. This indicates that Digital Ownership Awareness, Sharia Financial Literacy, and Hedonic Motivation jointly explain 65.5% of the variance in Repurchase Intention. The remaining 34.5% is explained by other factors that are not included in the research model. After adjustment for the number of predictors, the model retains an explanatory power of 64.6%.

Table 5. Hypothesis Testing

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	STDEV	t-Statistics	P-Values
H1	DOA → RI	0.078	0.082	0.080	0.977	0.329
H2	SFL → RI	0.051	0.064	0.066	0.783	0.434
H3	HM → RI	0.749	0.742	0.075	10.032	<0.001

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS 4. The hypotheses were evaluated based on the path coefficient, t-statistic, and p-value. A hypothesis was considered supported when the t-statistic exceeded 1.96 and the p-value was below 0.05. The results of the hypothesis testing are presented in Table 5.

Regarding the relationship between Digital Ownership Awareness and Repurchase Intention, H1 proposed that Digital Ownership Awareness has a positive effect on Repurchase Intention. The results show a positive path coefficient of 0.078, indicating a positive direction of the relationship. However, the effect is not statistically significant, as reflected by a t-statistic of 0.977 and a p-value of 0.329. Therefore' H1 is rejected. This finding differs from Kučinskas (2024), who found that psychological ownership significantly influenced purchase intention for digital goods, including game skins. Kučinskas study indicates that consumers perceptions of ownership can increase their willingness to purchase digital products. However, the present study examines Digital Ownership Awareness rather than psychological ownership and focuses on Repurchase Intention rather than initial purchase intention. Thus, understanding the nature and limitations of digital ownership does not necessarily encourage Muslim students in Surabaya to make repeat purchases. The difference may indicate that awareness of digital ownership functions more as a consideration in evaluating the nature and rights of digital products rather than as a direct driver of repeated purchasing behavior.

The relationship between Sharia Financial Literacy and Repurchase Intention, H2 proposed that Sharia Financial Literacy has a positive effect on Repurchase Intention. The results indicate a positive path coefficient of 0.051, but the effect is not statistically significant, with a t-statistic of 0.783 and a p-value of 0.434. Therefore' H2 is rejected. This result differs from Rafidah et al. (2022), who found that Sharia Financial Literacy significantly influenced students' consumptive behavior. It also differs from Rafidah et al. (2022), who found that Sharia Financial Literacy significantly influenced students' consumptive behavior. It also differs from Astuti (2026), who found a positive and significant effect of Sharia Financial Literacy on students' consumption

behavior. Both studies examined general consumption behavior among students, whereas the present study focuses specifically on Repurchase Intention for digital games. The insignificant result may indicate that possessing knowledge of Sharia financial principles does not directly determine students' intention to repurchase digital games, particularly when the decision is more strongly driven by experiential and hedonic considerations. Therefore, Sharia Financial Literacy may provide a basis for financial consideration without necessarily becoming a direct determinant of repeated digital game purchases.

For the relationship between Hedonic Motivation and Repurchase Intention was examined through H3, which proposed a positive effect of Hedonic Motivation on Repurchase Intention. The results demonstrate a strong positive and statistically significant effect, with a path coefficient of 0.749, a t-statistic of 10.032, and a p-value below 0.001. Therefore' H3 is accepted. This finding is consistent with Rabulizat et al. (2024) , who found that hedonic motivation positively and significantly influenced purchase intention among Valorant players in Indonesia. Their findings indicate that enjoyment, excitement, and entertainment derived from gaming experiences can encourage players to make purchases of in-game content. The present finding extends this relationship by showing the hedonic motivation is also relevant to Repurchase Intention. This suggests that the pleasure and enjoyment obtained from digital game experiences may encourage Muslim students in Surabaya to consider purchasing digital games again.

CONCLUSION

The results of this study indicate that Hedonic Motivation is the only variable that has a positive and significant effect on Repurchase Intention of digital games among Muslim students in Surabaya. The findings indicate that Hedonic Motivation plays an important role in encouraging students to repurchase digital games, as enjoyment, pleasure, and positive gaming experiences are associated with stronger repurchase intention. In contrast, Digital Ownership Awareness does not directly determine students' intention to repurchase digital games, suggesting that awareness of the limited nature of digital ownership is not sufficient to influence repeated purchasing behavior. Similarly, Sharia Financial Literacy does not directly determine repurchase intention, indicating that knowledge and understanding of Sharia financial principles may not necessarily translate into repeated digital game purchasing decisions in this research context.

Theoretically, these findings contribute to the understanding of digital consumer behavior by demonstrating that experiential and hedonic factors may play a stronger role in repurchase intention than cognitive considerations related to digital ownership and Sharia financial literacy. The findings also extend previous research by applying these variables specifically to digital game repurchase behavior among Muslim student in Surabaya. From a practical perspective, the result suggest that digital game providers should recognize the importance of enjoyable and emotionally engaging gaming experiences in maintaining consumers' intention to repurchase, while Muslim consumers should continue to consider ownership conditions and Sharia financial principles when making digital consumption decisions.

This study has several limitations. The research focused only on Muslim students in Surabaya and used purposive sampling, which limits the generalizability of the findings to other populations and regions. In addition, the research model explained 65.5% of the variance in Repurchase Intention, indicating that 34.5% may be explained by other factors not included in this study. Future research is therefore recommended to examine additional variables, such as

perceived value, satisfaction, price perception, trust, or social influence, and to involve broader populations and different geographical contexts to obtain a more comprehensive understanding of digital game repurchase intention.

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