TEXT MINING FACTORS INFLUENCING CONSUMER INTENTION TO USE ROBLOX METAVERSE PLATFORM FROM CUSTOMER REVIEWS

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ABSTRACT

The development of metaverse platforms, which are interactive virtual worlds that integrate entertainment, social interaction, and digital economic activity, has been aided by the quick development of digital technology. One of the most well-known metaverse platforms is Roblox, which gives users the chance to communicate, produce content, and take part in a variety of virtual events. This study looks into how consumer intention and reviews are impacted by the Roblox Metaverse Platform. It also examines how the relationship between the platform and customer feedback is mediated by consumer intention. This study employs an explanatory quantitative methodology, gathering data from active Roblox users via online surveys. The sample technique utilized is called snowball sampling, and the data is examined to find correlations between the variables using path analysis. The findings demonstrate that the Roblox Metaverse Platform has a favorable and significant impact on customer reviews as well as consumer intention. Furthermore, client Intention has a favorable and noteworthy influence on Customer Reviews and acts as a mediating variable that links the platform experience to client assessments. Overall, the findings show how crucial user experience is to promoting sustained use and fostering favorable opinions about metaverse platforms. These results imply that enhancing user intention and customer feedback can be achieved by boosting platform quality and interaction features.

Keywords: Metaverse, Roblox, Technology Acceptance Model, Consumer Intention, Customer Reviews

INTRODUCTION

Metaverse platforms, interactive virtual places that combine entertainment, social interaction, and digital economic activity, have emerged as a result of the advancement of digital technolog (Hsu et al., 2024). Roblox is one of the most well-known metaverse platforms available today (Kumari et al., 2024). Numerous user reviews, including ratings, comments, and shared game experiences, have surfaced on digital media as Roblox continues to grow in popularity. Users' opinions of the metaverse's functionality, usability, security, virtual experience quality, and entertainment value are reflected in these evaluations (Meske et al., 2019). Customer reviews are becoming a significant source of data that affects how consumers view and choose to use digital platforms (Wulandari et al., 2025). The intention to join or continue using the metaverse platform varies, nevertheless, even with the growing user base. Due to compelling experiences and vibrant

communities, some users are very interested, but others are apprehensive because of worries about data security, offensive material, or poor user experiences (Jeong & Kim, 2023).

This suggests that there are unidentified but hidden elements in customer reviews that affect consumer intention (Cavaletti, n.d.). In order to investigate patterns, themes, and sentiments from customer evaluations in a more methodical and objective manner, a text mining methodology becomes pertinent (Dewi et al., 2025). By automatically evaluating customer review data, this study seeks to determine the primary Roblox metaverse platform variables that impact consumer intention. It is anticipated that the results would help stakeholders and platform developers enhance the caliber of metaverse services (Ray et al., 2019). The real world has been converted by metaverse technology into a virtual one that is becoming more and more appealing to businesses and consumers (Joy, 2025). Brands can now offer both digital and physical versions of their items through metaverse platforms, which entice customers to connect and make purchases (Tang et al., 2025). Virtual asset transaction experiences, the availability of digital assets, the visual appeal of virtual environments, enjoyment from virtual events, social interaction, community activities, positive experiences within the metaverse ecosystem, technical limitations in mobile applications, account-related issues, and reward-based features are some of the major factors that have been found to influence consumer intention to use metaverse services (Dwivedi et al., 2022).

The Technology Adoption Model (TAM), developed to understand technology adoption behavior, is used in this study (Toraman & Geçit, 2023). PU is the degree to which an individual believes that adopting a certain system will enhance performance, whereas PEOU is the degree to which they believe that using the system will be simple(Bueno et al., 2020).According to the Uses and Gratifications Theory (UGT), people also use digital media to satisfy their hedonistic, social, and cognitive needs. One of the main reasons individuals search the metaverse for enjoyable, captivating, and emotionally satisfying encounters is hedonic fulfillment. When these conditions are satisfied, users are more likely to think well of the platform and be more inclined to use it again(Shahzad et al., 2024). Social gratification also plays an important role, as users feel accepted within virtual communities, receive positive responses from social interactions, and build meaningful connections with other users, which in turn strengthens engagement and positive perceptions of the platform (Zhang et al., 2024).

Besides hedonic and social aspects, utilitarian gratification is also a significant factor in encouraging the use of metaverse platforms. This form of satisfaction is related to the practical benefits and efficiency gained from using the technology (Zahir Irani et al., 2013). Positive experiences while using the platform can increase user satisfaction, extend engagement time, and foster positive attitudes toward the service(Van Der Heijden, n.d.). When users experience smooth and immersive interactions without disruptions, they are more likely to develop a stronger intention to continue using metaverse services (Wrzus et al., 2024). Therefore, it is important to understand the relationship between user experience, functional barriers, and the intention to use metaverse platforms(Liu et al., 2009). By reducing technical barriers through improvements in interface design, system performance, and overall user experience, metaverse platforms can significantly increase user engagement and strengthen continued usage intention (Dewi et al., 2025). Based on this background, this study aims to analyze the factors influencing consumer intention to use the Roblox metaverse platform and to understand the role of user experience as reflected in customer reviews(Rauschnabel et al., 2017).

LITERATURE REVIEW

Platform Metaverse Roblox

The Roblox Metaverse Platform is a digital environment in the form of a virtual world that enables users to interact, create content, play games, conduct transactions, and build immersive social experiences. In addition to functioning as a gaming platform, Roblox also serves as a user-generated metaverse platform where users can develop and share their own virtual content and experiences (Kumari dkk., 2024b). Users can create a wide range of virtual experiences directly within Roblox through development tools such as Roblox Studio, avatar customization features, and a virtual economic system that operates using the Robux currency (Raji dkk., 2020).

Consumer Intention

Consumer intention is defined as an individual's motivation or tendency to engage in future consumption-related actions, such as purchasing products, using services, or adopting a particular technology (Q. Wu dkk., 2024). This variable reflects the level of consumers' readiness and psychological commitment to engage in specific consumption behaviors. Therefore, it is often regarded as a key factor that determines actual behavior (Davis, 1989b).

Customer Reviews

According to Raji et al. (2020), customer reviews refer to responses, opinions, or perceptions expressed by customers after experiencing a particular product, service, or activity. This information is commonly shared across various digital platforms, such as community forums, e-commerce websites, social media, and application rating and review features. These reviews reflect users' perceptions of product quality, the level of satisfaction they experience, service characteristics, and their overall experience during the usage process (Q. Wu dkk., 2024)

RESEARCH HYPOTHESIS (if any)

H1: The Roblox Metaverse Platform has a positive and significant effect on Consumer Intention.
H2: The Roblox Metaverse Platform has a positive and significant effect on Customer Reviews.
H3: Consumer Intention has a positive and significant effect on Customer Reviews.

RESEARCH METHODS

In order to investigate the causal links between variables, this study used an explanatory quantitative technique. The study's main goal was to examine how the Roblox metaverse platform affected user reviews and intention. Because it enables the researcher to investigate associations between variables using empirical data that has been statistically analyzed, an explanatory design was selected (Sugiyono, 2014). The study aimed to evaluate how the perceived characteristics of the platform affect users' intention to use and how these intentions relate to customer reviews.

The population of this study consisted of active Roblox users who utilize the platform as a metaverse-based digital entertainment medium, including participation in collaborative games, virtual events, and interactive experiences(Shin & Shin, 2011). Roblox has a large global user base, making it difficult to reach all users randomly. Therefore, a non-probability sampling technique was applied using snowball sampling(Nurdiani, 2014). After being chosen as initial respondents who fit the research criteria, they were requested to forward the questionnaire to other pertinent users. The number of responders grew steadily during this process until the necessary sample size was reached(Leonnard et al., 2019).

The study used both primary and secondary data sources. Primary data were collected directly from respondents through an online questionnaire distributed to active Roblox users. The instrument was designed using a Likert scale ranging from 1 to 5 to measure perceptions related

to the Roblox metaverse platform, consumer intention, and customer reviews. The platform variable included indicators such as ease of use, navigation simplicity, perceived benefits, entertainment value, and social interaction features. Consumer intention was measured through indicators reflecting the willingness, plans, and desire to continue using the platform. Customer reviews were measured through perceptions of clarity, credibility, usefulness, and informativeness of user feedback. Secondary data was gathered from official publications, industry reports, and scholarly journals to improve the theoretical underpinnings and contextual comprehension of the metaverse ecology.

Data validity was tested using item-total correlation by contrasting the r-table at a significance level of 0.05 with the computed correlation coefficient (r-count). If an item had a positive correlation and the r-count number was higher than the r-table, it was deemed legitimate. Cronbach's Alpha was used for reliability testing in order to guarantee the measurement tool's consistency. If a construct's Cronbach's Alpha value was greater than 0.70, it was deemed dependable(Dan, n.d.).

Data analysis was carried out using path analysis to examine causal relationships among variables. This technique is an extension of regression analysis and was used to identify both direct and indirect relationships between the dependent, mediating, and independent variables. The approach is predicated on uncorrelated residuals, interval-scale data from the same source, and linear and causal correlations between variables.(R. Wu et al., 2024). Path coefficients were used to measure the magnitude of influence between variables, and insignificant paths could be removed from the model if the coefficient values were below the acceptable threshold.

Structural equation modeling (SEM) model fit testing was used to assess the adequacy of the suggested model. Confirmatory factor analysis (CFA) was used for measurement model testing, and Goodness of Fit indices were used for structural model testing as part of the evaluation. Chi-Square with a significance value ≥ 0.05, CMIN/DF ≤ 5, Goodness of Fit Index (GFI) ≥ 0.90, Adjusted Goodness of Fit Index (AGFI) ≥ 0.90, Tucker-Lewis Index (TLI) ≥ 0.90, Comparative Fit Index (CFI) ≥ 0.90, Root Mean Square Error of Approximation (RMSEA) ≤ 0.08, and Root Mean Square Residual (RMR) ≤ 0.05 were among the criteria used to evaluate model fit. If a model satisfies at least one of the specified fit requirements, it is deemed acceptable.

The research was conducted within the Roblox platform environment as a representation of a metaverse-based digital entertainment ecosystem where users interact, socialize, and create

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virtual content. The study was carried out over a five-month period, from November 2025 to March 2026, covering the stages of research design, instrument development, data collection, data analysis, and report preparation. Ethical considerations were maintained throughout the study by ensuring respondent confidentiality, obtaining informed consent, and adhering to the research ethics guidelines of Universitas Swadaya Gunung Jati..

RESULTS OF RESEARCH AND DISCUSSION

The bar chart above visualizes the cross-distribution between respondents' demographic profiles based on gender and their playing intensity. This visualization clarifies consumer behavior patterns and highlights disparities in preferences between males and females at various levels of visit loyalty

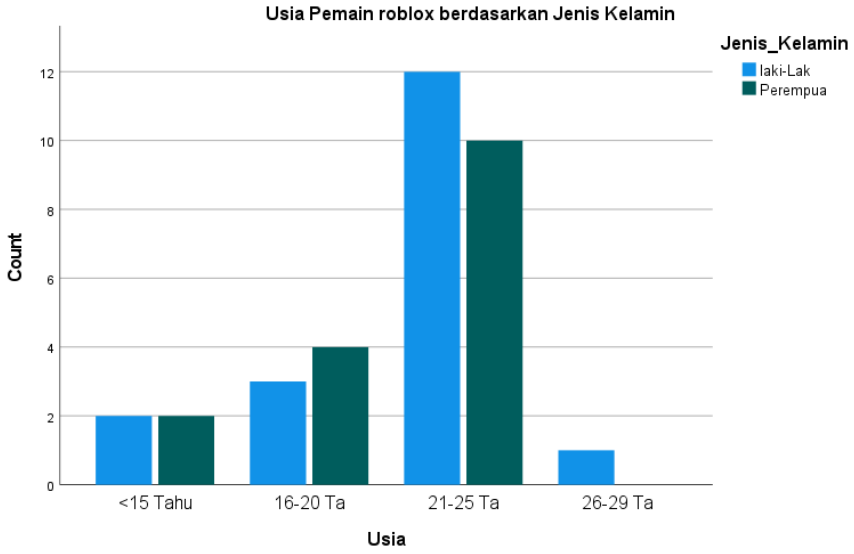


Figure 1 Based on Gender

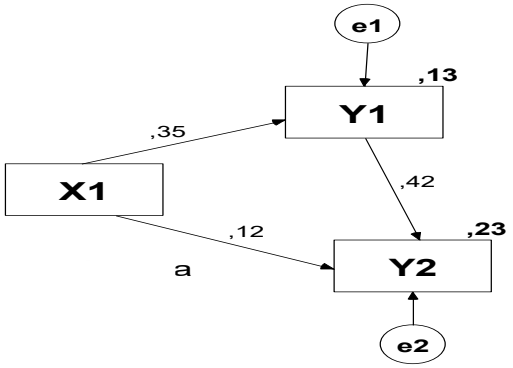
Thirty-four active Roblox users participated in this survey as respondents. 51% of respondents were men, 44% were women, and 5% were unidentified, indicating a well balanced gender distribution based on demographic data. This suggests that the Roblox metaverse platform is inclusive and draws users of both sexes proportionately. The majority of responders (39%), who were under the age of 13, were followed by young adults (25%) and teens (22%) who were between the ages of 13 and 17. Despite Roblox's historical association with younger audiences, these data indicate that the platform's user base is growing toward older age groups, suggesting a wider commercial potential.

Tabel 1 Validity Testing

Indikator	r hitung	r tabel	Keterangan
(Platform Metaverse Roblox) x1.1	0,432	0,011	Valid
X1.2	0,497	0,003	Valid
X1.3	0,519	0,002	Valid
X1.4	0,781	0,000	Valid
X1.5	0,552	0,001	Valid
X1.6	0,493	0,003	Valid
(Niat Konsumen) Y1.1	0,404	0,018	Valid
Y1.2	0,641	0,000	Valid
Y1.3	0,519	0,002	Valid
Y1.4	0,521	0,002	Valid
Y1.5	0,502	0,002	Valid
Y1.6	0,387	0,024	Valid
(Ulasan Pelanggan) Y2.1	0,773	0,000	Valid
Y2.2	0,773	0,000	Valid
Y2.3	0,726	0,000	Valid
Y2.4	0,692	0,000	Valid
Y2.5	0,692	0,000	Valid
Y2.6	0,526	0,001	Valid

Using SPSS and Pearson Product Moment correlation, validity testing was carried out. As demonstrated by r-count values greater than r-table and significance levels below 0.05, the results demonstrated that all 18 indicators across the three variables satisfied the validity requirements. As a result, every item on the questionnaire was deemed legitimate and appropriate for additional examination. Cronbach's Alpha reliability assessment further verified the instrument's consistency and dependability in measuring the constructs.

Figure 2 the proposed model



Tabel 2 Path Analysis of the Proposed Model

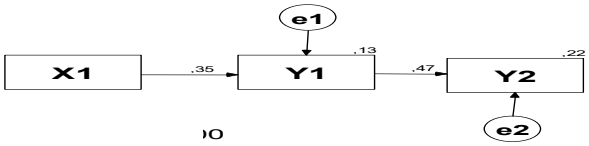
Jalur Hubungan	Estimate	P-value	Keterangan
X → Y1	0,372	0,03	Signifikan
Y1 → Y2	0,338	0,01	Signifikan
X → Y2	0,101	0,46	Tidak Signifikan

The influence of variable X on Y1 has an Estimate value of 0.372 with a P-value of 0.030, according to the path analysis results shown in the above table. Variable X has a positive and statistically significant impact on Y1, as indicated by the P-value being less than 0.05. This result implies that there is a correlation between a rise in variable X and an increase in Y1.

Additionally, Y1's impact on Y2 results in a P-value of 0.010 and an Estimate value of 0.338. The P-value, which is less than the 0.05 cutoff, demonstrates that Y1 significantly and favorably influences Y2. Therefore, there is a substantial correlation between higher levels of Y1 and higher levels of Y2.

In the meantime, X's direct impact on Y2 has a P-value of 0.460 and an Estimate value of 0.101. The effect of X on Y2 is not statistically significant since the P-value is greater than 0.05. This finding suggests that there is no discernible direct relationship between variable X and Y2.

Figure 3. Model Triming



Tabel 3 Koefisien Jalur

Jalur Hubungan	Estimate	P-Value	Keterangan
X1 → Y1	0,354	0,030	Signifikan
Y1 → Y2	0,371	0,002	Sangat Signifikan

According to the path analysis results shown in the above table, variable X1's impact on Y1 has a P-value of 0.030 and an estimated value of 0.354. The fact that the P-value is less than 0.05 suggests that X1 significantly and favorably influences Y1. This implies that Y1 will rise in response to an increase in X1. Additionally, Y1's impact on Y2 has a P-value of 0.002 and an Estimate value of 0.371. Y1 has a highly significant effect on Y2 because the P-value is less than 0.01. These findings suggest that Y1 has a large impact on Y2, suggesting that raising Y1 will raise Y2 considerably.

Tabel 4 Hypothesis Testing & Effects (Regression Weights)

Jalur	Estimate	S E	C.R.	P	Keterangan
Y1 ← X1	0,372	0,171	2,172	0,030	Signifikan
Y2 ← Y1	0,372	0,123	3,026	0,002	Sangat Signifikan

The findings show that X1 significantly and favorably affects Y1 ($\beta = 0.372$; $p = 0.030 < 0.05$). Additionally, Y1 significantly and favorably influences Y2 ($\beta = 0.372$; $p = 0.002 < 0.01$). These results demonstrate that increases in X1 improve Y1, which considerably raises Y2.

Tabel 5 Model Feasibility Test (Model Fit)

Indikator	Nilai	Standar / Cut-off	Keterangan
Chi-square	0,542	Kecil	Baik
Probability	0,462	≤0,05	Good Fit
GFI	0,989	≥0,90	Good Fit
RMSEA	0,000	≤0,08	Good Fit
CFI	1,000	≥0,90	Good Fit

The above table displays the goodness-of-fit indices based on the outcomes of the model feasibility test using Structural Equation Modeling (SEM) with AMOS. A good model fit is suggested by the comparatively tiny chi-square value of 0.542, which shows that there is little discrepancy between the estimated model covariance matrix and the sample covariance matrix There is a high degree of consistency between the research model and the suggested theoretical model, as indicated by the probability value of 0.462, which is higher than 0.05. As a result, the model may be deemed appropriate.

Additionally, a very good degree of model fit is shown by the Goodness of Fit Index (GFI) score of 0.989, which is higher than the minimum requirement of 0.90. A very low approximation

error is suggested by the Root Mean Square Error of Approximation (RMSEA) value of 0.000, which is less than 0.08. Additionally, the model exhibits an outstanding fit when compared to the independent model, as evidenced by the Comparative Fit Index (CFI) value of 1.000, which is greater than the cut-off value of 0.90. All things considered, these findings support the suggested model's acceptability and suitability for additional research.

Tabel 6 Decomposition of Effects Among Variables

Hubungan Variabel	Pengaruh Langsung (Direct)	Pengaruh Tidak Langsung (Indirect)	Total Pengaruh
X1 → Y1	0,354	0,000	0,354
X1 → Y2	0,371	0,000	0,371
X1 → Y2	0,000	0,131	0.131

The direct, indirect, and total impacts among the variables in the research model can be explained using the route analysis results shown in the above table. According to the analysis, there is no indirect effect (0.000) and X1 has a direct effect of 0.354 on Y1. As a result, the overall effect of X1 on Y1 is 0.354, suggesting that X1 has a completely direct influence on Y1.

Additionally, X1 has a direct effect of 0.371 on Y2, but no indirect influence is seen. Therefore, the overall effect of X1 on Y2 is 0.371, indicating that X1 influences Y2 directly and without the need of intermediary factors. There has been no direct influence noted in this particular channel, however X1's indirect effect on Y2 through Y1 is 0.131. Therefore, X1's overall indirect effect on Y2 is 0.131, suggesting that X1 can affect Y2 by using Y1 as a mediator.

DISCUSSION

1. The Effect of the Roblox Metaverse Platform on Consumer Intention

The Roblox Metaverse Platform has a favorable and significant impact on Consumer Intention, according to the findings of the first hypothesis (H1) testing utilizing route analysis. A path coefficient value of 0.372 and a P-value of 0.030, both of which are below the significance level of 0.05, provide evidence for this. The study idea is thus approved. These results suggest that consumers' intentions to use the Roblox Metaverse Platform will rise in tandem with their perceptions of the platform's quality and user experience.

This result is consistent with the Technology Acceptance Model (TAM) proposed by Davis (1989), It highlights the importance of perceived utility and ease of use in influencing users' behavioral intentions. Additionally, this result is corroborated by the Uses and Gratifications Theory, which explains how the Roblox Metaverse Platform's ability to satisfy users' functional, social, and entertainment demands increases their intention to use it consistently(Hsu et al., 2024).

2. The Effect of Consumer Intention on Customer Reviews

With a path coefficient of 0.372 and a P-value of 0.002, which is less than 0.01, the second hypothesis (H2) testing findings demonstrate that Consumer Intention has a positive and highly significant impact on Customer Reviews. Consequently, it is decided to accept the second hypothesis (H2). According to this research, users are more likely to leave reviews—either in the form of ratings or comments—the more likely they are to use the Roblox Metaverse Platform.

Theoretically, this result is in line with (Davis, 1989), who stated that behavioral intention is the main predictor of actual behavior. This finding is also supported by studies by (Raji et al., 2020) and (Q. Wu et al., 2024), which demonstrate how pleasant user experiences and high usage intentions are mirrored in more insightful and favorable customer reviews, thereby significantly influencing how metaverse platforms are perceived.

3. The Effect of the Roblox Metaverse Platform on Customer Reviews

According to the analysis's findings, customer reviews are not significantly impacted directly by the Roblox Metaverse Platform. The third hypothesis (H3) is rejected as a result of a path coefficient value of 0.101 and a P-value of 0.460. These results imply that customers have not been immediately persuaded to submit customer reviews by their experiences using the Roblox platform.

Additionally, the findings support the idea that consumer intention serves as a mediating variable, with the Roblox Metaverse Platform indirectly influencing customer reviews by enhancing usage intention. This result aligns with the research conducted by(Dwivedi et al., 2022), It claims that psychological elements like intention and user engagement levels typically have an impact on post-usage behavior on digital platforms.

4. Discussion Based on Demographic Characteristics

With 51% of respondents being men and 44% being women, the demographic parameters of the survey, which involved 34 respondents that utilize the Roblox Metaverse Platform, reveal a well, balanced gender mix. This requirement suggests that the Roblox Metaverse Platform is inclusive and not dominated by a specific gender group since it may draw users of various genders proportionately.

Respondents under the age of 13 made up the majority of the sample, although those over 13 also had a comparatively high level of user interaction. These results show that while Roblox is well known for being a kid-friendly website, teens and young adults are also becoming more interested in it. The wide range of demographic traits demonstrates Roblox's ability to boost usage intention and engagement across age groups and reflects the platform's wide user segmentation.

CONCLUSIONS AND ADVICE

CONCLUSIONS

This study reveals that the Roblox Metaverse Platform has a significant influence on consumer intention. The findings indicate that the platform’s characteristics such as system quality, ease of use, and engaging interactive experiences play a crucial role in encouraging users to adopt and utilize metaverse services. These results reinforce the relevance of the Technology Acceptance Model (TAM), which suggests that perceived usefulness and perceived ease of use are key determinants in shaping individuals’ behavioral intentions toward the adoption of digital technologies.

Furthermore, the results demonstrate that the Roblox Metaverse Platform has a positive impact on customer reviews. Positive post-usage evaluations are largely shaped by users’ experiences within the Roblox ecosystem, including gaming activities, social interactions, and the utilization of various platform features. Customer reviews therefore reflect users’ perceptions, satisfaction levels, and overall evaluations of the platform’s quality and performance.

The findings also confirm that consumer intention has a positive and significant effect on customer reviews. The stronger the users’ intention to engage with the Roblox Metaverse Platform, the greater the likelihood that they will provide feedback in the form of reviews. This indicates that behavioral intention not only functions as a precursor to actual usage behavior but also

influences the cognitive and affective processes involved in evaluating user experiences. Consequently, customer reviews represent a form of post-consumption response from users.

Overall, the results highlight the strategic role of the Roblox Metaverse Platform in shaping both consumer intention and customer reviews within entertainment-based metaverse services. The proposed research model successfully meets the Goodness of Fit criteria, indicating that the model is empirically valid and possesses sufficient explanatory power in describing the causal relationships among the variables. These findings contribute theoretically to the growing literature on technology adoption and consumer behavior within metaverse environments. In addition, the study offers practical implications for platform developers and digital industry practitioners in designing user experiences that encourage greater participation and positive user evaluations.

ADVICE

Based on the findings of this study, platform managers and developers of the Roblox Metaverse are encouraged to continuously improve user experience by emphasizing ease of use, system stability, and the enhancement of immersive social interaction features. Improvements in visual quality, application performance, and more engaging gameplay design are expected to increase users' intention to use the platform and encourage more positive customer reviews.

The findings can also serve as a reference for marketers and brands that utilize the Roblox Metaverse Platform as a promotional medium. Experience-based marketing strategies, including online events, interactive content, and creative collaborations with user communities, may enhance user engagement and contribute to the development of a positive brand image, as reflected in customer reviews.

Future studies are recommended to expand the research model by incorporating additional variables such as user satisfaction, trust, and loyalty. Technical barriers could also be examined as moderating or mediating variables. Moreover, future research may benefit from employing more diverse research methods, including qualitative or mixed-method approaches. The application of advanced techniques, such as text mining or sentiment analysis of customer reviews, may also provide deeper insights into user behavior and experiences within the metaverse ecosystem.

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