

Analysis of Consumer Behavior in Purchasing Trading Card Game (TCG) At Velocity Hobby Centre

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Abstract—This study examines the influence of consumer behavior on purchasing decisions for Trading Card Games (TCG) at Velocity Hobby Centre Medan. Consumer behavior was measured through cultural, social, personal, and psychological dimensions adapted from Kotler and Keller's consumer behavior framework. A quantitative survey was conducted involving 96 respondents selected through accidental sampling. Data were analyzed using validity and reliability testing, simple linear regression, t-test, and coefficient of determination (R^2). The results indicate that consumer behavior has a positive and significant effect on purchasing decisions ($\beta = 1.101$; $t = 11.660$; $p < 0.05$). The coefficient of determination ($R^2 = 0.591$) shows that consumer behavior explains 59.1% of the variance in purchasing decisions. Social interaction within the TCG community, collecting motivation, and perceived investment value emerged as dominant factors influencing purchase decisions. These findings contribute to understanding consumer behavior in the collectibles and hobby industry and provide practical implications for hobby retailers in Indonesia.

Keywords: Consumer Behavior; Purchase Decision; Trading Card Game (TCG); Local Game Store; Speculative Collectibles

1. INTRODUCTION

In the contemporary landscape of niche retail industries, Local Game Stores (LGS) hosting Trading Card Games (TCGs) such as Pokémon, One Piece, and Digimon have evolved from mere toy retail outlets into complex socioeconomic hubs. While traditional consumer behavior models emphasize functional and utilitarian decision-making, contemporary leisure consumption is increasingly dictated by emotional attachment, community integration, and asset financialization.

Local Game Store (LGS) businesses have been popping up since 2019, as the introduction of Indonesian-language Pokémon cards has fueled enthusiasm among players and collectors. One store that stocks Pokémon TCG cards is the Velocity Hobby Centre in Medan. In recent years, the phenomenon of collecting and trading TCG cards, particularly Pokémon, has experienced significant growth worldwide, including in Indonesia. TCG cards are not only a form of entertainment but have also evolved into an alternative investment, with fluctuating resale values depending on rarity, edition, condition, and market demand. This is evident in the growth of communities, tournaments, and the increase in card trading transactions. The rise in consumer interest is influenced not only by entertainment or nostalgia, but also by psychological and social factors such as symbolic value, a sense of ownership, social recognition, and investment considerations. However, academic research on this phenomenon remains limited, particularly in Indonesia.

Consumer behavior is one of the most important aspects in understanding purchasing decisions. Consumer behavior reflects how individuals make decisions regarding the selection, purchase, use, and evaluation of products and services. In the context of TCG products, consumer behaviour is unique because purchasing decisions are not always based on functional needs. Many consumers purchase TCG cards because of emotional attachment, collecting interests, social interaction, and participation in communities. These characteristics make the TCG industry different from many other industries and require a deeper understanding of consumer behavior.

Several previous studies have discussed consumer behavior and purchasing decisions in various contexts. Previous research has generally focused on everyday consumer products or e-commerce, while studies on TCG have been conducted mostly overseas and have not considered the Indonesian context. Furthermore, TCG research tends to focus solely on the gameplay aspect without delving into psychological factors or emotional motivations. Previous studies have found that consumer behavior has an important role in influencing purchasing decisions, where cultural, social, personal, and psychological factors can affect consumer preferences and buying behavior. Other studies also show that social interaction, community participation, and emotional attachment can encourage consumers to make purchases of hobby-related products. Nevertheless, studies specifically examining consumer behavior in purchasing TCG cards in Indonesia remain limited.

Previous studies have extensively examined consumer behavior in retail and e-commerce environments. However, limited research has investigated consumer purchasing behavior in collectible-based markets, particularly Trading Card Games (TCGs). Existing studies primarily focus on gameplay engagement and entertainment value, while empirical evidence regarding collecting motivation, social identity, and investment considerations remains scarce, especially within the Indonesian context.

The urgency of this research is strengthened by the rapid growth of TCG communities and the increasing number of consumers who view TCG cards not only as entertainment products but also as collectible and investment assets.

Understanding consumer behavior is important for business owners in developing effective marketing strategies, improving customer satisfaction, and strengthening customer loyalty. For hobby stores such as Velocity Hobby Centre, understanding the factors that influence purchasing decisions can provide valuable information for developing products, services, and community-based marketing programs.

The state of the art of this research lies in its focus on the Indonesian TCG market, particularly consumers at Velocity Hobby Centre in Medan. Recent studies (2021–2025) have highlighted the growing role of collectibles as alternative investment assets and symbols of social identity. Nevertheless, no empirical study has simultaneously examined the influence of cultural, social, personal, and psychological factors on TCG purchasing decisions among Indonesian consumers.

Therefore, this research is crucial to address this gap. The results are expected to provide practical contributions to business practitioners and enrich academic research in the field of consumer behavior, particularly in the collectibles and hobby industries. This study aims to analyze the influence of consumer behavior on purchasing decisions for Trading Card Game products at Velocity Hobby Centre. The findings of this research are expected to contribute to the development of consumer behavior literature and provide useful information for hobby store managers in designing marketing strategies that are more aligned with consumer characteristics and preferences.

2. RESEARCH METHODS

2.1 Basic Research Framework

Quantitative research methods, based on the philosophy of positivism, are used to research specific populations or samples. Data collection utilizes research instruments and quantitative/statistical data analysis is used to test established hypotheses. This research used the Statistical Program for Social Science (SPSS) version 26.

This research used a quantitative method with a survey approach. The research location was the Velocity Hobby Center Shop, located at Jl. Terong No. 9A, Petisah Hulu, Medan Baru District, Medan City, North Sumatra. The research period was from February 2025 to July 2025.

The study population was all store consumers, with a sample of 96 respondents obtained through accidental sampling. The data used were primary data obtained through a Likert-scale questionnaire. The independent variable was consumer behavior, while the dependent variable was purchasing decisions. Data analysis was conducted through validity and reliability tests, classical assumption tests, simple linear regression analysis, t-tests, and coefficient of determination (R^2) using SPSS.



Figure 1. Velocity Hobby Center Logo

Hypothesis is a tentative answer to the research problem formulation, where the research problem has been stated in the form of a question. It is considered tentative because the answer is based only on empirical facts obtained through data collection. Therefore, a hypothesis can also be defined as an empirically testable answer to the research problem.

The hypotheses of this study are as follows:

H₀: Consumer Behavior has no effect on Purchase Decisions at Velocity Hobby Centre.

H_a: Consumer Behavior has an effect on Purchase Decisions at Velocity Hobby Centre.



Figure 2. Theoretical Framework

2.2 Research Variables

Based on the relationship between one variable and another, the research variables are classified into 2, namely:

- Independent Variable (free), a variable that influences or causes changes or the emergence of the dependent variable. The Independent Variable in this study is Consumer Behavior.
- Dependent Variable (bound), a variable that influences or causes changes or the emergence of the dependent variable. The Dependent Variable in this study is Purchase Decision (Y).

2.3 Population and Sample

A population is an object or subject with certain characteristics to be studied and conclusions drawn (Sugiyono, 2017). The population in this study is all customers of the Velocity Hobby Centre Store, whose exact number is unknown. A

sample is a subset of the population used to represent the characteristics of the population (Ghozali, I. 2021). The sampling technique used in this study was a non-probability sampling technique with the accidental sampling method (Sugiyono, 2017). In this study, the level of confidence/significance was determined at 95%, so the value of $Z_{\alpha/2}$ was 1.96 and the sampling error rate in the study was determined at 5%. Based on this determination, the number can be obtained the required samples, namely:

$$n = (1,96 \times 0,25) / 0,05$$

$$n = 96,04$$

Based on calculations with a 95% confidence level and a 5% margin of error, the sample size was 96.04, which was then rounded up to 96 respondents.

3. RESULTS AND DISCUSSION

3.1 Respondent Characteristics

Table 1. Respondent Profile

Respondent Profile	Frequency	Total	Percentage
Gender	Man	86	89,6%
	Woman	10	10,4%
	Total	96	100%
Age Range	12-17 ages	12	12,5%
	18-23 ages	32	33,3%
	24-29 ages	36	37,5%
	30-35 ages	12	12,5%
	>35 ages	4	4,2%
Type Of Work	Students	18	18,5%
	Private Sector Employee	57	59,4%
	<i>Content Creator</i>	7	7,3%
	<i>Freelance</i>	10	10,4%
	Teacher/Lecturer	4	4,2%
Purchase Frequency	1-5 times	18	18,8%
	6-15 times	21	21,9%
	16-30 times	17	17,7%
	>30 times	44	45,8%
Types of products	1-5 times	18	18,8%
	TCG Digimon	15	15,6%
	TCG One Piece	21	21,9%
	TCG Pokemon	53	55,2%
	TCG Yu-Gi-OH	11	11,5%

Based on the respondent profile for Table 1, gender was dominated by men with 86 respondents (89.6%). The largest age range was 24–29 years old with 36 respondents (37.5%). Based on occupation, the majority of respondents were private employees with 57 respondents (59.4%). In terms of purchasing frequency, the most respondents made purchases more than 30 times, namely 44 respondents (45.8%). Meanwhile, based on product type, TCG Pokémon was the most dominant product purchased with 53 respondents (55.2%).

To obtain relevant data for this study, interviews were conducted with the assistance of a research instrument in the form of a questionnaire. The data collection technique using questionnaires was measured using a Likert scale. According to Ghozali, I. (2021), the Likert scale is a type of scale used to collect data in order to identify or measure both qualitative and quantitative information. The basis of the Likert scale is as follows:

Table 2. Questionnaire Response Score Scale

Response	Score
Strongly Agree	5
Agree	4
Moderately Agree	3
Disagree	2
Strongly Disagree	1

3.2 Validity and Reliability Test

A questionnaire was distributed to 30 Velocity Hobby Center customers outside the research sample to test validity and reliability. Analysis was conducted to determine the validity of each question using SPSS 26.

Table 3. Consumer Behavior Validity Test Results

Question No.	R-Value	R-Table	Information
1	0,716	0,361	Valid
2	0,763	0,361	Valid
3	0,535	0,361	Valid
4	0,719	0,361	Valid
5	0,802	0,361	Valid
6	0,457	0,361	Valid
7	0,498	0,361	Valid
8	0,721	0,361	Valid
9	0,641	0,361	Valid

Table 4. Results of the Validity Test of Purchasing Decisions

Question No.	R-Value	R-Table	Information
1	0,736	0,361	Valid
2	0,726	0,361	Valid
3	0,845	0,361	Valid
4	0,540	0,361	Valid
5	0,834	0,361	Valid
6	0,762	0,361	Valid
7	0,625	0,361	Valid
8	0,699	0,361	Valid
9	0,745	0,361	Valid
10	0,606	0,361	Valid
11	0,621	0,361	Valid
12	0,535	0,361	Valid

The Consumer Behavior variable (X) with 9 items and the Purchase Decision variable (Y) with 12 question items are declared valid. Items are declared valid if the calculated r value is $> r$ table.

Table 5. Consumer Behavior Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.827	9

The Cronbach's Alpha value for Consumer Behavior (Variable X) is 0.827, which means the data is considered reliable.

Table 5. Results of the Reliability Test of Purchase Decisions

Reliability Statistics	
Cronbach's Alpha	N of Items
.899	12

The Cronbach's Alpha value for Purchasing Decisions (Variable Y) is 0.899, which means the data is considered reliable.

3.3 Classical Asumption Test

Table 6. Normality Test Results

One Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	6.53296709
Most Extreme Differences	Absolute	.053
	Positive	.053
	Negative	-.045
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The table above shows that the Asymp. Sig. value is $0.200 > 0.05$. Therefore, it can be concluded that both variables are normally distributed.

Table 7. Linearity Test Results

		ANOVA Table					Sig.
			Sum of Squares	Df	Mean Square	F	
Keputusan Pembelian*	Between Groups	(Combined)	7666.202	26	294.854	9.030	.000
		Linearity	5864.766	1	5864.766	179.603	.000
Perilaku Konsumen		Deviation From Linearity	1801.436	25	72.057	2.207	.005
	Within Groups		2253.132	69	32.654		
Total				9919.333	95		

The table above shows that the Asymp. Sig. value is $0.200 > 0.05$. Therefore, it can be concluded that both variables are normally distributed.

Table 8. Results of the Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.591	.587	6.568
a. Predictors: (Constant), Perilaku Konsumen				
b. Dependent Variable: Keputusan Pembelian				

From the table above, it can be seen that the value of the coefficient of determination (R Square) From the table above, it can be seen that the value of the coefficient of determination (R Square) is 0.591 or 59.1%. So it can be interpreted that the Consumer Behavior variable has an influence of 59.1% on Purchasing Decisions at Velocity Hobby Center and the remaining 40.9% is influenced by other factors not discussed in this study.

Table 9. Simple Linear Correlation Test Results

		Coefficients ^a		t	Sig.
Model		Unstandardized Coefficients	Standardized Coefficients		
		B	Beta		
1	(Constans)	9.296		2.821	.006
	Perilaku Konsumen	1.101	.769	11.660	.000
a. Dependent Variable: Keputusan Pembelian					

From the table above, the author compiled the regression formula as follows: $Y = 9.296 + 1.101X$. The regression coefficient of the consumer behavior variable is 1.101; meaning that every 1 increase in the consumer behavior scale will increase the purchasing decision scale by 0.377.

Table 10. T-Test Results

		Coefficients ^a		t	Sig.
Model		Unstandardized Coefficients	Standardized Coefficients		
		B	Beta		
1	(Constans)	9.296		2.821	.006
	Perilaku Konsumen	1.101	.769	11.660	.000
a. Dependent Variable: Keputusan Pembelian					

From the table above, it can be seen that the t-value is $11,660 > 1,984$ with a significance value of consumer behavior of $0.000 < 0.05$. It can be concluded that there is a significant influence between consumer behavior and purchasing decisions.

3.4 Discussion

The research results can be explained as follows:

- a. Based on the validity test conducted on the collected data, it was proven that all statement items provided to the respondents were valid and appropriate for measuring the variables in this study.

- b. Based on the reliability test conducted on the collected data, the reliability value of the Consumer Behavior variable was 0.827, while the reliability value of the Purchase Decision variable was 0.889. These results indicate that the questionnaire used in this study was reliable and trustworthy.
- c. Based on the normality test, the Kolmogorov-Smirnov significance value was 0.200, which is greater than 0.05. Therefore, it can be concluded that both variables are normally distributed.
- d. Based on the linearity test, the results indicate that Consumer Behavior and Purchase Decision have a linear relationship.
- e. Based on the coefficient of determination test, the R Square value was 0.591 or 59.1%. This means that the Consumer Behavior variable contributes 59.1% to Purchase Decisions at Velocity Hobby Centre, while the remaining 40.9% is influenced by other factors not examined in this study.
- f. Based on the simple linear regression analysis, the constant value was 9.296. The regression coefficient of the Consumer Behavior variable was 1.101, indicating that every one-unit increase in Consumer Behavior would increase the Purchase Decision by 1.101 units.
- g. Based on the t-test results, the calculated t-value (11.660) was greater than the t-table value (1.984), resulting in the rejection of H_0 and acceptance of H_a . Therefore, Consumer Behavior has a significant influence on Purchase Decisions at Velocity Hobby Centre, Medan.

4. CONCLUSION

This study demonstrates that consumer behavior structured through cultural, social, and personal dimensions exerts a powerful, statistically significant influence (59.1%) on purchasing decisions within the TCG ecosystem at Velocity Hobby Centre, Medan. The core drivers are characterized by a highly engaged, high-frequency consumer base motivated by the dual imperatives of localized subcultural community status and the psychological financialization of hobby assets (speculative collecting). The primary limitation of this research is its geographic and methodological encapsulation: data collection was limited to a single Local Game Store in Medan using non-probability accidental sampling, which limits generalized assumptions regarding broader national or cross-regional TCG market vectors. Future research should implement multi-site stratified random sampling techniques and incorporate longitudinal econometric tracking to evaluate how macroeconomic market shocks and publisher print-run volumes affect consumer speculation behaviors over time. The following suggestions may be considered by Velocity Hobby Centre, Medan, to support its future growth and development: Institutionalizing Financialized Collectibles: Given that personal investment motives heavily dictate purchase volume, the store should transition from basic retail into integrated asset ecosystems. This includes offering in-house card grading submissions, secure high-value consignment showcases, and real-time market price displays to validate the alternative-investment security of consumer purchases. Tiered Community Membership Schemes: To leverage the social dimension, operators should move beyond simple "membership programs" and implement tiered, engagement-based systems. Loyalty tracking should link transaction history directly to priority access for limited-run product allocations (e.g., Master Cartons, Special Booster sets), satisfying the consumer's need for subcultural exclusivity. Event-Driven Strategic Buffering: Since tournament culture drives high-frequency consumption, marketing budgets should be allocated toward hosting localized premier-level competitive events. These events should be synchronized with international product release schedules to optimize immediate consumer behavior conversion on newly introduced card expansions.

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