

## **ABSTRACT**

*Currently the world is experiencing a very rapid technological development. The development of this teknologi has boosted the online gaming industri. The rise of online gaming behavior has resulted in indications that internet gaming disorder has penetrated the lives of Generation Z. One of the biggest weaknesses of online gamers is the problem of consumptive behavior and the lack of self-kontrol of online gamers will be very detrimental. The existence of a very fast integration between the e-money platform and the game that meets, makes transactions that occur faster and easier so that it is expected to increase the consumptive behavior of online game users, and ultimately meet the problems of internet gaming. disorder (ED). The purpose of this study was to examine whether there is a significant mediating effect of self-kontrol on perceived ease of use of electronic money on consumer behavior and Internet gaming problems Generation-Z.*

*We use a quantitative distributive research method with the SEM-PLS approach on the SmartPls software application in the SEM analysis method. 155 respondents participated in this study through an online questionnaire that was distributed.*

*The results showed significant facts about the mediating impact of self-kontrol on the relationship between perceived ease of use of e-money on consumptive behavior and internet gaming disorder in Generation-Z gamers. integration of perceptions of perceived ease of use e-money on consumer behavior in Generation-Z internet gaming disorder (IGD). The empirical contribution of this study recommends the need to mediate self-kontrol in Generation-Z gamers to create conspicuous consumer tendencies. and reduced ability to develop Internet gaming Disorder (IGD).*

**Key word** : *perceived ease of use; e-money; internet gaming disorder; self kontrol; Generation-Z*