

ABSTRACT

Genshin Impact is an online game with a role-playing category that can be played on multiple platforms starting from PC, Mobile and Playstation Console. Genshin Impact won the Best Mobile Game category at The Game Awards 2021. However, behind this success there are security issues. like leaked player data. This issue can result in a reduced sense of security for Genshin Impact players and potential players.

This study aims to analyze how big the direct influence is and find empirical evidence of the influence of perceived risk, perceived technology, and online trust on repurchase intention.

The method used is quantitative, the data is collected by using a questionnaire technique using the Google Form tool. The respondents in this study were 125 people, who were Genshin Impact players who had actively played in the last 6 months. The sampling technique used is non-probability sampling purposive sampling type. The primary data obtained were analyzed using the partial least square method using the SmartPLS application.

The results of this study indicate that perceived risk and perceived technology have a positive effect on online trust. Perceived technology has a positive effect on repurchase intention. Online trust has no effect on repurchase intention. Online trust has no indirect effect in mediating the effect of perceived technology and repurchase intention.

The results of this study are expected to be used as an evaluation by Mihoyo as the creator of the Genshin Impact game in order to further improve game content that can increase the productivity, effectiveness and gaming performance of its players. The company must also pay more attention to the security factor, because it is evident from the research results that perceived risk affects online trust. It can be interpreted that Genshin Impact players feel that the data they have provided is guaranteed to be safe by the company.

Keywords: *game online, perceived risk, perceived technology, online trust and repurchase intention.*