

ABSTRACT

The development of digital information technology and entertainment has had a significant impact on everyday life, especially the generation z. The presence of influencer gaming has triggered the emergence of online gambling impulsive behavior among the generation z. This study aims to understand how much influence influencer Gaming has on impulsive gambling behaviour in the generation Z. The research method used is quantitative with 385 respondents. The results of the study showed that there was a significant influence between influencer Gambling on impulsively gambling online behaviours among Generation z, which is 65.3%. Based on data analysis, indications were found that the influence given by influencer gaming on the impulsive behaviour of online gambling among the generation z is very high. These findings indicate that gaming influencer has a very dominant influence in promoting online gambling website. This suggests that the presence of influence gambling on digital platforms has become one of the main factors that has led to increasing trend of online Gambling among generations z. This study highlights the importance of a deeper understanding the dynamics of the influence of gaming influencer towards the impulsive behavior, especially in the context of online gambling in generation z.

Keywords : *Influencer gaming, Impulsive Behaviour*