

ABSTRACT

This study investigates the impact of *scarcity* and e-trust on *e-purchase intention* in the context of digital *game* purchases via the Steam *platform*, with Fear of Missing Out (FOMO) acting as a mediating variable. As online shopping continues to rise in Indonesia, understanding the psychological and marketing-driven motivations behind consumer behavior becomes increasingly important, particularly among young adults who dominate the digital gaming market. Steam, as one of the leading online gaming *platforms*, presents a relevant case for exploring how limited-time offers (*scarcity*) and digital trust influence purchasing behavior. The research adopts a quantitative method with Structural Equation Modeling (SEM) to test the relationships between the variables. The findings indicate that both *scarcity* and e-trust have significant effects on consumers' intention to purchase online *games*, either directly or indirectly through the *fomo* mechanism. *Fomo* emerges as a powerful emotional trigger that can amplify consumer urgency and influence buying decisions. The results contribute to the literature on digital consumer behavior and offer practical insights for marketers in the online gaming industry. By leveraging strategies that enhance trust and create perceived *scarcity*, marketers can increase consumer engagement and boost sales. This study is particularly relevant for businesses targeting digitally active demographics in developing markets.

Keywords : : *Scarcity*, E-Trust, *Fomo*, *E-purchase intention*, Consumer Behavior