

ABSTRACT

This study aims to analyze the factors influencing *consumer behavior* in *microtransactions* purchases in Indonesia, focusing on *impulsive buying* and *purchase intention*. A quantitative approach with a positivist paradigm was employed in this research. Data were collected through surveys targeting active video game players who have engaged in *microtransactions* purchases. Statistical techniques such as correlation and regression analysis were used to examine the relationships among the variables studied.

The results indicate that factors such as performance, functionality, *hedonic content*, social content, and *flow experience* significantly influence *impulsive buying* through affective online experiences (*affective online IBT*). Furthermore, affective online experiences act as mediators that strengthen players' *purchase intentions* for *microtransactionss*. The study also found that *hedonic content* and *flow experience* are dominant factors driving purchase decisions.

This research contributes both theoretically and practically. Theoretically, it enriches the literature on *consumer behavior* in the context of *microtransactionss*, particularly in Indonesia. Practically, the findings can guide game developers in designing more effective and ethical monetization strategies.

Keywords: *performance, functionality, hedonic content, social content, flow experience, impulsive buying, purchase intention*