

## **ABSTRACT**

*Virtual goods are used in virtual world games. Virtual goods are different from digital goods which can only be legally owned by paying a certain amount of money to the developer. Like goods in general, virtual goods also have quite a lot of demand from players. In this study, there are five variables used to measure the effect of demand on virtual goods. The five variables used are price, income, prices of other goods, tastes and expectations. A total of 75 respondents were willing to fill out the questionnaire. Of the five variables that performance on virtual goods are income, prices of other goods, and tastes. As for the price and expectations of playing, it turns out that it doesn't really affect the purchase of virtual goods.*

*Keywords: virtual goods, determinants of demand, online games*