

## **ABSTRACT**

*Online games are one of the entertainment media that cannot escape the development of technology, especially the development of internet access. Indonesia as a country with the largest consumption of individual cellular phone subscriptions in Southeast Asia of 365,872,608 people in 2021 and individual internet users as much as 62.1% of the total population in Indonesia. This does not rule out the possibility that Indonesia has a sizable flow of microtransactions in online games played by the Indonesian population. Genshin Impact is one of the popular free to play online games in Indonesia that can be played on smartphones, computers, and game consoles that are compatible with Genshin Impact. The amount of game top-up transactions is influenced by the consumption behavior of Genshin Impact gamers. This study aims to determine the relationship between the consumption behavior of Genshin Impact gamers in Indonesia through the theory of planned behavior approach and demand theory.*

*This study uses a simple linear regression method or Ordinary Least Square (OLS) on three equations that can represent the consumption of Genshin Impact gamers including: Genshin Impact top-ups, Genshin Impact playing hours, and Genshin Impact top-ups per hour of playing Genshin Impact. The data used in the study are primary data in the form of questionnaires distributed using the random sampling method online in the Genshin Impact Indonesia community on the Facebook social media platform. The data obtained from distributing questionnaires were 102 respondents.*

*The results showed that self-efficacy has a positive effect on Genshin Impact top-ups in the Genshin Impact top-up equation. In the Genshin Impact playing hours equation, free time has a positive effect on Genshin Impact playing hours. Meanwhile, in the Genshin Impact top-up equation per hour of playing Genshin Impact, it was found that attitude had a negative effect on Genshin Impact top-up per hour of playing Genshin Impact and self-efficacy had a positive effect on Genshin Impact top-up per hour of playing Genshin Impact.*

*Keyword : Microtransaction, theory of planned behavior, attitude, subjective norms, self-efficacy, demand, online game*