

ABSTRACT

Game is one of the most widely dminati Hatu entertainment in the world, especially US-based online games. With a free-based free to play where gamers play the game without having to spend money. Games with players in the world Iyalah League Of Legends with RiotGames developer. However, in some developing countries, particularly Indonesia game with the most players with developer Valve's Dota 2. This is a phenomenon that attract, with the implementation of E-commerce systems are used from each developer to be one factor to get players who will play the game. Implementation of E-commerce from the perspective of communication, business processes, services and online. In this study, the method used is multiple linear regression. The population in this study are gamers Bandung where samples were taken by 100 respondents. With the results of the implementation of E-commerce Dota 2 better at perspeftik business process perspective and the perspeftive of online services than the application of E-commerce League of Legends terhadap keputun purchase.

Keywords: E-commerce and purchasing decisions.