

### **Abstract**

This study aims to measure how far the influence of consumer behavior on purchasing online game's. The method that was used is quantitative with regression analysis. The population in this study are gamers who have been purchased online game's items. The number of samples in this study were 385 respondents using purposive sampling technique. The results of the study showed that consumer behavior have influence on purchasing decision by 36.0% and the balance of 64% are influenced by other variables that was not examined in this study.

**Keywords:** consumer behavior, purchasing decision, online games