

ABSTRACT

The DOTA 2 game is one of the MOBA games that is played through a personal computer through the Steam platform managed by Valve Software with an average daily active player of about 450,000 players by mid-2019. The revenue of this game is one of the microtransactions in the form of virtual goods offered in the DOTA 2 game. This research aims to determine the value of consumption of interest in purchasing virtual goods in DOTA 2 games. Variables of the value of consumption theory used are functional values, emotional value, and social value. This research uses quantitative methods conducted by giving questionnaires to 100 DOTA 2 players in Bandung City who have made a purchase of virtual goods in DOTA 2 games. The data analysis techniques conducted on this research are descriptive analysis, Method of Successive Interval (MSI), classical assumption test, simple linear regression, hypothesis testing, and coefficient of determination. The results showed that the value of consumption of virtual goods in DOTA 2 games had an effect on purchase intention by 92.8%.

Key words: *Consumption Value, Purchase Intention, Virtual Goods*