

ABSTRACT

The significant development of online gaming has made the gaming industry a profitable business, based on data from DFC Intelligence, revenue generated from this industry was \$28 billion in 2016 and continues to increase every year. Online industrial income games are not only limited to purchases from the video game itself but also from the results of the virtual items offered in it. One strategy of game developers in attracting users to buy virtual items is to use various payment methods as a convenience provided to consumers.

This study aims to examine players' buying interest in virtual items offered in the online game Valorant by using the variables of perceived security, ease of transaction, and shopping experience on buying interest in virtual items in the online game Valorant. This study uses quantitative analysis methods, data in the form of numbers and analysis of the results of questionnaires that have been distributed, the method applied is the causal method which aims to explain cause and effect as well as to find relationships between variables.

The results showed that the security perception variable had a positive influence on the purchase intention variable for virtual items in the online game Valorant, while the ease of transaction and shopping experience variables did not have a positive influence on the virtual item buying interest variable in the online game Valorant. The managerial implication of this research is to increase interest in buying virtual items in the Valorant game, Riot Games as a developer should maintain security performance and improve the security provided for players.

Keywords: *Ease of Transaction, Perception of Security, Purchase Interest in Virtual Items, Shopping Experiences.*