

*The development of the online PUBG game is very rapid in the world, especially in Indonesia. In the PUBG Mobile game, players can top-up or fill in virtual money before spending it into in-game items or goods via game vouchers, bank or inter-bank transfers or credit deductions via mobile phones. Of course, this makes many game players willing to spend money to get exclusivity rights in the form of limited skins that can only be obtained for a limited time. The purpose of this study was to determine the effect of hedonic motivation, social motivation and purchasing decisions on the mobile game playerunknown's battlegrounds (PUBG). The research method uses a quantitative approach and the analytical techniques used are descriptive analysis and path analysis. The source of this research uses primary data. Collecting data in this study using a questionnaire. The sample of this research is 200 consumers who play PUBG Mobile. Based on the results of hypothesis testing, it shows that both partially and simultaneously hedonic motivation and social motivation have a significant influence on purchasing decisions. Hedonic motivation has an effect of 42.95% while social motivation has an effect of 30.56%. In addition, simultaneously it can be seen that hedonic motivation and social motivation have an influence of 73.5% on purchasing decisions while the remaining 26.5% are influenced by other variables outside the unknown model.*