

ABSTRACT

This research utilizes regression analysis to evaluate the influence of Internet Gaming Disorder on Compulsive Buying with Self Control as a moderator, focusing on a case study of Gen Z gamers. Data was collected through questionnaires from 60 respondents. The results indicate a significant positive influence between Internet Gaming Disorder and Compulsive Buying, with Self Control moderating this relationship. This article provides in-depth insights into compulsive shopping behavior among the Gen Z gamer population, shedding light on the intricate dynamics between gaming habits, self-regulation, and consumer behavior. The findings underscore the importance of addressing psychological factors such as Internet Gaming Disorder and Self Control in understanding and managing compulsive buying tendencies, particularly within the context of the Gen Z gaming community. Further research in this area can contribute to the development of targeted interventions and preventive measures aimed at promoting healthier consumption habits among young gamers.

Keywords: *Compulsive Buying, Gamers Generation Z, Internet Gaming Disorder, Self Control.*