ABSTRACT

This study investigates the impact of scarcity and e-trust on e-purchase intention in the context

of digital game purchases via the Steam platform, with Fear of Missing Out (FOMO) acting as

a mediating variable. As online shopping continues to rise in Indonesia, understanding the

psychological and marketing-driven motivations behind consumer behavior becomes

increasingly important, particularly among young adults who dominate the digital gaming

market. Steam, as one of the leading online gaming platforms, presents a relevant case for

exploring how limited-time offers (scarcity) and digital trust influence purchasing behavior.

The research adopts a quantitative method with Structural Equation Modeling (SEM) to test

the relationships between the variables. The findings indicate that both *scarcity* and e-trust have

significant effects on consumers' intention to purchase online games, either directly or

indirectly through the fomo mechanism. Fomo emerges as a powerful emotional trigger that

can amplify consumer urgency and influence buying decisions. The results contribute to the

literature on digital consumer behavior and offer practical insights for marketers in the online

gaming industry. By leveraging strategies that enhance trust and create perceived scarcity,

marketers can increase consumer engagement and boost sales. This study is particularly

relevant for businesses targeting digitally active demographics in developing markets.

Keywords:: Scarcity, E-Trust, Fomo, E-purchase intention, Consumer Bahavior

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