

ABSTRACT

Online games develop along with technological developments and advances to meet market needs and vice versa, the lack of promotional activities carried out by the seller makes the buyer's purchasing decision low. Promotional tools that were considered unattractive according to buyers contributed to the decline in the level of users and sales of virtual CSGO online game items. This is based on the low value of virtual items in the CSGO game according to buyers. Therefore, the purpose of this study was to see how consumers respond regarding purchasing decisions of virtual items in CSGO online games and the magnitude of the influence of Virtual Item Value and Promotion Mix on purchasing decisions of Virtual Items in CSGO Online Games. This research is a research with descriptive and verification methods using survey methods and strengthened by the selection of random sampling techniques as sampling techniques. Questionnaires were selected in this study to be used in data collection. The conclusion of the study states that respondents' responses regarding the buying decision process for virtual items in the online game CSGO are in the unfavorable category, and the value of virtual items and the promotion mix influences the buying decision process in the online game CSGO, the variable that has the greatest influence on the purchasing decision process. is the virtual item value.

Keywords: *Online games, purchasing decisions, virtual items, promotions.*