

ABSTRACT

The rapid advancement of information technology has significantly driven the growth of the gaming market in Indonesia. This study examines this phenomenon within the scope of consumer behavior emphasizing current digital shopping behaviors that are highly dependent on social information. Using the Unified Theory of Acceptance and Use of Technology (UTAUT) framework, this research aims to analyze the drivers of purchase decision-making through the use of eWOM and Perceived Trust as key solutions. The population in this study consists of consumers who have purchased in-game items via the Codashop platform and reside in Semarang City. The research sample comprises 150 respondents selected using a non-probability sampling technique with purposive sampling. Data were analyzed using the Structural Equation Modeling (SEM) method assisted by AMOS 26 software. The results indicate that the use of eWOM has a positive and significant effect on purchase decision-making. Furthermore, eWOM also has a positive and significant effect on perceived trust. Finally, perceived trust is proven to have a positive and significant effect on purchase decision. These findings indicate that electronic information and consumer trust levels are crucial elements in driving transactions within the online gaming ecosystem.

Keywords: UTAUT, Electronic Word-of-Mouth (eWOM), Purchase Decision, Perceived Trust

