THESIS

THE ROLE OF MICROTRANSACTIONS IN IMPULSE BUYING AND PURCHASE INTENTION IN THE VIDEO GAME MARKET OF MOBILE LEGENDS

Written as a partial fulfillment of the academic requirements to obtain the degree of Sarjana Manajemen

By:

NAME : DARREN KIMI

ID NUMBER: 01011210180



STUDY PROGRAM OF MANAGEMENT FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN JAKARTA 2025