
THE EFFECT OF PERCEIVED VALUE AND SATISFACTION ON PURCHASING DECISIONS FOR VIRTUAL ITEMS IN THE MOBILE LEGENDS BANG BANG GAME (CASE STUDY: BANDUNG CITY)

Agustira Yandra¹, Taufan Umbara, S.T., M.M.²

¹Faculty of Communication and Business, Telkom University, Jalan Telekomunikasi No.1

²Telkom University

E-mail: agustirayandra@student.telkomuniversity.ac.id , taufanumbara@telkomuniversity.ac.id

ABSTRACT

Mobile Legends: Bang Bang has become one of the most popular games in the world and one of the online games with the highest number of downloads in Indonesia. Therefore, this study aims to prove the effect of perceived value and satisfaction on purchasing decisions for virtual items in the Mobile Legends game in Bandung City.

This research uses quantitative descriptive methods. The sample of this study amounted to 385 respondents with the criteria of having bought virtual items in the Mobile Legends game. sampling technique using purposive sampling. Based on Hypothesis testing, Perceived Value has a positive and significant effect on Purchasing Decisions as well as satisfaction has a positive and significant effect on Purchasing Decisions for virtual items in the Mobile Legends game. The regression analysis test results show that Perceived Value and Satisfaction together have a significant impact on purchasing decisions for virtual items in the Mobile Legends game in Bandung City.

Key words: Perceived Value, Satisfaction, Purchase Decision, Virtual Items, Mobile Legends

ABSTRAK

Mobile Legends: Bang Bang telah menjadi salah satu game yang populer di dunia dan salah satu *game online* dengan jumlah unduhan terbanyak di Indonesia. Oleh karena itu, penelitian ini bertujuan untuk membuktikan pengaruh perceived value dan satisfaction terhadap keputusan pembelian *virtual items* pada *game Mobile Legends* di Kota Bandung.

Penelitian ini menggunakan metode deskriptif kuantitatif. Sampel dari penelitian ini berjumlah sampai dengan 385 responden dengan kriteria pernah membeli virtual items pada *game Mobile Legends*. Teknik sampling menggunakan *purposive sampling*. Berdasarkan pengujian Hipotesis, *Perceived Value* berpengaruh secara positif dan signifikan terhadap Keputusan Pembelian begitu juga dengan *Satisfaction* berpengaruh secara positif dan signifikan terhadap Keputusan Pembelian virtual items pada *game Mobile Legends*. Hasil uji Analisis regresi menunjukkan *Perceived Value* dan *Satisfaction* cara bersama-sama memiliki dampak yang signifikan terhadap keputusan pembelian virtual items pada *game Mobile Legends* di Kota Bandung.

Kata Kunci : Perceived Value, Satisfaction, Keputusan Pembelian, Virtual Items, Mobile Legends

INTRODUCTION

Shanghai Moonton Technology Co. Ltd., formerly known as YoungJoy Technology Pte. Ltd., is a video game development and publishing company based in Shanghai, China. The company was founded in April 2014 by Justin Yuan and Watson Xu Zhenhua. Moonton is known for the hugely popular multiplayer online battle arena (MOBA) game they created, Mobile Legends: Bang Bang (MLBB). In recent years, Mobile Legends: Bang Bang has achieved great popularity in the mobile gaming community, especially in Southeast Asia. The number of app downloads reached approximately 6.4 million app downloads in December 2022. Total MLBB app downloads have reached more than 500 million downloads. The millions show the appeal of this game.

The success of Mobile Legends: Bang Bang can be attributed to its addictive gameplay, attractive graphics, and active and competitive player community. In the game Mobile Legends: Bang Bang, skins refer to virtual items that can change the appearance of a character or hero in the game. These skins do not provide significant gameplay benefits but are in high demand by players due to their aesthetic factor and unique design. Mobile Legends skins consist of several tiers, which provide variations in price and design. However, from 2021 to August 2023, revenue from in-app purchases and product sales in the Mobile Legends game has decreased. One of the main assumptions is that this decline in revenue is partly due to poor connections while playing and a matchmaking system that is considered unfair. When users play in solo ranked match mode, they often experience an imbalance between strong teams and weaker opponents. This phenomenon is known as the "Dark System," or this unfair matchmaking system often leads to frustration in Mobile Legends players. The initial purpose of playing games is to release fatigue and reduce stress levels (Suryanto, 2015). However, ironically, this unfair matchmaking system increases the stress and frustration levels of Mobile Legends game users. This is the reason for conducting this research to study the effect of perceived value and satisfaction on purchasing decisions for virtual items in MLBB online games in Bandung City.

METHOD

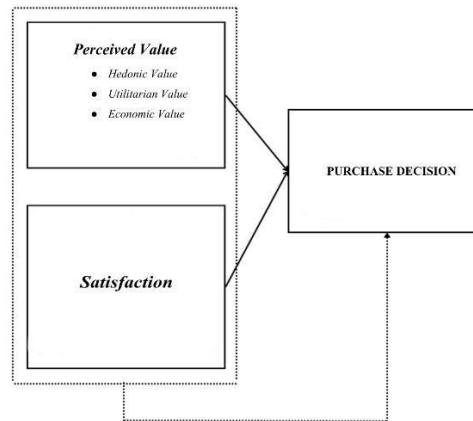


Figure 1. Research Procedure

Based on the research framework above and the theoretical review that has been presented, the hypotheses put forward in this study are:

- H1: Perceived Value has a positive influence on purchasing decisions for virtual items in the Mobile Legends Bang Bang game in the city of Bandung.
- H2: Satisfaction has a positive influence on purchasing decisions for virtual items in the Mobile Legends Bang Bang game in the city of Bandung.
- H3 : Perceived Value and Satisfaction have a positive influence on the decision to purchase virtual items in the Mobile Legends game in the city of Bandung simultaneously.

In this study, a descriptive type research method with quantitative methods was used. By using one of the quantitative methods, namely survey research methods. Survey research is research conducted on large and small populations, In this study, there are three variables, namely:

1. Independent Variable

This variable can also be referred to as a stimulus, predictor, or antecedent variable. Can also be interpreted as an independent variable. The bias variable is a variable that affects the change or the emergence of the dependent variable (bound). In this study, the independent variables are Perceived Value (X1) and Satisfaction (X2).

2. Dependent Variable

This variable is often referred to as the output variable, criterion, or consequent. In Indonesian, it is commonly referred to as the dependent variable. The dependent variable is the variable that is influenced by the independent variable. In this study, the dependent variable is Purchase Decision (X).

In this study, the population was determined by the following criteria:

- 1. Mobile Legends Bang Bang game player
- 2. Have ever bought virtual items in the Mobile Legends Bang Bang game
- 3. Domiciled in Bandung City

Descriptive statistics according to (Setio & Sugiarto, 2020) is a description of a particular group without a conclusion based on calculating opportunities about a larger group. Meanwhile, according to (Mudjiyanto & Zellatifanny, 2018) descriptive statistics is data analysis by using a description or description of the data that has been collected to make generalized conclusions. In this study, the authors used a questionnaire containing statements that the respondents would answer, then the respondents would choose from a scale of 1-5 which aims to determine the respondents' opinions on the research variables. The t-hypothesis test shows how far the influence of one independent variable on the dependent variable is with the assumption that the other independent variables are constant. This test is based on a significance level of 0.05. The purpose of the (t) test is to establish a basis so that it can collect evidence in the form of data to determine decisions on statements that have been made.

RESULTS AND DISCUSSION

Based on research that has been conducted by distributing questionnaires containing 21 statements to 385 respondents in Bandung, the majority of respondents' characteristics are male with a percentage of 75.6% with a majority aged 22-27 years as much as 47.8%, and the majority are dominated by students, with a percentage of 50.6% with a majority of monthly income of IDR 1,500,000-Rp3,000,000 with a percentage of 43.1%.

Based on the results of the first hypothesis test, based on data analysis using SPSS 25.0, the effect of perceived value on purchasing decisions with a tcount value (14,169) > ttable (1,966) or a significant value (0.000) < 0.05. This shows that the Perceived Value (X1) variable partially has a positive and significant effect on purchasing decisions (Y) virtual items in the Mobile Legends Bang Bang game. Then, the results of multiple linear analysis show that the regression coefficient value for the Perceived Value (X1) variable has a positive value of 0.687. This

shows that Perceived Value has a positive influence on Purchasing Decisions (Y). So the first hypothesis (H1) is accepted.

Based on the results of the first hypothesis test, based on data analysis using SPSS 25.0, the effect of satisfaction on purchasing decisions with a tcount value (3.329) > ttable (1.966) or a significant value (0.000) < 0.05. This shows that the Satisfaction (X2) variable partially has a positive and significant effect on purchasing decisions (Y) virtual items in the Mobile Legends Bang Bang game. Then, the results of multiple linear analysis show that the regression coefficient value for the Satisfaction (X2) variable has a positive value of 0.346. This shows that Satisfaction (X2) has a positive influence on Purchasing Decisions (Y) which means that every 1 unit increase in the Satisfaction (X2) variable will affect the Purchasing Decision (Y) by 0.346. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. So the second hypothesis (H2) is accepted.

Based on this table, it can be seen that F count is 126.982 > F table, namely 3.0193, and a significance value of (0.000) < (0.05). So it can be concluded that H0 is rejected and H1 is accepted. This means that the Perceived Value (X) and Satisfaction (X2) variables simultaneously have a significant effect on Purchasing Decisions (Y)

Virtual Items in the Mobile Legends Bang Bang Game. Then the multiple linear analysis obtained from SPSS, results in a constant coefficient value of 7.037, a Perceived Value coefficient of 0.687, and Satisfaction coefficient of 0.346. This shows that the constant value (a) of 7.037 is a constant or a state when the Purchasing Decision variable (Y) has not been influenced by other variables, namely the Perceived Value (X1) and Satisfaction (X2) variables. If the independent variable does not exist, the virtual items Purchase Decision variable does not change...

And it can be seen that the coefficient of determination (R) is 80.64%. This means that Perceived Value (X1) and Satisfaction (X2) simultaneously affect 80.64% of the Virtual Item Purchase Decision (Y) in the Mobile Legends Bang Bang Game, while the remaining 19.36% are influenced by other variables not examined in this study.

Table 1. Correlations between Variables

Variabel	t-count	t-tabel	Criteria
X1	14.169	1,966	has an effect on Y
X2	3.329	1,966	has an effect on Y

(Source: data processed by the author)

At a significant level of $\alpha = 0.05$ and with degrees of freedom, specifically $df = n - k - 1 = 97$, the T-table value is 1.660. Based on the SPSS results presented above, the following conclusions can be drawn:

1. In the Perceived Value variable, where the t-count value (14.169) exceeds the t-table value (1.966), and the significance value (0.000) is less than 0.05, it can be concluded that H1 is accepted. This indicates that Perceived Value (X1) has a partial influence on the Purchasing Decisions (Y) of Virtual Items in the Mobile Legends Bang Bang Game.
2. In the Perceived Value variable, where the t-count (3.329) exceeds the t-table (1.966), and the significance value (0.001) is less than 0.05, H1 is accepted. This implies that Satisfaction (X2) has a partial influence on the Purchasing Decisions (Y) of Virtual Items in the Mobile Legends Bang Bang Game.

Multiple linear analysis obtained from SPSS, resulting in a constant coefficient value of 7.037, Perceived Value coefficient of 0.687, Satisfaction coefficient of 0.346. Then the multiple linear regression equation obtained is as follows: $Y = 7.037 + 0.687(X1) + 0.346(X2)$

1. The constant value (a) of 7.037 is a constant or a state when the Purchase Decision variable (Y) has not been influenced by other variables, namely the Perceived Value (X1) and Satisfaction (X2) variables. If the independent variable does not exist, the consumer purchase decision variable does not change.
2. The regression coefficient value for the Perceived Value (X1) variable has a positive value of 0.687. This shows that Perceived Value has a positive influence on Purchasing Decisions (Y), which means that every 1 unit increase in the perceived value variable (X1) will affect the Purchasing Decision (Y) by 0.687. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.
3. The regression coefficient value for the Satisfaction (X2) variable has a positive value of 0.346. This shows that if Satisfaction (X2) has a positive influence on Purchasing Decisions (Y), which means that every 1 unit increase in the Satisfaction (X2) variable will affect Purchasing Decisions (Y) by 0.346. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

CONCLUSION

Based on the results of research on the effect of Perceived Value and Satisfaction on purchasing decisions for virtual items in the Mobile Legends Bang Bang game (Bandung City Case Study), the following conclusions are obtained:

1. Based on the data that has been collected and processed by researchers, it can be concluded that there is a phenomenon of decreasing connection quality that disturbs the comfort of playing mobile legends game users and the main problem is the unfairness of the matchmaking system felt by mobile legends game users which makes it very difficult for players to win a match in ranked mode this phenomenon is known as the "Dark System" this is also what is thought to be the main trigger for revenue from Mobile legends in-app purchases in the last two years Mobile legends is still quite successful in providing decent playing services based on respondents' responses which indicate that Perceived Value in the Mobile legends game, as well as the Purchase Decision for virtual items in the Mobile legends Bang Bang game are included in the Good category. While Satisfaction in the Mobile Legends game is included in the Very Good category.
2. Perceived Value partially has a significant effect on purchasing decisions for virtual items in the Mobile Legends Bang Bang game. Likewise, with the Satisfaction variable which also has a partially significant effect on purchasing decisions for virtual items in the Mobile Legends Bang Bang game, the conclusion from the data obtained is that indeed the perceived value in the form of comfort satisfaction and victory directly affects the decision of mobile legends game users to purchase virtual items.
3. Perceived Value and Satisfaction have a significant effect simultaneously on purchasing decisions for virtual items in the Mobile Legends Bang Bang game. From the data obtained, it can be concluded that indeed the perceived value in the form of comfort satisfaction and satisfaction directly affects the decision of mobile legends game users to purchase virtual items. The better the service and the more attractive the place to play that is served, the higher the intention of mobile legends game users to purchase virtual items in the mobile legends game and vice versa, therefore Mobile Legends Bang Bang should always continue to improve and maintain the quality they share, so that users do not feel saturated and stop using the entertainment platform they offer.

REFERENCES

- Abdjul, F., Massie, J. D., & Mandagie, Y. (2022). PENGARUH CONTENT MARKETING, SEARCH ENGINE OPTIMIZATION DAN SOCIALMEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN MAHASISWA FEB UNSRAT DI E-COMMERCE SOCIOLLA. *Jurnal EMBA:Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 225-236.
- ALISIS PENGARUH SOSIAL MEDIA MARKETING ELALUI INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN STUDI PADA THIS! BY ALIFAH RATU TAHUN 2020. (2020). *e-Proceeding of applied science*, 27-53.
- ANALISIS PENGARUH PEMASARAN DIGITAL (DIGITAL MARKETING) TERHADAP BRAND AWARENESS PADA E-COMMERCE. (2020). *MANAJERIAL*, 207-220.
- Ayu, S., & Lahmi, A. (2020). Peran e-commerce terhadap perekonomian Indonesia selama pandemi Covid-19. *Jurnal Kajian Manajemen Bisnis*, 115-123.
- Chandra, C. N., & Sari, W. P. (2021). Pengaruh Content Marketing terhadap Customer Engagement (Studi Pada Akun Instagram LazadaID). *prologia*, 191-197.
- Fitrih, A., & Suryawardani, B. (2020). PENGARUH CONTENT MARKETING TERHADAP CUSTOMER ENGAGEMENT(STUDI KASUS PADA PT. DEALPRO INDONESIA TAHUN 2020). *Open Journal System*, 20-48.
- Ghalib, H., & Setiawan, A. H. (2019). ANALISIS PERBEDAAN SEBELUM DAN SESUDAH PENGGUNAAN MEDIA SOSIAL TERHADAP PERKEMBANGAN USAHA CATERING DI KOTA SEMARANG. *DIPONEGORO JOURNAL OF ECONOMICS*, 2337-3814.
- Lupi, F. R., & Nurdin, N. (2016). ANALISIS STRATEGI PEMASARAN DAN PENJUALAN E-COMMERCE. *JESIK*, 20-29.

- Mulyansyah, G. T., & Sulistyowati, R. (2021). PENGARUH DIGITAL MARKETING BERBASIS SOSIAL MEDIA TERHADAP KEPUTUSAN PEMBELIAN KULINER DI KAWASAN G-WALK SURABAYA. *Jurnal Pendidikan Tata Niaga (JPTN)*, 1097-1101.
- Peranan Consumer Engagement Sebagai Variabel Mediasi Atas Pengaruh Content Marketing Terhadap Keputusan Pembelian Online Di Era Digital Marketing (Studi Pada Konsumen Brand Fashion Realizm87). (2022). *Bulleting of Management and Business*, 284-293.
- Putri, P. M., & Marlien, R. (2022). Pengaruh Digital Marketing terhadap Keputusan Pembelian Online. *JESYA*, 25-36.
- Saefullah, A., Arisantoso, & Himawan. (2015). ANALISA PENGARUH PENGGUNAAN SEARCH ENGINE OPTIMIZATION (SEO) PADA WEBSITE E-COMMERCE. *Academia*, 8.
- Simorangkir, H. N., & Maulana, A. (2022). Pengaruh Sosial Media Marketing Terhadap Minat Pembelian Produk Nabeezku. *JURNAL ILMIAH MANAJEMEN FORKAMMA*, 190-199.
- Suhari, Y. (2008). Keputusan Membeli Secara Online dan Faktor-Faktor yang Mempengaruhinya. *Jurnal Teknologi Informasi DINAMIK*, 140-146.
- Wahid , A., & Afiffah, V. (2022). Mediating of Organizational Commitment in Improving Employee Performance. *IJAM*, 270-274.
- Yusuf , N. A., & Indrawati, I. (2019). ANALISIS FAKTOR YANG MEMENGARUHI PEMBENTUKAN MINAT BERLANGGANAN DI INDUSTRI VIDEO-ON-DEMAND DI INDONESIA. *Jurnal Manajemen dan Bisnis (ALMANA)* , 161-173.