
INFLUENCER AND EVENT MARKETING: PURCHASING VIRTUAL ITEMS AT GAMER'S "MOBILE LEGEND"

Amelindha Vania, Asmul Zacky Ni'amus Sya'ban

Faculty of Economics, Universitas Islam Negeri Maulana Malik Ibrahim Malang
Jl. Gajayana No.50, Dinoyo, Malang City, East Java, 65144, Indonesia
amelindhavania@uin-malang.ac.id

ABSTRACT

The growth of the business sector within the online gaming industry has experienced significant acceleration, prompting this sector to leverage the sale of virtual items as a form of currency within online games as a notable benefit. Mobile Legend is an immensely popular online game that has garnered significant attention and widespread appeal among individuals nationwide. The primary objective of this study was to examine the correlation between events and influencer marketing in their impact on purchasing decisions regarding virtual items in the renowned mobile game. This impact was further mediated by the motivation to make a purchase. The present study employs a quantitative research design, utilizing a purposive sampling technique to select participants. Data analysis uses a Structural Equation Model (SEM), and mediation testing is performed through bootstrapping. The findings of this study suggest that event marketing has a minimal impact on the purchasing decisions of virtual mobile legend items. Additionally, the mediating role of motivation between event marketing and purchasing decisions was not observed. This research highlights the significant impact of influencer marketing and purchases motivation on enhancing purchasing decisions for virtual items in the mobile legend game. Motivation plays a significant role in establishing a connection between influencer marketing and the decision-making process regarding purchasing virtual items in Mobile Legends. Subsequent investigations may delve deeper into the impact of influencer marketing on the augmentation of purchasing behavior within the realm of online gaming.

Keywords: Event Marketing, Influencer Marketing, Purchase Motivations, Purchasing Decisions

INTRODUCTION

The popularity of "Mobile Legend" and similar online games has also been investigated. Factors influencing the behavioral intention to play "Mobile Legend" have been explored, including the impact of the COVID-19 pandemic on the game's popularity (Ong et al., 2023). The rise of mobile games during the pandemic, especially in Asia, has contributed to the increased engagement with games like "Mobile Legend" (Ong et al., 2023). The study examined factors such as usability, social influence, and performance expectancy that influence players' intention to play the game (Ong et al., 2023). Monetization strategies in online games, including "Mobile Legend," have also been a subject of research. The purchase of virtual items, such as diamonds, within the game has been studied in relation to players' loyalty and in-app purchase intentions (Silaban et al., 2021). Factors such as functional, social, and emotional values have been found to influence players' intention to purchase virtual items in online games (Alfarisi et al., 2022). The freemium business model, which offers games for free but generates revenue through in-app purchases, has been a significant revenue source for mobile games like "Mobile Legend" (Syahrivar et al., 2021).

The impact of online games, including "Mobile Legend," on players' behavior and well-being has been explored. Studies have examined the relationship between online gaming and factors such as depression, social competence, cognitive skills, and identity formation (Ma & Gu, 2023; Dasmadi et al., 2023; Horbiński & Zagata, 2023; Zeng, 2022). The immersive nature of online games and the social interactions within the game environment can have both positive and negative effects on players (Ma & Gu, 2023; Horbiński & Zagata, 2023). The influence of advertising and marketing strategies in promoting and popularizing "Mobile Legend" has also been investigated. The use of social media platforms, such as TikTok, for digital marketing activities related to the game has been explored (Eleanor & Junaidi, 2022). The impact of advertising appeals and in-game advertisements on players' behavior and purchase intentions has been studied (Ihsan &

Junaedi, 2022; Joseph, 2021). The role of influencers and content creators in promoting the game and influencing players' behavior has also been examined (Eleanor & Junaidi, 2022).

One important factor that influences purchasing decisions in online games is the sale of non-functional items. Marder et al. (2019) found that free-to-play games generate significant revenues through the sale of virtual items, including non-functional items that provide no objective competitive advantage. This suggests that players are motivated to purchase these items for reasons other than gaining a competitive edge. The influence of virtual goods purchases on online consumption has been studied in the context of various games. Zou (2023) examined the impact of virtual goods purchases in the game Genshin Impact and found that it had both positive and negative effects. The purchase of virtual goods can enhance the gaming experience and provide enjoyment, but it can also lead to negative consequences such as addiction. Psychological and motivational factors also play a role in online buying decisions. Misra (2022) examined the influence of hedonic and utilitarian motivations on online purchase intentions in India. This study found that this motivation significantly impacts consumer intentions to buy online. This shows that players' motivations, such as having fun or needing certain functionality, can influence their decision to buy diamonds in Mobile Legend.

In recent years, the integration of digital marketing and event marketing on game online "Mobile Legend" has become increasingly important. Digital technologies and social media platforms have transformed the way events are marketed and experienced. Companies can leverage digital marketing strategies such as social media advertising, email marketing, and online registration to promote their events, reach a wider audience, and track the effectiveness of their marketing efforts (Unurlu, 2022). Additionally, live streaming and virtual event platforms have emerged as alternatives to inperson events, allowing companies to engage with remote audiences and extend the reach of their events (Unurlu, 2022).

The phenomenon of the relationship between event marketing and influencer marketing with purchasing decisions and motivation to purchase the online game Mobile Legend can be explored by examining various factors and their impact on consumer behavior. Influencer marketing has garnered considerable attention in recent years due to its influence on consumers. The significance of social media influencers in marketing has garnered considerable attention from scholars and professionals alike, owing to their capacity to influence consumers' purchasing choices. Using social media influencers as a marketing strategy has experienced significant expansion and has emerged as an effective tactic in digital marketing. The credibility and trustworthiness of influencers are significant determinants in influencing consumers' intentions to make purchases (Tolunay & Tolunay, 2021).

Boonchutima & Sankosik (2022) examined the credibility of online video game influencers and their impact on purchase intention. The study found that influencers can create the need to play a game and provide relevant information, influencing purchasing decisions. Another study by Marder et al. (2019) focused on purchasing non-functional items in free-to-play games. While not directly related to event marketing, the study highlighted the influence of in-game purchases on consumer behavior, which various marketing strategies, including influencer marketing can influence. The impact of event marketing on purchasing decisions can be explored through the influence of advertising, word-of-mouth communication, and product promotion (Kokila & Sampathlakshmi, 2022; Sujarwo & Matrutry, 2021; Adhiambo & Wanjira, 2021). The objective of this study was to examine the extent to which mediation plays a significant role in the purchase of virtual online game items, specifically in the context of influencer marketing and event marketing. Additionally, the study aimed to investigate the direct relationship between these contextual variables and purchasing decisions.

LITERATURE REVIEW

Event Marketing

Event marketing refers to the strategic promotion and organization of events to achieve specific marketing objectives. It involves creating and executing events such as conferences, trade shows, product launches, exhibitions, and sponsorships to engage target audiences, build brand awareness, and drive customer engagement (Hanslim et al., 2020; Kunc et al., 2022). Event marketing is a powerful tool that allows companies to connect with their target audience in a more personal and interactive way, creating memorable experiences that can leave a lasting impact on attendees (Vynohradova, 2021).

Event marketing also offers opportunities for companies to generate leads and drive sales. By organizing events that attract their target audience, companies can capture valuable customer data, identify potential prospects, and nurture relationships with attendees (Strickland, 2022). Events provide a platform for companies to showcase their products or services, offer exclusive promotions or discounts, and facilitate direct sales interactions (Sun et al., 2020). Additionally, events can serve as a platform for networking and building partnerships with other businesses, which can lead to new business opportunities and collaborations (Brochado et al., 2021).

One study by Nuraeni & Hadita (2022) analyzed the effect of event marketing on purchase decisions through the purchase interest of the Tokopedia Marketplace at the Tokopedia photocard event. The study found that event marketing had a significant positive effect on purchase decisions through purchase interest. This suggests that events can generate interest and motivation among consumers, leading to increased purchasing decisions.

Furthermore, a study by Walters & Mariani (2020) investigated the intention to buy secondhand clothing on sharing economy platforms. Although not directly related to event marketing, the study highlights the influence of sustainability and economic motivations on purchasing decisions. This suggests that events promoting sustainable practices or offering economic incentives can impact consumer behavior and increase buying motivation.

Event marketing refers to a promotional strategy companies or brands employ to showcase a themed event, intending to promote a specific product or service by providing consumers with a unique experiential encounter (Kennedy, 2009; Belch & Belch, 2012; Clow & Baack, 2014). In the realm of event marketing, companies or brands that participate in an event endeavor to curate immersive experiences while concurrently engaging in promotional activities to showcase their products or services to customers. Event marketing is a strategic approach encompassing a range of activities to achieve specific objectives. It involves integrating creative, innovative, and effective strategies with established methods and a long-term outlook. The primary objective of event marketing is to identify and engage the target audience for the product or service offered (Wood & Masterman, 2008). According to Hoyle (2011), event marketing encompasses three key indicators. These indicators include:

The focus of this inquiry pertains to the advantageous outcomes experienced by event attendees, particularly in entertainment;

The phenomenon of excitement pertains to the emotional state of event participants, characterized by a sense of satisfaction and happiness derived from the event's occurrence. This emotional response cultivates a positive atmosphere and generates enthusiasm among the participants;

Enterprise refers to the innovative nature of an event, distinguishing it from others and attracting individuals who seek firsthand experience and knowledge of the event.

H1 = Event marketing has the potential to enhance purchase motivations of online game virtual items "Mobile Legend"

H2 = Event marketing has the potential to enhance the purchasing decisions of online game virtual items "Mobile Legend"

Influencer Marketing

Influencer marketing is a popular marketing approach in which companies collaborate with social media stars or influencers to advertise their goods or services. Influencers are individuals with large followings on social media who can impact the behavior and opinions of their followers (Dhingra, A. (2023). This form of marketing has gained prominence with the advent and growth of social media marketing (Vaidya & Karnawat, 2023). Influencer marketing initiatives require firms to select and incentivize online influencers to engage their followers on social media to promote the firms' offerings (Leung et al., 2022). The power of influencers in affecting a purchase decision has been recognized by organizations as consumers turn to social media platforms (Chopra & Avhad, 2020).

Influencer marketing has gained significant attention in recent years as a powerful tool for increasing brand salience and attracting consumers towards brands (Jhawar et al., 2023). Influencer marketing involves leveraging the influence of social media influencers to promote products or services and has been shown to impact consumer behavior, including purchase decisions (Evania et al., 2023). Several studies have examined the impact of influencer marketing on consumer purchase intentions. Chetioui et al. (2020) found that consumers' attitudes towards a specific brand directly impact their purchasing intention. Similarly, Evania et al. (2023) investigated the effect of influencer marketing on customer engagement and purchase decisions and found a positive relationship between influencer marketing and purchase decisions.

In addition to influencer marketing, other factors such as motivation, perception, and trust have also been found to influence purchase decisions. For example, Jiang et al. (2022) highlighted that factors influencing consumer buying behavior include motivation, personality, perception, learning, values, beliefs, attitude, and lifestyle.

Evania et al. (2023) conducted a study analyzing the effect of influencer marketing and content marketing on consumer purchase decisions and customer engagement. The results showed a positive relationship between influencer marketing and purchase decisions, indicating that influencer marketing can influence consumers' purchasing behavior. Furthermore, research by Tannady & Alvita (2023) explored the influence of viral marketing and product quality on purchase decisions. The study found that viral marketing has a positive effect on purchase decisions, indicating that influencer marketing campaigns that go viral can have a significant impact on consumer purchasing behavior. In the context of specific industries, influencer marketing has also been shown to influence purchase decisions.

According to Solis (2012), three indicators are associated with influencer marketing. The concept of reach refers to the extent or magnitude of influence or impact a particular entity or phenomenon has on a given audience or population.

Reach is a quantifiable metric that assesses the level of popularity, potential, and influence possessed by an individual who holds the role of an influencer. The term "reach" pertains to the number of individuals who follow digital influencers. However, it should be noted that more than a substantial quantity of followers is needed to ensure success. Rather, the crucial factor lies in discerning which individuals among the followers align with the brand's intended target audience;

Suitability in terms of relevance; Relevance pertains to the degree of appropriateness and resemblance between a digital influencer's values and a product's brand image. The concept of relevance can manifest through the content produced by influencers and the alignment between influencers and the brand's target audience in terms of values, culture, and demographics;

Resonance (Vibration) is a phenomenon characterized by the oscillation or vibration of an object at its natural frequency in response. Resonance quantifies the temporal extent, velocity, and degree of engagement about content, subjects, or dialogues. Maximizing resonance increases the visibility of each post or update to a larger audience. Theoretically, this numerical value establishes the extent of engagement and the duration for which content persists in the social media feed of internet users. Resonance, in an alternative

interpretation, refers to the degree of involvement exhibited by followers in response to the content of influencers;

H3 = Influencer marketing has the potential to enhance purchase motivations of online game virtual items "Mobile Legend"

H4 = Influencer marketing has the potential to enhance the purchasing decisions of online game virtual items "Mobile Legend"

Purchase Motivations

Purchase motivations refer to the psychological factors and drivers that influence a consumer's decision to make a particular purchase (Koch et al., 2020). These motivations can vary depending on various factors such as the individual's age, generation, cultural background, and the specific context in which the purchase is being made.

Kanapathipillai (2022) conducted a study that examined the influence of digital marketing strategies on consumers' purchasing behavior within the automotive sector in Malaysia. The research demonstrated that digital marketing strategies possess the potential to assist consumers in their decision-making process regarding purchases, yet they do not exert exclusive influence over such decisions. Additional variables, such as purchase motivations, exert a substantial influence on consumers' decision-making process.

Ansari et al. (2019) conducted a study to examine the influence of brand awareness and social media content marketing on consumer purchasing behavior. The research findings indicate that these factors substantially impact consumers' purchasing choices. Using brand awareness and social media content marketing strategies has the potential to cultivate favorable perceptions and motivations among consumers, thereby influencing their decision-making process towards purchasing.

Sudirjo (2021) explores the influence of social media marketing on consumer purchase decisions. The study highlights the significant influence of social media marketing on purchase decisions, suggesting that consumers' motivations and exposure to social media content can affect their purchase decisions and Haudi et al. (2022) analyzes the influence of social media marketing on small market purchase decisions. The study suggests that social media marketing can influence purchase decisions, indicating that consumers' motivations and perceptions of social media content can shape their purchase decisions.

According to Kotler and Keller (2016), five indicators of consumer motivation exist. These indicators include: 1) The driver must possess a product; 2) The inclination to utilize the product; 3) Promotion of endorsement for physical appearance; 4) The concept of "push" is expected to emerge as a prevailing trend. The occurrence takes place within a sociocultural context and 5) Promotion of enthusiasm towards the product. Four purchasing decision indicators exist, as identified by Kotler and Armstrong (2016). 1) The first indicator pertains to purchasing behavior stability after acquiring product information; 2) The purchase was made based on the brand that was most highly favored; 3) Purchasing a product is justified when it aligns with one's specific desires and requirements and 4) Making purchases based on recommendations from others.

H5 = Purchase motivations has the potential to enhance purchasing decisions of online game virtual items "Mobile Legend"

H6 = Purchase motivation is able to mediate the relationship between influencers and event marketing with purchasing decisions

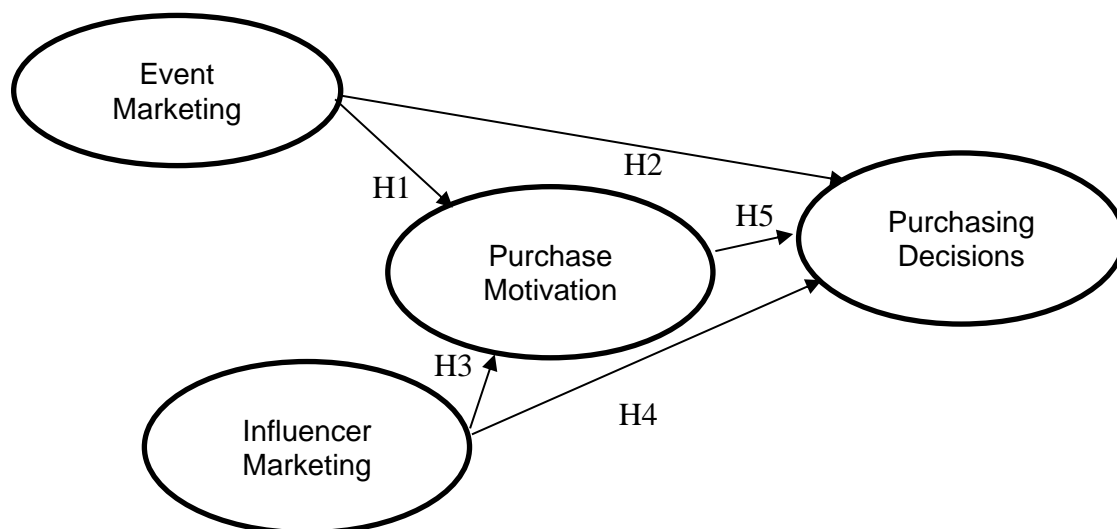


Figure 1. Conceptual Model
Source: Processed data, 2023

METHODS

The present study uses a quantitative research methodology utilizing a survey-based approach, employing a research instrument in the form of a questionnaire. The research population comprises individuals who actively play the game Mobile Legends: Bang Bang within Malang City and who utilize the "Mobile Legend" website for diamond top-up transactions. According to Malhotra's formula (2009), the total number of samples is calculated as 26 multiplied by 5, resulting in 130 samples. The purposive sampling technique was employed in this study due to the nature of the research, which falls under the category of non-probability sampling. The criteria considered by the participants are as follows: 1) The participants are residents of Malang City ; 2) The participants are currently engaged in active Mobile Legends: Bang Bang gameplay and 3) The participants have conducted at least three diamond top-up transactions on the "MOBILE LEGEND" website within the past five months.

The variables examined in this study include Event Marketing (Hoyle, 2011), Influencer Marketing (Solis, 2012), Purchase Motivation (Kotler & Keller, 2016), and Purchase Decision (Kotler, 2016). The Likert scale (Simamora, 2004) was employed as the measurement scale in this study. The data analysis was conducted using Partial Least Square (PLS) with the assistance of SMART PLS 4. The analysis involved testing the Outer Model, Inner Model and examining the mediating variable.

RESULTS

The participants in this research comprised 130 individuals actively playing the game Mobile Legends: Bang Bang in the city of Malang. The characteristics of the respondents were determined based on the distribution of questionnaires conducted through Google Forms. Validation refers to assessing whether a particular measure or The validity of the variables used in conducting tests about the association between indicators and their latent variables, specifically event marketing, influencer marketing, motivation, and purchasing decisions, has been confirmed through data processing. This confirmation is based on the fulfillment of the criterion that the measurement results of the Average Variance Extracted (AVE) model are greater than 0.5. Hence, it can be asserted that the indicator is deemed valid.

Table 1. Demographics of Respondents

Description		Amount	%
Gender	Male	110	84,62%
	Female	20	15,38%
Age	< 17	2	1,54%
	17-19	4	3,08%
	20-22	30	23,08%
	23-25	69	53,08%
	>25	25	19,23%
Subdistrict	Kedungkandang	15	11,54%
	Sukun	29	22,31%
	Lowokwaru	48	36,92%
	Blimbing	20	15,38%
	Klojen	18	13,85%
Job	Associate degree students	35	3,61%
	Undergraduate students	95	96,39%
Income	< 1 juta	30	93,25%
	1 juta - 2 juta	40	3,37%
	2 juta - 3 juta	35	0,96%
	3 juta - 4 juta	13	0,48%
	4 juta- 5 juta	8	0,24%
	> 5 juta	4	1,69%

Source: Processed data, 2023

The concepts of validation and reliability are crucial in research and measurement.

Table 2. Average Varian Extraced (AVE)

Variable	(AVE)	Cut Off	Keterangan
<i>Event Marketing</i>	0.682	0.5	Valid
<i>Influencer Marketing</i>	0.729	0.5	Valid
Purchasing Decisions	0.776	0.5	Valid
Purchase Motivation	0.751	0.5	Valid

Source: Processed data, 2023

Table 3. AVE, Cronbach Alpha, dan Composite Reliability

Variable	AVE	Cut Off	Cronbach Alpha	Cut Off	Composite Reliability	Cut Off	Keterangan
<i>Event Marketing</i>	0.682	0,5	0.921	0,6	0.937	0,6	Reliable
<i>Influencer Marketing</i>	0.729	0,5	0.958	0,6	0.964	0,6	Reliable
Purchasing Decisions	0.776	0,5	0.904	0,6	0.933	0,6	Reliable
Purchase Motivation	0.751	0,5	0.833	0,6	0.9	0,6	Reliable

Source: Processed data, 2023

Furthermore, it is worth noting that all variables included in the AVE value exhibit a reliability exceeding 0.5. Specifically, the reliability values for event marketing, influencer marketing, purchasing decisions, and motivation are 0.682, 0.729, 0.776, and 0.751, respectively. The

present study shows that the Cronbach alpha coefficient for each variable surpasses the threshold of 0.6. Specifically, the event marketing variable exhibits a Cronbach alpha value of 0.921, the influencer marketing variable demonstrates a value of 0.958, the purchase decision variable displays a value of 0.904, and the motivation variable showcases a value of 0.833. The present study observed that the composite reliability of the variables met the established criteria, as each variable exhibited a value greater than 0.6. Specifically, the variable of event marketing demonstrated a composite reliability of 0.937, influencer marketing exhibited a value of 0.964, purchase decision displayed a value of 0.933, and motivation yielded a value of 0.9. Hence, this demonstrates that all indicators can be deemed reliable in assessing their respective latent variables.

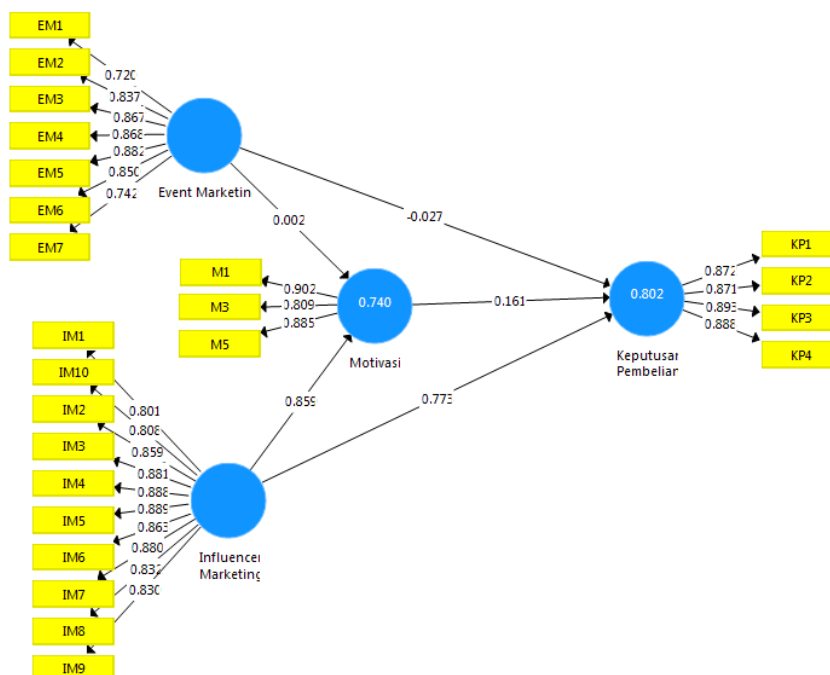


Figure 1. Structural Model (Inner Model)
Source: Processed data, 2023

Testing of the inner model is carried out by looking at the R-Square value which is a goodness-fit model test.

Table 4. R-Square

Variable	R Square
Purchasing Decisions	0.797
Purchase Motivation	0.736

Source: Processed data, 2023

According to the data presented in Table 4, it is evident that the R-Square value associated with the Purchase Decision variable is 0.797. The value mentioned above signifies that 79.7% of the Purchase decision variable can be influenced by the Motivation (Z), Event Marketing (X1), and Influencer Marketing (X2) variables. In addition, a further 20.3% of the observed outcomes were influenced by external variables that were not accounted for in the scope of this particular investigation.

Regarding the R-Square value presented in Table 4 above, it is observed that the motivation variable exhibits a coefficient of determination of 0.736. The value above denotes that 73.6% of the variable Purchase Motivation can be influenced by other variables, specifically the Purchase Decision variable (Y), Event Marketing variables (X1), and Influencer Marketing (X2). However, it should be noted that the remaining 26.4% is

subject to the influence of various other variables that have not been considered within the scope of this particular study.

Moreover, the purpose of conducting experiments is to examine and determine the presence or absence of a correlation or influence between variables, which is subsequently incorporated into the exogenous variables' impact on endogenous variables. The test utilized in this study relies on the t-statistic value as the basis for determining statistical significance. Specifically, the testing criterion involves comparing the calculated t-statistic value (t-count) to the critical value from the t-table (1.96). If the t-count exceeds the critical value, it indicates a significant effect. The findings of the hypothesis testing conducted using the Partial Least Squares (PLS) model are depicted in Figure 4., which illustrates the Structural Model (Inner Model).

Table 5. Hypothesis Test Results

Effects	Original Sample	Sample Average	Standard Deviation	T Statistics	T Table	Information
Event Marketing -> Purchasing Decisions	-0,027	-0,023	0,037	0,73	1,96	No Significant
Influencer Marketing -> Purchasing Decisions	0,773	0,782	0,077	10,026	1,96	Significant
Purchase Motivation -> Purchasing Decisions	0,161	0,146	0,081	1,988	1,96	Significant

Source: Processed data, 2023

Table 5 presents the results of the hypothesis testing conducted in this study, indicating no statistically significant relationship between the variables under investigation, specifically the Event Marketing variable and the Purchase Decision. The remaining two relationships exhibit a notable impact between variables, specifically the relationship between Influencer Marketing and Purchasing Decisions, as well as the relationship between Motivation and Purchasing Decisions. To gain a comprehensive understanding of the hypothesis testing presented in Table 5.

The purpose of conducting mediation testing is to examine the potential indirect impact of event marketing and influencer marketing variables on purchasing decision variables via the mediating factor of motivation. The results of the mediation test are displayed in Table 6.

Table 6. Hypothesis Test Results

Effects	Original Sample	Sample Average	Standard Deviation	T Statistics	T Table	Information	Original Sample
Event Marketing -> Motivasi -> Purchasing Decisions	0	0	0,007	0,042	0,967	1,96	T statistic < t table
Influencer Marketing -> Motivasi -> Purchasing Decisions	0,138	0,125	0,068	2,02	0,045	1,96	T statistic > t table

Source: Processed data, 2023

DISCUSSION

This study reveals Mobile Legend's event marketing techniques, which blend entertainment, excitement, and enterprise, do not influence client purchases. Brand preference, purchasing stability, personal tastes, and peer recommendations impact selections. Mobile Legend events have no significant impact on consumer decision-making. Event marketing—particularly entertainment—explains the trend. Entertainment is the least valuable. This study demonstrates Mobile Legend has entertainment metrics difficulties. "I watched the tournament organized by Mobile Legend because it provided a high level of entertainment," and "I watched it because it was highly captivating" scored the lowest. A value substantially impacts the entertainment indicator's capacity to analyze event marketing variables' influence on consumer purchase decisions. Data show no impact. Mobile Legend has yet to host captivating events. This study reveals Mobile Legend's event marketing techniques, which blend entertainment, excitement, and enterprise, do not influence client purchases. Brand loyalty, personal preferences, purchase consistency, and peer recommendations influence decisions. Mobile Legend events have no significant impact on consumer decision-making. Event marketing—particularly entertainment—explains the trend. Entertainment is the least valuable. This study demonstrates Mobile Legend has entertainment metrics difficulties. "I watched the Mobile Legend tournament because it was highly captivating" and "It provided a high level of entertainment" earned the lowest ratings. A value substantially impacts the entertainment indicator's capacity to quantify event marketing components' impact on consumer purchasing decisions. Data show no impact. Mobile Legend has yet to develop an engaging event.

Attractive things, the need to look well, and personal product preferences substantially impact customer buying behavior. "Mobile Legend" buyers have several motivations. "I feel compelled to purchase additional diamonds at "Mobile Legend" due to the necessity of owning a product" is the highest-value sign of driving need, according to this research. Buying a thing goes beyond vanity. The number above determines how motivational circumstances impact customer purchases using the demand drive indicator. It's noticeable. Product necessity motivates. According to this study, event marketing and consumer purchase choices are not mediated by motivational factors, including the desire to acquire, increase attractiveness, and appreciate items. According to statistics, marketing events do not influence Mobile Legends website consumer sales. Motivational factors, including the desire to acquire items, enhance one's appearance, and pick a product, mediate the link between influencer marketing features and consumers' purchasing choices. Influencer marketing motivates customers to purchase.

CONCLUSION

Direct hypothesis testing shows that the marketing event variable does not affect Malang City Mobile Legends' diamond purchases on the website. Mobile Legends consumers don't purchase virtual diamonds because they believe the events aren't enjoyable or fascinating. Direct hypothesis testing shows that influencer marketing significantly affects Malang City's Mobile Legends diamond purchases on the website. Mobile Legends invites Momochan as an influencer to persuade users to buy virtual jewels. Direct hypothesis testing shows that the motivating variable affects the choice to buy Mobile Legends gems on the Malang City website. Mobile Legends players purchase virtual diamonds because they want them. Hypothesis testing indirectly shows that the event marketing variable does not affect the choice to acquire Mobile Legends diamonds via the motivating variable on the Malang City website. Mobile Legends consumers buy virtual diamonds based on necessity, not an event; thus, they will buy them regardless of the event. Hypothesis testing indirectly shows that the influencer marketing variable affects the choice to buy Mobile Legends diamonds in Malang City via the motivating variable on the website because Mobile Legends users are persuaded to buy by others, including Momochan, a Mobile Legends influencer.

REFERENCES

- Adhiambo, A. O., Wanjira, J. (2021). Marketing Communication Tool On Consumer Buying Behaviour In Selected Supermarkets In Nairobi City County, Kenya. *jbmed*, 2(3), 90-105. <https://doi.org/10.35942/jbmed.v3i2.195>
- Alfarisi, A. H., Suryawan, M. E., Febrilia, I. (2022). Pengaruh Nilai-nilai Fungsional, Sosial, Dan Emosional Terhadap Niat Beli Barang Virtual Game Online. *JBMK*, 1(3), 297-313. <https://doi.org/10.21009/jbmk.0301.22>
- Ansari, S., Ansari, G., Ghor, M. U., Kazi, A. M. (2019). Impact Of Brand Awareness and Social Media Content Marketing On Consumer Purchase Decision. *J Pub val Ad Ins*, 2(2), 5-10. <https://doi.org/10.31580/jpvai.v2i2.896>
- Boonchutima, S., Sankosik, A. (2022). Online Video Game Influencer's Credibility and Purchase Intention. *DI*, 4(31), 683-701. <https://doi.org/10.5559/di.31.4.06>
- Brochado, A., Dionísio, P. A., Leal, M. d. C., Bouchet, A., Conceição, H. S. (2021). Organizing Sports Events: the Promoters' Perspective. *JBIM*, 6(37), 1281-1298. <https://doi.org/10.1108/jbim-10-2020-0451>
- Chetioui, Y., Benlafqih, H., Lebdaoui, H. (2020). How Fashion Influencers Contribute To Consumers' Purchase Intention. *JFMM*, 3(24), 361-380. <https://doi.org/10.1108/jfmm-08-2019-0157>
- Chopra, A., Avhad, V. (2020). Influencer Marketing: An Exploratory Study To Identify Antecedents Of Consumer Behavior Of Millennial. *Business Perspectives and Research*, 1(9), 77-91. <https://doi.org/10.1177/2278533720923486>
- Dasmadi, N., Kaunang, M. A. J., Fatmawati, E., Irawan, S. A., Victorio, E. (2023). Development Of Social Competence Through Play Activities: Lost In the Digital Age. *EJ*, 1(6), 304-317. <https://doi.org/10.54783/endlessjournal.v6i1.145>
- Dhingra, A. (2023). Impact of Social Media on Consumer Behaviour and Preference. *IJFMR-International Journal For Multidisciplinary Research*, 5(2).
- Eleanor, S., Junaidi, A. (2022). Pengaruh Konten Mobile Legends Di Tiktok Terhadap Popularitas Games Mobile Legends. *KI*, 3(1), 467-474. <https://doi.org/10.24912/ki.v1i3.15773>
- Evania, S., Listiana, E., Wendy, ..., Rosnani, T., Fahrana, Y. (2023). The Effect Of Influencer Marketing and Content Marketing On Customer Engagement And Purchase Decisions On Followers. *AJEBA*, 12-20. <https://doi.org/10.9734/ajeba/2023/v23i2917>
- Hanslim, F., Jaya, H. P., Prasetyawati, Y. R. (2020). The Influence Of Perceived Quality On Product Purchase Intention Through Event. *j-cmre*, 2(7), 121. <https://doi.org/10.37535/101007220202>
- Haudi, H., Santamoko, R., Rachman, A., Surono, Y., Mappedeceng, R., Musnaini, M., ... & Wijoyo, H. (2022). The Effects Of Social Media Marketing, Store Environment, Sales Promotion and Perceived Value On Consumer Purchase Decisions In Small Market. *10.5267/j.ijdns*, 1(6), 67-72. <https://doi.org/10.5267/j.ijdns.2021.10.003>
- Horbiński, T., Zagata, K. (2023). The Cognitive Skills In Interpretation Of Spatial Situations In the League Of Legends Game. *Simulation & Gaming*, 104687812311656. <https://doi.org/10.1177/10468781231165616>
- Ihsan, R. K., Junaedi, F. (2022). A Content Analysis Of Advertising Appeal In Mobile Game Ads Free To Play. *Sylection.*, 1(1), 70. <https://doi.org/10.12928/sylection.v1i1.11261>
- Jhavar, A., Kumar, P., Varshney, S. (2023). The Emergence Of Virtual Influencers: a Shift In The Influencer Marketing Paradigm. *YC*. <https://doi.org/10.1108/yc-05-2022-1529>
- Jiang, W., Li, R., Shao, W. (2022). Research About Apple's Marketing Strategy and Consumer Behavior. *BCPBM*, (20), 106-118. <https://doi.org/10.54691/bcpbm.v20i.917>
- Joseph, D. D. (2021). Battle Pass Capitalism. *Journal of Consumer Culture*, 1(21), 68-83. <https://doi.org/10.1177/1469540521993930>
- Kanapathipillai, K. (2022). The Mediating Effect Of Relationship Marketing Strategy Between Digital Marketing Strategy and Consumers' Purchase Decisions In The Automotive Industry In Malaysia. *EJMMS*, 2(7). <https://doi.org/10.46827/ejmms.v7i2.1205>

- Koch, J., Frommeyer, B., Schewe, G. (2020). Online Shopping Motives During the Covid-19 Pandemic—lessons From The Crisis. *Sustainability*, 24(12), 10247. <https://doi.org/10.3390/su122410247>
- Kokila, V., Sampathlakshmi, N. (2022). Impact Of Word Of Mouth Communication On Consumer Purchase Decision. *JBT*, 95-104. <https://doi.org/10.18311/jbt/2022/30023>
- Kunc, J., Križan, F., Novotná, M., Bilková, K. (2022). Social Dimension Of Shopping Centers Operation: Managerial Perspectives. *Sustainability*, 2(14), 709. <https://doi.org/10.3390/su14020709>
- Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., Palmatier, R. W. (2022). Influencer Marketing Effectiveness. *Journal of Marketing*, 6(86), 93-115. <https://doi.org/10.1177/00222429221102889>
- Ma, Y., Gu, J. (2023). Internet and Depression In Adolescents: Evidence From China. *Front. Psychol.*, (14). <https://doi.org/10.3389/fpsyg.2023.1026920>
- Marder, B., Gattig, D., Collins, E., Pitt, L., Kietzmann, J., Erz, A. (2019). The Avatar's New Clothes: Understanding Why Players Purchase Non-functional Items In Free-to-play Games. *Computers in Human Behavior*, (91), 72-83. <https://doi.org/10.1016/j.chb.2018.09.006>
- Misra, S. (2022). Motivations and Social Media Influencing Online Purchase Intention In India. *International Journal of E-Business Research*, 1(18), 1-16. <https://doi.org/10.4018/ijebr.312253>
- Nuraeni, L., Hadita, N. (2022). The Effect Of Event Marketing On Purchase Decisions Through Purchase Interest In Tokopedia Marketplace (Case Study On Tokopedia Event Photocard Program). *DIJEFA*, 4(3), 360-369. <https://doi.org/10.38035/dijefa.v3i4.1397>
- Ong, A. K. S., Prasetyo, Y. T., Robas, K. P. E., Persada, S. F., Nadlifatin, R., Matillano, J. S. A., ... & Taningco, K. A. C. (2023). Determination Of Factors Influencing the Behavioral Intention To Play "Mobile Legends: Bang-bang" During The Covid-19 Pandemic: Integrating Utaut2 And System Usability Scale For A Sustainable E-sport Business. *Sustainability*, 4(15), 3170. <https://doi.org/10.3390/su15043170>
- Silalahi, A. D. K., Silalahi, A. D. K., Octoyuda, E. (2021). Understanding Consumers' Addiction To Online Mobile Games and In Apps Purchase Intention: Players Stickiness As The Mediation. *manaj. pemasar. jasa.*, 2(14), 165-178. <https://doi.org/10.25105/jmpj.v14i2.9342>
- Syahrivar, J., Chairy, C., Juwono, I. D., Gyulavári, T. (2021). Pay To Play In Freemium Mobile Games: a Compensatory Mechanism. *IJRDM*, 1(50), 117-134. <https://doi.org/10.1108/ijrdm-09-2020-0358>
- Strickland, N. P. (2022). Developing a Wine Event Portfolio By Wine Stakeholders At Individual Wineries In Victoria, Australia. *REDR*, 178-191. <https://doi.org/10.37256/redr.3220221779>
- Sudirjo, F. (2021). Social Media, Consumer Motivation, and Consumer Purchase Decision For Fashion Consumers In Semarang District. *jm-uika*, 1(12), 78. <https://doi.org/10.32832/jm-uika.v12i1.3985>
- Sujarwo, J. E. A., Matruty, E. S. H. R. (2021). The Effect Of Product Promotion and Innovation On Purchase Decisions At Prices As Intervening Variables. *IJSSB*, 2(5). <https://doi.org/10.23887/ijssb.v5i2.33646>
- Sun, L., Zhai, X., Yang, H. (2020). Event Marketing, Movie Consumers' Willingness and Box Office Revenue. *APJML*, 2(33), 622-646. <https://doi.org/10.1108/apjml-09-2019-0564>
- Tannady, H., & Alvita, M. (2023). Factors of Halal Awareness in Cosmetic Products Among Milenial Muslimah in Indonesia. *Jurnal Multidisiplin Madani*, 3(6), 1233-1247.
- Tolunay, A., Tolunay, A. (2021). An Empirical Investigation On Influencer Marketing: the Impact Of Content-related, Follower-related And Influencer-related Factors On Consumers' Purchase Intentions. *imj*, 91(0), 59-86. <https://doi.org/10.26650/imj.2021.91.003>
- Unurlu, Ç. (2022). The Integration Of Social Media Into Event Tourism. *Research Anthology on Social Media Advertising and Building Consumer Relationships*, 1776-1792. <https://doi.org/10.4018/978-1-6684-6287-4.ch096>

- Vaidya, R., Karnawat, T. (2023). Conceptualizing Influencer Marketing: a Literature Review On The Strategic Use Of Social Media Influencers. *IJMPR, SpecialIssue(2)*, 81-86. <https://doi.org/10.55829/ijmpr.v2ispecialissue.140>
- Vynohradova, O. V. (2021). Event Marketing As a Tool Of Stimulation In The Business Environment. *EMB, 4(38)*. <https://doi.org/10.31673/2415-8089.2021.041521>
- Walters, G. D., Mariani, M. M. (2020). Understanding the Intention To Buy Secondhand Clothing On Sharing Economy Platforms: The Influence Of Sustainability, Distance From The Consumption System, And Economic Motivations. *Psychol Mark, 5(37)*, 724-739. <https://doi.org/10.1002/mar.21334>
- Zeng, C. (2022). Study On Construct Player Identity and Support The Development Of Game Community Of "Honor Of Kings" And "Pubg". *BCPBM, (17)*, 354-365. <https://doi.org/10.54691/bcpbm.v17i.412>
- Zou, K. (2023). The Influence Of Virtual Goods Purchase On Teenagers' Online Consumption——genshin Impact Marketing Strategy As a Case. *BCPBM, (38)*, 2054-2059. <https://doi.org/10.54691/bcpbm.v38i.4035>.



*Business
Management*