

THE INFLUENCE OF CONSUMER ENGAGEMENT AND SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE INTENTION OF GAME ITEMS IN MOBILE LEGENDS**PENGARUH CONSUMER ENGAGEMENT DAN SOCIAL MEDIA MARKETING TERHADAP NIAT PEMBELIAN ITEM DALAM GAME DI MOBILE LEGENDS**

By:

Julian Y. Pelealu¹
Frederik G. Worang²
Maria V. J. Tielung³

¹²³International Business Administration, Management Program
Faculty of Economics and Business
Sam Ratulangi University Manado

Email:

jpelealu05@gmail.comfrederikworang@unsrat.ac.idmariatielung@unsrat.ac.id

Abstract: This study aims to test the influence of consumer engagement and social media marketing towards purchase intention partially and simultaneously, data were collected through a questionnaire method and because the population are unknown therefore this study uses the Lemeshow formula, rounded up to 100 sample. The data analysis technique used is multiple linear regression analysis which serves to see the effect. The results in this study indicate that both consumer engagement and social media marketing play significant roles in influencing Purchase Intention. When analyzed together (simultaneously), these factors have a combined effect that strongly impacts consumers' intentions to purchase. Separately (partially), each factor also demonstrates a distinct influence on purchase intention. Customer Engagement motivates consumers to interact more actively with the brand, fostering a deeper connection and increasing their likelihood to buy. Meanwhile, Social Media Marketing enhances brand visibility and appeal through strategic campaigns, attracting consumers and encouraging purchase decisions. The combined and individual impacts of these factors emphasize their importance in driving purchase intentions.

Keyword: Consumer Engagement, Social Media Marketing, Purchase Intention

Abstrak: Penelitian ini bertujuan untuk menguji pengaruh keterlibatan konsumen dan pemasaran media sosial terhadap niat pembelian secara parsial dan simultan. Data dikumpulkan melalui metode kuesioner, dan karena populasi tidak diketahui, penelitian ini menggunakan rumus Lemeshow, menjadi 100 sampel. Teknik analisis data yang digunakan adalah analisis regresi linear berganda yang berfungsi untuk melihat pengaruhnya. Hasil penelitian ini menunjukkan bahwa baik keterlibatan konsumen maupun pemasaran media sosial memiliki peran yang signifikan dalam mempengaruhi niat pembelian. Ketika dianalisis secara bersamaan (simultan), faktor-faktor ini memiliki efek gabungan yang berdampak kuat terhadap niat konsumen untuk membeli. Secara terpisah (parsial), masing-masing faktor juga menunjukkan pengaruh yang berbeda terhadap niat pembelian. Keterlibatan Konsumen mendorong konsumen untuk berinteraksi lebih aktif dengan merek, membangun hubungan yang lebih dalam, dan meningkatkan kemungkinan mereka untuk membeli. Sementara itu, Pemasaran Media Sosial meningkatkan visibilitas dan daya tarik merek melalui kampanye strategis, menarik konsumen, dan mendorong keputusan pembelian. Dampak gabungan maupun individu dari faktor-faktor ini menekankan pentingnya peran mereka dalam mendorong niat pembelian.

Kata Kunci: Consumer Engagement, Social Media Marketing, Niat Pembelian

INTRODUCTION

Research Background

Microtransactions, which allow players to buy virtual items using in-game currency, have become a critical source of revenue for online games like Mobile Legends. Virtual cosmetic items, such as character skins and other in-game effects, have become the main source of income for Mobile Legends and other mobile games. However, despite developers competing to offer the most attractive cosmetics, purchase intentions for these items remain relatively low, as many players tend to wait for free cosmetics rather than making purchases.

Consumer purchase intention refers to a consumer's desire to acquire a product after considering various factors, including product details, the timing of the purchase, and payment methods (Kambali and Masitoh, 2021). Understanding purchase intention is crucial for online game businesses, such as Mobile Legends, which rely heavily on the sale of in-game items. Purchase intention not only reflects users' interest in specific products but also results from various marketing efforts and interactions conducted by companies. Thus, by measuring and analyzing purchase intention, companies can evaluate the effectiveness of their marketing strategies to improve the sales of in-game products.

To increase purchase intention, two key factors come into play: customer engagement and social media marketing. Customer engagement refers to the actions taken by customers that extend beyond transactional interactions with a brand. It involves establishing a deeper relationship with the brand through cognitive, emotional, and physical involvement. Customer engagement aims to foster a long-term bond between the consumer and the brand, motivating consumers to support the brand by purchasing products as a result of these interactions. Social media marketing (SMM) is a type of direct or indirect marketing that leverages social web media—such as social bookmarking, blogging, microblogging, social networking, and content sharing—to increase awareness and recognition of a brand and its products. Social media marketing uses both direct and indirect strategies to create eye-catching content, encourage sharing, and drive engagement, thus boosting the brand's presence and sales. In the digital gaming context, consumer engagement and social media marketing significantly impact players' purchase intentions for in-game items. Game developers, such as Moonton, can leverage these factors to shape marketing strategies that enhance player engagement and increase in-game purchases.

In addition to these marketing strategies, external uncertainties, such as geopolitical risk (GPR), have also been shown to influence consumer behavior and corporate investment decisions. Rumokoy et al. (2023) found that heightened GPR led to reduced capital expenditures in the Australian metals and mining sector as firms deferred investments during times of geopolitical instability. Interestingly, GPR also correlated with higher stock returns, driven by increased market uncertainty that inflated commodity prices. These insights suggest that broader market dynamics, including external uncertainties, can similarly impact consumer behavior and purchasing intentions in volatile environments, such as the digital gaming industry. Understanding these external factors, alongside engagement and marketing strategies, is critical for examining how social media marketing and consumer engagement drive purchase intentions in Mobile Legends.

Furthermore, the role of organizational networks plays a crucial part in shaping marketing and consumer engagement strategies. Rumokoy et al. (2024) highlight how interconnected board networks enhance corporate decision-making by providing access to valuable resources and fostering communication. This principle can be applied to the gaming industry, where board-level networks can influence marketing strategies and consumer engagement practices. Companies in the gaming industry, such as those behind Mobile Legends, can leverage these networks to connect with consumers and optimize their marketing efforts in the evolving digital space. By fostering relationships with influential players or influencers within their networks, developers can amplify their impact on consumer purchasing behavior.

In line with this, social networks also significantly influence consumer engagement in digital platforms. Just as underwriter networks in IPO markets improve performance by facilitating knowledge transfer (Rumokoy et al., 2019), social networks in mobile games like Mobile Legends shape engagement. Highly engaged players or influencers, positioned as central nodes within their social networks, can drive greater purchase intention by leveraging their influence to encourage others to buy in-game items. Social media marketing, when strategically managed, can leverage these network dynamics to foster deeper player engagement and increase purchase intention. Thus, this research aims to explore the influence of consumer engagement and social media marketing on consumer purchase intention for in-game items in Mobile Legends, incorporating both the role of network dynamics and the impact of external uncertainties on consumer behavior.

Research Objectives

1. To examine the influence of Customer engagement and Social media marketing on the purchase intention of virtual goods in Mobile Legends
2. To examine the influence of Customer engagement on the purchase intention of virtual goods Mobile Legends.
3. To examine the influence of Social media marketing on the purchase intention of virtual goods Mobile Legends.

Marketing

Marketing is the process by which a company creates value for customers and builds strong relationships with them, with the goal of capturing value from customers in return (Kotler and Armstrong, 2016). Moreover, Lamb et al (2018) states that marketing focuses on understanding and addressing consumer needs to achieve customer satisfaction while fostering lasting relationships through strong customer engagement.

Customer Engagement

Customer engagement marketing defined as a firm's deliberate effort to motivate, empower, and measure customer contributions to marketing functions marks a shift in marketing research and business practice (Harmeling et al., 2017). Moreover, Brodie et al. (2016) state that customer engagement is a "psychological state resulting from the interactive experience between the customer and the company. Customers can voluntarily contribute to the brand or the fundamentals of a company, which occurs in the interaction between parties as a motivation driver" Customer engagement extends beyond simple transactions to include cognitive, emotional, and physical interactions with the business as well as behaviors that show deeper connections with the brand.

Social Media Marketing

According to Gunelius (2011), social media marketing is a type of direct or indirect marketing that uses social web media like social bookmarking, blogging, microblogging, social networking, and content sharing to increase awareness, recognition, memory, and attitude toward brand products, people, or other entities. Social media marketing includes the utilization of social web platforms that promote opinions towards brands and their products. This type of marketing involves implementing targeted strategies to promote goods and services, creating eye-catching content to draw in viewers, and promoting sharing to increase the business's reach.

Purchase Intention

According to Khoziyah and Lubis (2021), a customer's purchase intention to acquire a product is influenced by their perceived needs, their actions leading up to the purchase, their behavior while using the product, and their sentiments following it. Moreover, Mileva and Fauzi (2018) state that, a consumer will make a purchase if they find a product that meets the predetermined criteria and is supported by certain elements. Purchase intention emphasizes how the consumer's perceived needs, pre-purchase behaviors, product-use behavior, and post-purchase feelings all influence this purpose and also a product is likely to be purchased if it satisfies the buyer's needs and is strengthened by specific components.

Empirical Studies

Nguyen, Nguyen, and Duong (2020) identified and evaluated the relationship between Social Media Marketing, Consumer's Purchase Intention and Consumer Engagement. The study was carried out in respondents who have at least one social media account and know the impacts of Social Media Marketing on Consumer's purchase intention among Vietnamese Millennials. The regression is used to investigate the hypotheses. Data is gathered from 300 people using a detailed questionnaire. Results indicate that Social Media marketing is significantly related to consumer's purchase intention, Consumer Engagement. They further demonstrate that Social Media Marketing acts as a partial mediator in how Consumer Engagement impact on consumer's purchase intention. This study further builds a model that will help researchers and practitioners in investigating and explaining the Impact of Social Media Marketing on Consumer's purchase intention in Vietnam

Sianturi et al. (2022) identified the effect of social media marketing on intention to purchase, based on the fact that concept is raising attention of practitioners and researchers. The object of this study is customers who follow at least one type of social media application in Medan, Indonesia. The data were collected through self-administered questionnaire with 152 respondents. The data is tested with correlation analysis by using SPSS 15.0 version. The results of the study indicated that social media marketing is positively correlated to intention to purchase when social media marketing (1) contain relevant information (2) offer relevant benefits (3) comparable with other products.

Elvarina and Murhadi (2023) determined the effect of customer engagement on purchase intention in Kimia Farma services in Surabaya. Data were collected through a survey with 106 respondents. The data used in this study is primary data obtained from online questionnaires. The respondents of this research are members of Kimia Farma who shop in Kimia Farma. The sampling technique used was non-probability sampling. This research is

quantitative research with statistical testing using Structural Equation Modeling (SEM) with Partial Least Square (PLS) is used to perform data analysis. In this study it was found that there is a positive influence between customer engagement and perceived value, a positive influence between customer engagement and customer satisfaction, a positive influence between customer engagement and purchase intention, a positive relationship between perceived value and customer satisfaction, a positive influence between perceived value and purchase intention, a positive influence between customer satisfaction and purchase intention, and a negative influence between customer uncertainty and purchase intention

Conceptual Framework

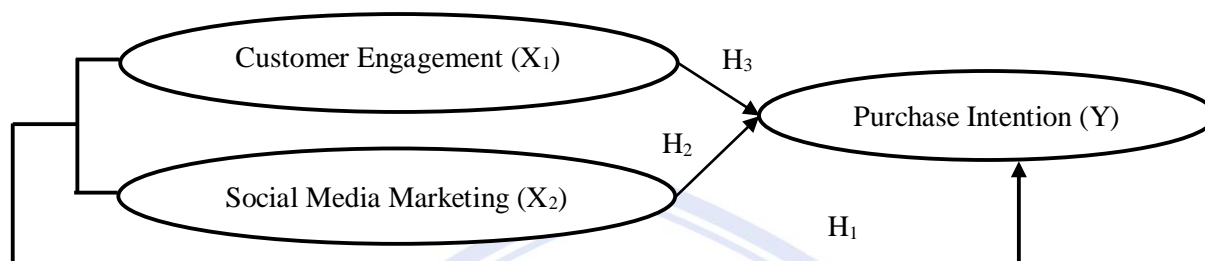


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

- H₁: Customer Engagement and Social Media Marketing influence customer purchase intention of virtual goods in mobile legends simultaneously
 H₂: Social Media Marketing influences customer purchase intention of virtual goods in mobile legends partially.
 H₃: Customer engagement influences customer purchase intention of virtual goods in mobile legends partially.

RESEARCH METHOD

Research Approach

This research employs a quantitative approach, as defined by Sugiyono (2018), which follows a positivist philosophy to examine a specific population or sample, collect data using research instruments, and analyze it statistically to test hypotheses. It focuses on evaluating causal relationships, as described by Sekaran and Bougie (2010), particularly the impact of customer engagement (X₁) and social media marketing (X₂) on purchase intention (Y).

Population, Sample, and Sample Technique

In this study, the population consists of those who are playing Mobile Legends and have previously made purchases of Mobile Legends virtual items. Lemeshow formula is used to determine the sample. In this study the sample is 102 respondents. This approach involves selecting individuals who coincidentally encounter, research materials that match with the desired characteristics of the sample. Convenience sampling, according to Sugiyono (2018), is a technique for collecting samples whereby respondents based on whoever happens to meet the researcher can be utilized as a sample if the individual who happens to be found fulfills the criteria for a data source

Data Collection Method

The data collection methods employed in this study include questionnaire. In order to gather data, a set of assertions is given to respondents with the expectation that they will honestly respond to the questionnaire.

Operational Definition and Measurements of Research Variables

Table 1. Operational Definition and Indikator of Research Variables

Variable	Definition	Indicators
Customer Engagement (X ₁)	Customer engagement refers to the level of interaction, involvement, and emotional connection that customers or players have with mobile legends game.	1. Enthusiasm 2. Attention 3. Absorption

Social Media Marketing (X_2)	Social media marketing refers to the use of social media platforms and channels to promote mobile legends game and to engage with mobile legends player.	4. Interaction (So, King, and Sparks, 2014). 1. Content Creation 2. Content Sharing 3. Connecting 4. Community Building (Gunelius (2011)
Purchase Intention (Y)	Player purchase intention refers to the willingness or inclination of players to make purchases within mobile legends game environment.	1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Exploratory Interest (Ling, Chai, and Piew, 2010)

To determine the response score, 5 Likert scale is used. The questionnaire used is a multiple choice questionnaire and there are 5 preference choices for each item. With the following measurement results: 1) strongly agree, 2) agree, 3) neutral, 4) disagree, 5) strongly disagree.

Testing of Research Instruments

Validity and Reliability Tests

The purpose of the validity test is to evaluate an instrument's suitability for measuring research variables. Validity, according to Sugiyono (2018), Validity is the degree of accuracy between the data that the researcher can report and the data that actually happens in the object of study; data that is considered valid does not have any conflicts between what is reported and what actually happens in the research object. If an instrument can measure what it is supposed to measure, it is considered valid (Sugiyono, 2018).

Reliability testing is the next step after validity testing, and it is used for determining the consistency of measurement findings when taken twice or more. Reliability, according to Sugiyono (2018), is an instrument's level of consistency or stability. When measuring the same object or subject repeatedly, an instrument is considered dependable if it produces data that is generally consistent.

Technical Data Analysis

Test of Classical Assumptions

Normality Test

The purpose of the normality test data in this study was to determine whether the distribution of the confounding variables, the regression model, or both were normal. Ghazali (2012) states that the purpose of the normality test is to determine whether or not the independent and dependent variables in a regression model have a contribution. This study used two methods to assess data normality: the P-P Plot and the Kolmogorov-Smirnov (K-S) test. If the data points closely follow the diagonal line on the graph, it indicates that the data is normally distributed and passes the normality test.

Multicollinearity Test

The purpose of multicollinearity is to determine whether the regression model identified any correlations between the independent variables. To detect multicollinearity, one can examine the tolerance value and the Variance Inflation Factor (VIF). Multicollinearity is often indicated by a tolerance value below 0.10 or a VIF exceeding 10.

Heteroscedasticity Test

Santoso (2012) states that the goal of heteroscedasticity assumptions is to determine if there is a variance inequality in the residuals (error) between observations in a regression model. This is typically assessed through visual inspection of a scatterplot. Heteroscedasticity is indicated by a discernible pattern in the scatterplot, such as points forming a systematic shape (e.g., a wave-like pattern, widening and narrowing).

Multiple Linear Regression Analysis

The multiple linear regression analysis approach was used as the data analysis strategy in this research. Multiple linear regression analysis is used to measure the effect of the independent variable and dependent variable (Sugiyono, 2018). The objective of multiple linear regression (MLR) is to establish a model that accurately represents

the linear correlation between the independent variables (explanatory) and the dependent variable (response). The equation model utilized in this research for multiple regression analysis can be stated as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y : Purchase Intention
 X1 : Consumer Engagement
 X2 : Social Media Marketing
 a : Constant
 e : Error term
 β_1, β_2 : Regression coefficient

Testing the Goodness of Fit: Coefficient of Correlation (R) and Coefficient of Determination (R²).

Coefficient of Correlation (R)

The purpose of this analysis is to simultaneously identify the relationship between two or more independent variables (CE and SMM) and the dependent variable (PI). This coefficient indicates the significance of the simultaneous connection between the independent variables (SMM and CE) and the dependent variable (PI).

Coefficient of Determination (R²)

In multiple linear regression, determination analysis is used to determine the percentage of independent variable effect (CE and SMM) that simultaneously affects the dependent variable (PI). This coefficient displays the percentage of the independent variable's variance that the model uses to explain the dependent variable's variation.

Hypothesis Testing

Partially (t-Test)

The Simultaneous Regression t_{test} as explained by Malhotra (2007), uses the t_{test} to determine whether independent variables collectively influence a dependent variable. If t_{count} is greater than or equal to t_{table} at a 95% confidence level ($\alpha = 0.05$), the independent variables significantly affect the dependent variable, rejecting H_0 and accepting H_1 . If t_{count} is less than t_{table} , the independent variables have no significant effect, confirming H_0 and rejecting H_1 .

Simultaneously (f-Test)

The f_{test} is a statistical method used to determine the impact of each independent variable on the dependent variable while keeping other factors constant. If the calculated t-value (f_{count}) is greater than or equal to the critical t-value (f_{table}) at a 95% confidence level ($\alpha = 0.05$), the independent variable significantly affects the dependent variable, rejecting H_0 and accepting H_1 . If f_{count} is less than f_{table} , the independent variable has no significant effect, confirming H_0 and rejecting H_1 .

RESULT AND DISCUSSION

Result

Table 2. Validity Test

Variable	Indicators	Pearson Correlation	Sig. (2-tailed)	N	r table	Status
Customer Engagement (X ₁)	X _{1.1}	0.806	0.000	101	0.193	Valid
	X _{1.2}	0.825	0.000	101	0.193	Valid
	X _{1.3}	0.794	0.000	101	0.193	Valid
	X _{1.4}	0.796	0.000	101	0.193	Valid
Social Media Marketing (X ₂)	X _{2.1}	0.839	0.000	101	0.193	Valid
	X _{2.2}	0.841	0.000	101	0.193	Valid
	X _{2.3}	0.824	0.000	101	0.193	Valid
	X _{2.4}	0.782	0.000	101	0.193	Valid
Purchase Intention (Y)	Y _{1.1}	0.813	0.000	101	0.193	Valid
	Y _{1.2}	0.653	0.000	101	0.193	Valid
	Y _{1.3}	0.828	0.000	101	0.193	Valid

Source: Data processed (2024)

The results from the table indicate that the correlation index value for the relationship between the independent variables (Customer Engagement and Social Media Marketing) and the dependent variable (Purchase Intention) is above 0.3 and below the 5% significance level (0.05). This demonstrates a positive relationship. Therefore, the data is considered valid.

Table 3. Reliability Test

Cronbach's Alpha	N of Items	Status
0.898	12	Reliable

Source: Data processed (2024)

According to the table provided above this data is considered reliable because the Cronbach's Alpha value exceeds the minimum value which is 0.6

Classical Assumption Tests
Normality Test

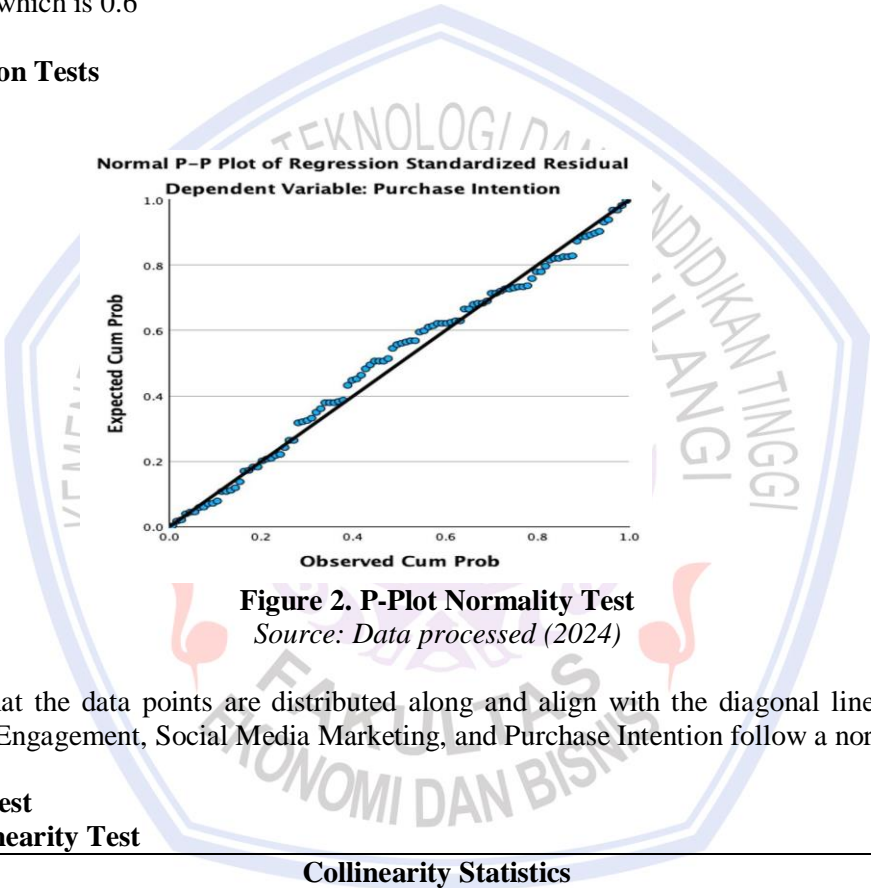


Figure 2. P-Plot Normality Test
Source: Data processed (2024)

The graph shows that the data points are distributed along and align with the diagonal line, indicating that the variables Customer Engagement, Social Media Marketing, and Purchase Intention follow a normal distribution.

Multicollinearity Test

Table 4. Multicollinearity Test

Collinearity Statistics	
Tolerance	VIF
.521	1.918
.521	1.918

Source: Data processed (2024)

Table 4 shows that the tolerance values for Customer Engagement and Social Media Marketing are both 0.521, exceeding the 0.1 threshold. Their Variance Inflation Factor (VIF) values are 1.918, well below the acceptable limit of 10. Since all tolerance values are above 0.1 and VIF values are under 10, the study confirms that there is no multicollinearity.

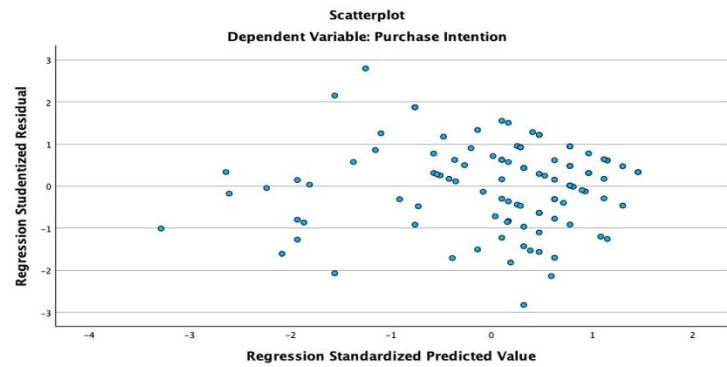


Figure 3. Heteroscedasticity Test
Source: Data processed (2024)

The result shows that the data points are dispersed both above and below zero on the Y-axis and it does not form a pattern of widening and narrowing. This indicates that heteroscedasticity is not present in the regression analysis.

Multiple Linear Regression

Table 4. Multiple Linear Regression

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	6.094	1.171		5.204 <.001
	Customer Engagement	.298	.091	.337	3.267 .001
	Social Media Marketing	.361	.095	.393	3.808 <.001

a. Dependent Variable: Purchase Intention

Source: Data processed (2024)

From the multiple linear regression equation above it can be interpreted as follows:

1. The constant value of 6.094 means that in a condition of ceteris paribus, if all independent variables are equal to zero, then Purchase Intention (Y) as the dependent variable will be 6.094.
2. X_1 coefficient value of 0.298 means that if there is one unit increase in Customer Engagement (X_1) then the Purchase Intention (Y) will improve and increase by 0.298.
3. X_2 coefficient value of 0.361 means that if there is one unit increase in Social Media Marketing (X_2) then the Purchase Intention (Y) will improve and increase by 0.361.

Coefficient of Determination Analysis (R^2)

Table 5. R and R Square Table

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672 ^a	.451	.440	2.17024

a. Predictors: (Constant), Social Media Marketing, Customer Engagement

b. Dependent Variable: Purchase Intention

Source: Data processed (2024)

Table 5 indicates that the correlation coefficient (R) is 0.672, suggesting a significant relationship between the independent and dependent variables. R^2 value is 0.451, meaning the independent variables account for 45.1% of the variation in Purchase Intentions (Y), while the remaining 54.9% is influenced by other factors not included in this study.

Hypothesis Testing**Table 6. F-Test Table**

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	382.971	2	191.485	40.656	<.001 ^b
	Residual	466.284	99	4.710		
	Total	849.255	101			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Social Media Marketing, Customer Engagement

Source: Data processed (2024)

Table 6 shows that the F_{count} is 40.056. To find the F_{table} , the F Distribution Table is referred to using the degrees of freedom, the value of df in the regression model is 2, the value of df in residual is 99 and therefore, the total degree of freedom in the F-test is 101—along with a significance level of 0.05 ($\alpha = 0.05$), which corresponds to a 95% confidence level. Based on this, F_{table} is 3.09. The result is $F_{\text{count}} (40.056) > F_{\text{table}} (3.09)$. Since the F_{count} is greater than the F_{table} , Therefore the Hypothesis 3 is accepted. This indicates that the independent variables significantly influence the dependent variable when considered together.

Table 7. T-Test Table

Variable	T_{count}	T_{table}	Description
Customer Engagement (X_1)	3.267	1.9837	Accepted
Social Media Marketing (X_2)	3.808	1.9837	Accepted

Source: Data processed, SPSS 29 (2024)

Based on the result of partial regression analysis:

1. The T_{count} value for X_1 is 3.267, with a significance level of 0.001. Since the T_{count} (3.267) exceeds the T_{table} value of (1.983), therefore H_1 is accepted. Additionally, the significance value (Sig) is below 0.05, indicating that the confidence level of this prediction is above 95%, with a probability of error below 5% which is 0.001. This result confirms that Customer Engagement (X_1) has a significant partial effect on Purchase Intention (Y).
2. The T_{count} value for X_2 is 3.808, with a significance level of 0.000. Since the T_{count} (3.808) exceeds the T_{table} value of (1.983), therefore H_1 is accepted. Additionally, the significance value (Sig) is below 0.05, indicating that the confidence level of this prediction is above 95%, with a probability of error below 5% which is 0.000. This result confirms that Social Media Marketing (X_2) has a significant partial effect on Purchase Intention (Y).

Discussion**The Influence of Consumer Engagement and Social Media Marketing on Consumer Purchase Intention**

The study confirms that customer engagement and social media marketing have a significant simultaneous Influence on customer purchase intention for virtual goods in Mobile Legends. These two factors interact dynamically, creating a reinforcing loop that enhances players' motivation to purchase in-game items. Customer engagement fosters deeper emotional connections and active participation in the game, while social media marketing amplifies awareness and excitement through promotional content, influencer endorsements, and interactive campaigns. The synergy between these two elements manifests as a continuous cycle: engaged players are more likely to stay connected through social media platforms, where they encounter targeted promotions and exclusive offers. In turn, these promotions encourage further engagement with the game by introducing new content, challenges, and in-game items. This integrated process deepens emotional attachment, strengthens players' sense of identity within the gaming community, and heightens their awareness of virtual goods, thereby boosting purchase intention. This finding aligns with prior research (Nguyen, Nguyen and Duong, 2020), which demonstrated that customer engagement and social media marketing collectively have a significant simultaneous influence on purchase intention.

The Influence of Social Media Marketing on Consumer Purchase Intention

The results indicate that social media marketing has a significant partial influence on customer purchase intention for virtual goods in Mobile Legends. Through platforms like Facebook, Instagram, TikTok, and YouTube, social media marketing reaches a broad audience and shapes players' buying behavior using tailored strategies,

including influencer collaborations, engaging posts, and community interactions. Promotional tactics such as limited-time offers, giveaways, and announcements for exclusive in-game items create urgency and excitement, motivating players to act quickly. Additionally, influencers and content creators showcasing new skins or gameplay provide social proof, making players feel more inclined to purchase these items. These strategies effectively leverage emotional triggers such as FOMO (fear of missing out) and competition, driving a stronger intention to purchase virtual goods. This result is also in line with the research from Sianturi et al (2022) that social media marketing has a significant partial influence on purchase intention.

The Influence of Consumer Engagement on Consumer Purchase Intention

Customer engagement also has a significant partial influence on customer purchase intention for virtual goods in Mobile Legends. Players who are emotionally invested in the game and actively interact with its content and community are more likely to develop strong connections to the game, which translate into higher purchase intentions. Engagement manifests in various forms, such as participating in events, joining discussions, and sharing experiences with others. These activities foster a sense of belonging and loyalty to the game, motivating players to invest in virtual goods like skins and premium items to enhance their gaming experience. Emotional involvement drives players to see these purchases as essential for maintaining their identity and relevance within the gaming community. Additionally, engaged players are more receptive to marketing efforts, such as seasonal promotions, influencer campaigns, and exclusive offers, making them more likely to act on these opportunities. This behavior underscores the critical role of customer engagement in influencing purchase intention. The findings align with prior study of Elvarina and Murhadi (2023) that confirm the significant partial influence of customer engagement on purchase intention.

CONCLUSION AND RECOMMENDATION

Conclusion

Conclusions are drawn based on the results of this research are as follows:

1. Customer engagement and social media marketing have a significant simultaneous influence on customer purchase intention related to the virtual goods in Mobile Legends.
2. Social media marketing has a significant partial influence on customer purchase intention, effectively influencing players' buying intention through strategies like influencer collaborations, promotional tactics, and engaging content.
3. Customer engagement significantly has a significant partial influence on customer purchase intention. By fostering emotional connections and active participation within the gaming community, Engaged players feel a sense of belonging and loyalty, which motivates them to invest in virtual goods.

Recommendation

1. Developers should focus on designing a variety of engaging in-game events, community competitions, and challenges that encourage players to actively participate. These activities not only sustain player interest but also foster a deeper emotional connection to the game. For instance, seasonal tournaments, exclusive missions, and collaborative gameplay events can create a sense of excitement and belonging among players. Introducing rewards such as rare skins, premium items, or exclusive titles can further motivate players to engage consistently, reinforcing their loyalty and purchase intentions.
2. Developer should establish partnerships with prominent streamers, gaming influencers, and content creators to amplify the game's reach and credibility. These influencers can showcase new features, skins, and gameplay mechanics, providing social proof that resonates with their audiences. By leveraging the trust and relatability of these personalities, developers can enhance the perceived value of in-game purchases. Hosting live events, streaming challenges, or co-creating exclusive content with influencers can generate excitement and inspire players to invest in virtual goods, thus fostering a stronger connection to the game.
3. Developers should consistently monitor player responses to various in-game activities, events, and marketing campaigns to gain valuable insights into emerging trends and preferences. Using analytics tools to track engagement metrics, purchase patterns, and social media interactions can help refine strategies over time. This adaptive approach allows developers to introduce promotions, features, and updates that resonate with the player base. For example, personalizing offers, launching region-specific campaigns, or experimenting with different

types of content can keep the marketing efforts fresh and relevant, ultimately boosting customer purchase intention

REFERENCES

- Brodie, R.J., Hollebeek, L.D., Juric, B., & Ilic, A. (2011) Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research*, 14, 252-271. <https://journals.sagepub.com/doi/10.1177/1094670511411703>.
- Elvarina, E., & Murhadi, W.R. (2023). The Effect of Customer Engagement on Purchase Intention in Kimia Farma Services in Surabaya. *Devotion: Journal of Research and Community Service*, Vol. 4, No. 8. <https://devotion.greenvest.co.id/index.php/dev/article/view/542>.
- Ghozali, I. (2012). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS*. Semarang: Badan Penerbit Universitas Diponegoro
- Gunelius, S. (2011). *30 Minute Social Media Marketing*. McGraw Hill.
- Harmeling, C.M., Moffett, J.W., Arnold, M.J., & Carlson, B.D. (2011). Toward A Theory Of Customer Engagement Marketing. *Journal of the Academy of Marketing Science*, 45, 312–335. https://ideas.repec.org/a/spr/joamsc/v45y2017i3d10.1007_s11747-016-0509-2.html.
- Kambali, I., & Masitoh, S. (2021). Pengaruh Social Media Marketing Terhadap Keputusan Pembelian Jasa Pengiriman Barang Di Kantor Pos Pati 59100. *Pro Mark*, 11(1), 10-10. <https://ejurnal.ulbi.ac.id/index.php/promark/article/view/1318>.
- Khoziyah, S., & Lubis, E.E. (2021). Pengaruh Digital Marketing Terhadap Keputusan Pembelian Followers Online Shop Instagram @Kpopconnection. *Jurnal Ilmu Komunikasi (JKMS)*, Vol. 10, No. 1. <https://jkms.ejournal.unri.ac.id/index.php/JKMS/article/view/7454>.
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing*. Edisi 14. New Jersey: Prentice-Hall.
- Lamb, C.W., Hair, J.F., & McDaniel, C. (2018). *Principles Of Marketing*. 11th Edition. Boston: Cengage Learning
- Ling, C. K., Chai, T. L., & Piew, H. T. (2010). The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customers' Online Purchase Intention. *International Business Research*, Vol. 3, No. 3. <https://www.ccsenet.org/journal/index.php/ibr/article/view/6506>.
- Malhotra, N.K. (2007). *Marketing Research: An Applied Orientation*. Pearson/Prentice Hall
- Mileva, L., Fauzi, DH A. (2018). Pengaruh Social Media Marketing Terhadap Keputusan Pembelian (Survei Online pada Mahasiswa Sarjana Jurusan Ilmu Administrasi Bisnis Angkatan 2014/2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang Membeli Starbucks Menggunakan LINE). *Jurnal Administrasi Bisnis*, 58(1), 181-189. <https://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2421>
- Santoso, S. (2012). *Panduan lengkap SPSS Versi 20*. Jakarta: PT Elex Media Komputindo
- Sekaran, U., & Bougie, R. (2010). *Research Methods For Business*. Fifth Edition. John Wiley and Sons Ltd.
- Nguyen, C., Nguyen, N., & Duong, A. (2020). The Relationships of Social Media Marketing, Consumer Engagement and Purchase Intention. *TEST Engineering & Management*, Vol. 83: May/June 2020. <http://testmagazine.biz/index.php/testmagazine/article/view/12189>.

- Rumokoy, L.J., Liu, B., & Chung, R. (2024). Do Board Networks Matter For Corporate Cash Holdings? Evidence From Australian Firms. *Corporate Governance*, Vol. 24, No. 7, 1695-1723. <https://www.emerald.com/insight/content/doi/10.1108/cg-05-2023-0216/full/html?skipTracking=true>.
- Rumokoy, L. J., Omura, A., & Roca, E. (2023). Geopolitical Risk and Corporate Investment in The Metals and Mining Industry: Evidence From Australia. *Pacific-Basin Finance Journal*, 79, 101991. <https://www.sciencedirect.com/science/article/abs/pii/S0927538X23000574>.
- Rumokoy, L. J., Neupane, S., Chung, R. Y., & Vithanage, K. (2019). Underwriter Network Structure And Political Connections In The Chinese IPO Market. *Pacific-Basin Finance Journal*, 54, 199-214. <https://ideas.repec.org/a/eee/pacfin/v54y2019icp199-214.html>.
- Sianturi, C. M., Pasaribu, V. A. R., Pasaribu, R. M., & Simanjuntak, J. (2022). The Impact Of Social Media Marketing On Purchase Intention. *Sultanist: Jurnal Manajemen Dan Keuangan*, 10(1), 60–68. <https://www.sultanist.ac.id/index.php/sultanist/article/view/425>.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Sekaran, U., & Bougie, R. (2010). *Research Methods For Business: A Skill-Building Approach*. 5th Edition. Haddington: John Wiley & Sons.
- So, K. K. F., King, C., & Sparks, B. (2012). Customer Engagement With Tourism Brands: Scale Development and Validation. *Journal of Hospitality & Tourism Research*, 38(3), 304-329. <https://journals.sagepub.com/doi/10.1177/1096348012451456>.

