The Effect of Customer Experience on Repurchase Intention Through Customer Satisfaction Virtual Products Game Mobile Legends: Bang Bang in Cimahi City, Indonesia

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

Original Research Article

ABSTRACT

The purpose of this study is to examine the influence of customer experience dimensions, namely sensory experience, emotional experience, and social experience on repurchase intention through customer satisfaction of the Mobile Legends: Bang Bang virtual game product in Cimahi City. A total of 150 respondents who have played the Mobile Legends: Bang Bang game and have bought the Mobile Legends: Bang Bang game virtual product are the sample in this study. The cross-sectional or one-shot study method was used to obtain data. The research instrument has been declared to have passed the validity and reliability test. The data analysis technique used is structural equation

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modeling (SEM) using the help of Smart-PLS version 3.0. The results showed that of the ten hypotheses proposed, all hypotheses had a positive influence. Sensory experience, emotional experience, and social experience influence repurchase intention both directly and indirectly through customer satisfaction.

1. INTRODUCTION

Over the past few years, the field of electronic sports or now better known as esports, has experienced very significant growth. Esports has become a global phenomenon that is also influenced by technological developments and innovations in the industrial era 4.0, this development has a great impact on the esports industry [1]. *Esports (electronic sport) is a form of sports competition in which participants compete using video games. Participants have the opportunity to obtain awards, prizes, sponsorships, and advertising through the tournament both offline and online* [2].

A number of major tournaments in the world of esports, such as the PUBG Mobile World Invitational, Free Fire World Series, League of Legends World Championship, M World Championship, have managed to attract millions of online viewers from all over the world, making esports increasingly popular. The esports industry has created new career opportunities, such as professional esports players who can generate income through tournament rewards, sponsorships, and online content. In addition, related sectors, such as media that broadcast tournaments have also experienced significant growth [3]. In 2022, esports revenue worldwide reached more than USD 1.38 million. Additionally, the industry has significant growth prospects, with revenue estimated to reach USD 1.87 million by 2025. Currently, Asia and North America are the largest markets in the esports industry in terms of revenue [4].

According to an article published by duniagames.co.id, there are seven esports games that are very popular in Indonesia, namely Valorant, League of Legends: Wild Rift, Arena of Valor, Call of Duty Mobile, Free Fire, PUBG Mobile, and Mobile Legends: Bang Bang. There are various game categories that are often competed in eSports competitions, such as MOBA (Multiplayer Online Battle Arena), FPS/TPS (First Person Shooter – Third Person Shooter), Battle Royale¸ Racing & Sports, Auto Battler, Collectible Card Games (CCG), Real Time Strategy (RTS), and Fighting Games. Currently, the most popular game category is MOBA and one of the most in-demand MOBA games is Mobile Legends: Bang Bang [5].

Mobile Legends: Bang Bang is a game with mechanics that involves two teams that are opposite to each other. Each team consists of five players, and each player controls or commands an avatar or hero through their own device. The two teams competed for victory by destroying the enemy's turret or base while protecting their own base [6]. Mobile Legends: Bang Bang is a game developed by Moonton, a game company based in Shanghai. The game was first released on July 11, 2016 for the Android platform and then on November 9, 2016 for iOS [7]. Individuals who play the Mobile Legends: Bang Bang game themselves do not care what their gender is and how old they are, because the gameplay itself is quite easy to play [8]. According to data taken from AppMagic on September 7, 2022, Indonesia is ranked first as the country with the highest number of Mobile Legends: Bang Bang downloads in the entire region, Indonesia recorded around 190 million downloads, followed by the Philippines with 77 million downloads, Brazil in third place with 32 million downloads, Malaysia in fourth place with 27 downloads, and Thailand in last place with 25 million downloads [9].

In accordance with the high number of enthusiasts, in 2022, Moonton earned revenue of around USD 291 million or equivalent to Rp 4 trillion [10]. Moonton's income is obtained from various sources, one of which is from the purchase of virtual products through diamond top-ups carried out by Mobile Legends: Bang Bang players. The Asian region is the region with the highest level of in-game purchases, namely in Malaysia with the number of in-game purchases of USD 87.5 million, followed by Indonesia with the number of transactions of USD 69.2 million, showing how much players

from these two countries contribute [10]. A virtual product is an item or money that does not have a physical form that is purchased using real money and then the non-physical goods or money are used in the game [11]. As for the virtual products that can be purchased by players in the Mobile Legends: Bang Bang game, such as heroes, hero skins, battle emotes, enemy elimination effects, recall effects, monthly starlight members, twilight passes, and many more [8].

Fig. 1 is data from statista.com article about the annual revenue of Mobile Legends: Bang Bang around the world from 2016 to the present. The data shows a significant decrease in Mobile Legends: Bang Bang revenue in 2023 when compared to the previous year, even when compared to 2021, the decline reached more than 50%. Although 2023 is not yet over, the decline is a serious threat to Moonton, as the game's developer [12].
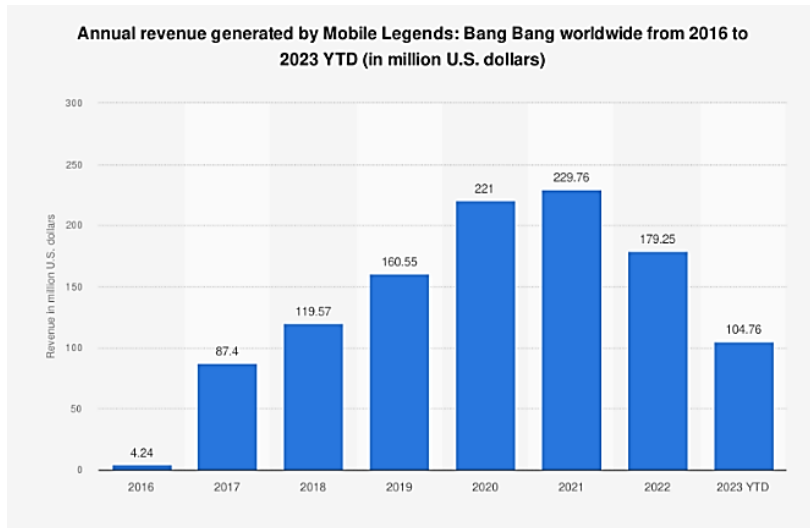

Fig. 1. Annual Revenue Data of Mobile Legends: Bang Bang

Mobile Legends: Bang Bang Live Monthly Player Detailed [TABLE]

Month	Average Monthly Players	Monthly Gain / Loss	Monthly Gain / Loss %	Average Daily Players
Last 30 Days	78,622,044	−5,645,956	−7%	5,241,470
September 30, 2023	84,268,000	2,055,317	3%	5,617,867
August 30, 2023	82,212,683	813,987	1%	5,480,846
July 30, 2023	81,398,696	1,202,936	2%	5,426,580
June 30, 2023	80,195,760	3,002,806	4%	5,346,384
May 30, 2023	77,192,954	−941,520	−1%	5,146,197
April 30, 2023	78,134,474	−937,614	−1%	5,208,965
March 30, 2023	79,072,088	−948,865	−1%	5,271,473
February 28, 2023	80,020,953	−1,136,827	−1%	5,334,730
January 30, 2023	81,157,780	400,830	0%	5,410,519

Fig. 2. Average Data of Mobile Legends: Bang Bang Players

Based on Fig. 2, the data shows that in the last 30 days, there has been a decrease in the average number of players playing the Mobile Legends: Bang Bang game by 7%, the decline is the highest decrease during the 2023 period. This can be a serious concern for Moonton as the developer of the game, as it shows a decline in player interest in a short period of time [13]. Thus, based on the above phenomenon, there is a very significant decrease in revenue in the Mobile Legends: Bang Bang game, where one of the revenues is obtained from virtual product purchase activities and there is also a very significant decrease in the average number of players who have played the Mobile Legends: Bang Bang game in the last 30 days. This indicates that there is a decrease in repurchase interest in the Mobile Legends: Bang Bang virtual game product. Repurchase intention is the opportunity for repurchase resulting from past purchases based on consumer experience, which directly affects a consumer's intention to repurchase a product in the future [14]. Repurchase intention is positively influenced by the dimensions of customer experience, namely sensory experience, emotional experience, and social experience [15].

2. LITERATURE REVIEW

2.1 Customer Experience

Customer experience is defined as cognitive recognition or perception that can stimulate customer motivation. This perception has the potential to increase the value of the products and services provided [16]. Customer experience is the ability of a company to provide the experience desired by customers [17]. There are three types of customer experience dimensions, namely sensory experience, emotional experience, and social experience [18].

2.1.1 Sensory experience

Sensory experience is an effort to create an experience that involves the five senses, including visual, auditory, aromatic, taste, and tactile experiences [19]. Sensory experience can be measured through four indicators, namely the ability of virtual products to attract players from the visual side, the ability of virtual products to attract players from the auditory side, the ability of virtual products to provide experiences that attract the attention of other players, and the ability of virtual products to arouse interest in playing games [15].

2.1.2 Emotional experience

Emotional experience is a strategy and implementation that aims to create an affective influence on consumers on a company through communication, products, environments, websites, and interactions with individuals who offer products [19]. Emotional experience can be measured through three indicators, namely feeling happy when using virtual products, feeling proud when using virtual products, and feeling impressed by virtual products [15].

2.1.3 Social experience

Social experience aims to connect individuals to other people, social groups, or more abstract social entities such as certain cultures or values reflected in a product [19]. ocial experience can be measured through three indicators, namely the ability of virtual products to provide positive recognition, the ability of virtual products to improve social status, and the ability of virtual products to position a higher social class in games [15].

2.2 Customer Satisfaction

Customer satisfaction is the level at which consumers feel that certain attributes they perceive based on the performance of a product, service, or company are able to meet or exceed their expectations after making a purchase [20]. Customer satisfaction is a feeling of regret or happiness that arises from the comparison of the performance of a product to consumer expectations [21]. Customer satisfaction is measured through three indicators, namely feeling happy with the virtual product overall, feeling happy with the virtual product that exceeds expectations, and feeling happy with the virtual product that suits the desired ideal situation [22].

2.3 Repurchase Intention

Repurchase intention is defined as the actual behavior of consumers that results in the purchase of products or services from the same company repeatedly [23]. Repurchase intention is defined as a customer's preference for a product that leads to their tendency to repurchase the product over a certain period of time [24]. Repurchase intention can be measured through four indicators, namely the desire to repurchase virtual products in the future, the tendency in behavior to repurchase virtual

products in the future, the desire to continue to add variety when buying virtual products, and the desire to make virtual products the first choice [25].

2.4 Theoretical Frameworks and Hypothesis

To support the development of each hypothesis describing the relationship between variables in this study, it is necessary to design a theoretical framework guided by the conceptual model developed [26]. Sensory experience has a positive and significant effect on consumer satisfaction, emotional experience has a positive and significant effect on consumer satisfaction, and social experience has a positive and significant effect on consumer satisfaction [19]. Based on the above concepts, this study formulates the first three hypotheses as follows:

H1 : Sensory experience has a positive and significant effect on customer satisfaction
H2 : Emotional experience has a positive and significant effect on customer satisfaction
H3 : Social experience has a positive and significant effect on customer satisfaction

Sensory experience has a positive and significant effect individually on repurchase intention, emotional experience has a positive and significant effect individually on repurchase intention, and social experience also has a positive and significant effect individually on repurchase intention [15]. Based on the above concepts, this study formulates three second hypotheses as follows:

H4 : Sensory experience has a positive and significant effect on repurchase intention
H5 : Emotional experience has a positive and significant effect on repurchase intention

H6 : Social experience has a positive and significant effect on repurchase intention

Based on research [27], it was found that customer satisfaction has a positive influence on repurchase intention. Customer satisfaction has a positive effect on repurchase intention. This means that the higher the level of customer satisfaction, the higher the interest in making repeat purchases [28]. Based on the concepts above, this study formulates the seventh hypothesis as follows:

H7 : Customer satisfaction has a positive and significant effect on repurchase intention

Previous research has not supported the relationship between the dimensions of customer experience, namely sensory experience, emotional experience, and social experience to repurchase intention through customer satisfaction. However, [20] found that customer experience has a positive effect on repurchase intention through customer satisfaction. Therefore, this study formulates three fourth hypotheses as follows:

H8 : Customer satisfaction mediates the influence of sensory experience on repurchase intention
H9 : Customer satisfaction mediates the influence of emotional experience on repurchase intention
H10 : Customer satisfaction mediates the influence of social experience on repurchase intention

Based on the explanation that has been described regarding the influence of customer experience on repurchase intention through customer satisfaction, the following conceptual model is proposed:
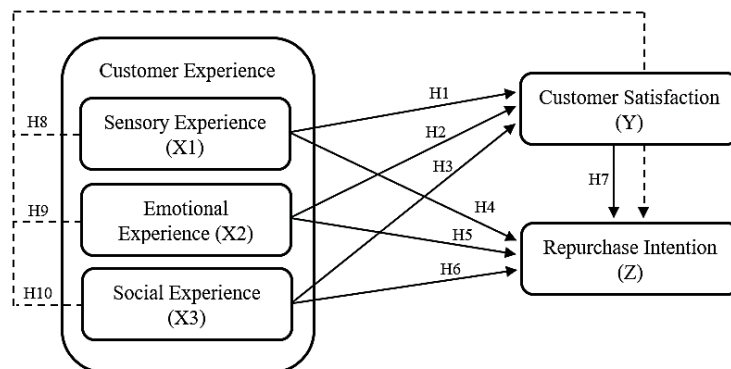

Fig. 3. Conceptual framework

3. METHODOLOGY

The methods used in this study are quantitative, descriptive and associative. Respondents have filled out research questions through questionnaires through google forms and have met the requirements of this research, namely having played the Mobile Legends: Bang Bang game and have purchased virtual products in the Mobile Legends: Bang Bang game and are domiciled in Cimahi City. The research data was collected using the cross-sectional technique or one shot study and obtained 226 respondents with purposive sampling as a sampling technique. Only 200 respondents met the criteria.

In analyzing the data from the variables in this study, structural equation modeling (SEM) was used using the help of Smart PLS version 3.0. Data analysis uses PLS software consisting of Outer Model and Inner Model Analysis. The outer model analysis can be explained by convergent validity, discriminant validity, composite reliability while the inner model analysis is through R-Square, F-Square, Model Fit Test, Path and Hypothesis Testing.

4. RESULTS AND DISCUSSION

4.1 Descriptive Result

First, 140 respondents (70%) were male and 60 (30%) were female, dominated by respondents aged 19-25 years, which was around 171 people (86%). The majority of respondents were 151 students (76%), followed by private employees as many as 26 people (13%) with an average income of less than one million five hundred thousand rupiah to three million rupiah (83%) or 166 people. 59% of respondents or around 119 people have purchased Mobile Legends: Bang Bang virtual game products 3 times or more, and half of the total respondents have purchased Mobile Legends: Bang Bang virtual game products in the last 3 months.

4.2 Convergent Validity

The loading factor value set for each construction indicator is an indication of convergent validity test. Validity is associated with indicators whose loading factor is greater than 0.7 [29].
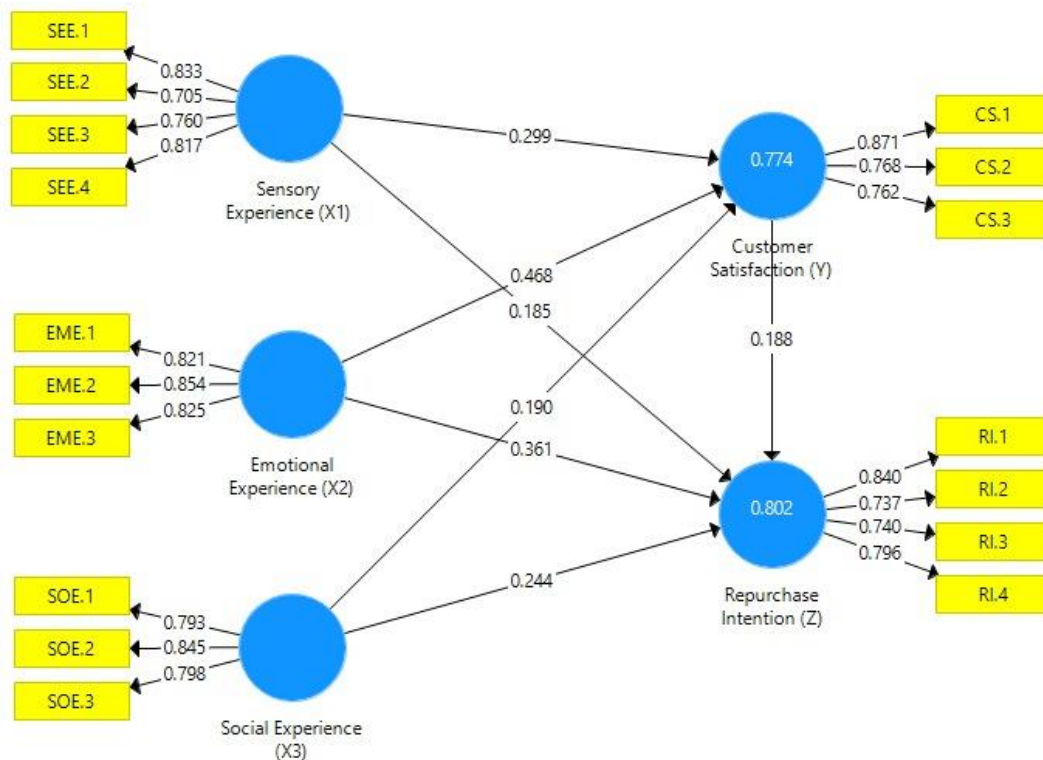
Fig. 4. Convergent Validity
Source: Data Processed 2024

Fig. 4 displays the results of the convergent validity calculation, which reveals that all research variables have a loading factor greater than 0.70. This indicates that the indicator is correct and meets the specifications.

4.3 Discriminant Validity

The calculation of cross loadings is appropriate to determine discriminant validity. The value of cross loadings indicates whether or not the construct has sufficient discrimination. The variable should have the highest cross loadings value when compared to other constructions.

4.4 Composite Reliability

Reliability is used to analyze the consistency of results obtained from many measurements. The reliability of the decent composite and the extracted mean variance score (AVE) should be greater than 0.7. Meanwhile, the average variance extracted (AVE) value must exceed 0.5 [29]. Cronbach's alpha, composite reliability,

and AVE values in Table 2 all fit the criteria. Thus, variable construction can be considered reliable.

4.5 R Square

The influence of endogenous factors on other variables was found using R-square. The R-Square value is expected to be between 0 and 1. R-Square values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak.

Based on the Table 3, it is concluded that the customer satisfaction variable has an R-square value of 0.774 (strong category), indicating that the customer satisfaction variable accounts for 77.4% of the sensory experience, emotional experience, and social experience variables. Meanwhile, repurchase intention has an r-square of 0.802 (strong category) which means 80.2% of the repurchase intention explained by sensory experience, emotional experience, and social experience.

Table 1. Discriminant Validity

	SEE	EME	SOE	CS	RI
SEE.1	0.833	0.589	0.584	0.638	0.629
SEE.2	0.705	0.562	0.537	0.578	0.591
SEE.3	0.760	0.572	0.537	0.600	0.575
SEE.4	0.817	0.573	0.633	0.625	0.629
EME.1	0.581	0.821	0.667	0.676	0.693
EME.2	0.646	0.854	0.651	0.726	0.726
EME.3	0.610	0.825	0.649	0.690	0.697
SOE.1	0.532	0.626	0.793	0.643	0.677
SOE.2	0.678	0.663	0.845	0.675	0.678
SOE.3	0.579	0.626	0.798	0.572	0.616
CS.1	0.709	0.737	0.686	0.871	0.755
CS.2	0.535	0.635	0.610	0.768	0.628
CS.3	0.631	0.638	0.571	0.762	0.591
RI.1	0.705	0.693	0.682	0.690	0.840
RI.2	0.481	0.646	0.639	0.584	0.737
RI.3	0.637	0.679	0.594	0.631	0.740
RI.4	0.586	0.618	0.608	0.662	0.796

Source: Data Processed 2024

Table 2. Composite reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
SEE	0.784	0.861	0.609
EME	0.780	0.872	0.694
SOE	0.742	0.853	0.660
CS	0.721	0.844	0.643
RI	0.783	0.860	0.607

Source: Data Processed 2024

Table 3. R Square

	R Square
CS	0.774
RI	0.802

Source: Data Processed 2024

4.6 F Square

The f-square test was used to determine the influence of the predictor variable on the dependent variable. The f-square value is 0.02 as small, 0.15 as medium, and the value is 0.35 as large from the latent variable predictor. The findings of the f-square are displayed based on the results of data processing.

Table 4. F Square

	CS	RI
SEE	0.156	0.059
EME	0.317	0.164
SOE	0.052	0.094
CS		0.040

Source: Data Processed 2024

The value of f-Square sensory experience for customer satisfaction was 0.156 (moderate) and 0.059 (weak) for repurchase intention. Then, f-square emotional experience towards customer satisfaction was 0.317 (moderate) and for repurchase intention was 0.164 (moderate). In addition, f-square social experience for customer satisfaction was 0.052 (weak) and 0.094 (weak) for repurchase intention. Meanwhile, the customer satisfaction variable had a weak impact on repurchase intention as indicated by the f-square value of 0.040.

4.7 Model Fit Test

Before proceeding to hypothesis testing, a model fit test was carried out using a fit model. Standardized root mean square residual (SRMR) and normal fit index (NFI) are used as the basis for inferring whether the model has been matched or not matched.

Table 5. Model Fit

	Saturated Model	Estimated Model
SRMR	0.071	0.071
d_ULS	0.761	0.761
d_G	0.441	0.441
Chi-Square	473.222	473.222
NFI	0.769	0.769

Source: Data Processed 2024

Based on the output above, it is known that the SRMR value of 0.071 is less than 0.10 and the NFI value of 0.769 is between 0.00-1.00 which means that the model is declared fit so that the hypothesis can be tested statistically.

4.8 Path Analysis and Hypothesis Testing

4.8.1 Direct effect test

Testing of the hypothesis, as evidenced by t-statistics and path coefficients. The path coefficient describes the relationship between constructs, while the t-statistical value indicates the importance of constructs. The t-statistical value used is 1,98 (alpha 5%), so the criteria for accepting or rejecting the hypothesis are as follows. Ha accepted; H0 is rejected.

Based on the Table 6 of direct influence test results above, the following are the test findings for each hypothesis as follows:

1. Sensory experience has a positive and significant effect on customer satisfaction. This is supported by a path coefficients value of 0,299. Data processing produced *P* values < 0,05 and statistical T values of 4,853 > 1,98. This means that the more experience in using the Mobile Legends: Bang Bang virtual game product that involves the five senses, the more consumers feel that their expectations are in line or even exceeded. Thus, the first hypothesis of the study (H1) has been accepted. These findings support the research [19] which states that sensory experience has a positive and significant effect on customer satisfaction.

2. Emotional experience has a positive and significant effect on customer satisfaction. This is supported by a path coefficients value of 0,468. Data processing produced a statistical T value that exceeded the Table 6 T value (7,782 > 1,98) with *P* values < 0,05. This means that the more affective influence is created on consumers when using the Mobile Legends: Bang Bang virtual game product, the more consumers feel that their expectations are in line or even exceeded. Thus, the second hypothesis of the study (H2) was accepted. These findings support the research [19] which states that emotional experience has a positive and significant effect on customer satisfaction.

3. Social experience has a positive and significant effect on customer satisfaction. This is supported by a path coefficients value

of 0,190. Data processing produced a statistical T value of 3,045 > 1,98 with *P* values < 0,05. This means that the more relationships are created between consumers and other players when using the Mobile Legends: Bang Bang game virtual product, the more consumers feel that their expectations are in line or even exceeded. Thus, the third hypothesis of the study (H3) has been accepted. These findings support the research [19] which states that social experience has a positive and significant effect on customer satisfaction.

4. Sensory experience has a positive and significant effect on repurchase intention. This is supported by a path coefficients value of 0,185. Data processing produces a statistical T value of 2,690 > 1,98 with *P* values < 0,05. This means that the more experience in using the Mobile Legends: Bang Bang virtual game product that involves the five senses, the higher the chance of consumers buying the product again in the future. Thus, the fourth hypothesis of the study (H4) was accepted. These findings support the research [15] which states that sensory experience has a positive and significant effect on repurchase intention.

5. Emotional experience has a positive and significant effect on repurchase intention. This is supported by a path coefficients value of 0,361. Data processing produced a statistical T value of 4,673 > 1,98 with *P* values < 0,05. This means that the more affective influence is created on consumers when using the Mobile Legends: Bang Bang game virtual product, the higher the chance that

consumers will buy back the product in the future. Thus, the fifth hypothesis of the study (H5) was accepted. These findings support the research [15] which states that emotional experience has a positive and significant effect on repurchase intention.

6. Social experience has a positive and significant effect on repurchase intention. This is supported by a path coefficients value of 0,244. Data processing produces a statistical T value of 3,552 > 1,98 with *P* values < 0,05. This means that the more relationships are created between consumers and other players when using the Mobile Legends: Bang Bang game virtual product, the higher the chance that consumers will buy back the product in the future. Thus, the sixth hypothesis of the study (H6) was accepted. These findings support the research [15] which states that social experience has a positive and significant effect on repurchase intention.

7. Customer satisfaction has a positive and significant effect on repurchase intention. This is supported by a path coefficients value of 0,188. Data processing produced a statistical T value of 2,520 > 1,98 with *P* values < 0,05. This means that the more consumers feel that their expectations when using the Mobile Legends: Bang Bang virtual game product are appropriate or even exceeded, the higher the chance of consumers to buy the product again in the future. Thus, the seventh hypothesis of the study (H7) was accepted. These findings support research [28] and [27] which found that customer satisfaction has a positive influence on repurchase intention.

Table 6. Direct effect test

	Path Coefficients	T Statistics	P Values	Hypothesis Result
SEE - CS	0.299	4.853	0.000	Accepted
EME - CS	0.468	7.782	0.000	Accepted
SOE - CS	0.190	3.045	0.002	Accepted
SEE - RI	0.185	2.690	0.007	Accepted
EME - RI	0.361	4.673	0.000	Accepted
SOE - RI	0.244	3.552	0.000	Accepted
CS - RI	0.188	2.520	0.012	Accepted

Source: Data Processed 2024

4.8.2 Indirect effect test

Table 7. Indirect effect test

	Path Coefficients	T Statistics	P Values	Hypothesis Result
SEE – CS – RI	0.056	2.117	0.035	Accepted
EME – CS – RI	0.088	2.371	0.018	Accepted
SOE – CS – RI	0.036	1.982	0.048	Accepted

Source: Data Processed 2024

Based on the Table 7 of indirect influence test results above, the following are the test findings for each hypothesis as follows:

1. Customer satisfaction mediates the influence of sensory experience on repurchase intention. This is supported by a path coefficients value of 0,056. Data processing produced *P* values < 0,05 and statistical T values of 2,117 > 1,98. This means that the more consumers feel that their expectations are in line or even exceeded due to the increased experience when using the Mobile Legends: Bang Bang virtual game product that involves the five senses, then it creates opportunities for consumers to buy back the product in the future. Thus, the eighth hypothesis of the study (H8) was accepted. These findings support the research [20].

2. Customer satisfaction mediates the influence of emotional experience on repurchase intention. This is supported by a path coefficients value of 0,088. Data processing produced a statistical T value of 2,371 > 1,98 with *P* values < 0,05. This means that the more consumers feel that their expectations are in line or even exceeded due to the creation of affective (emotional) influences on consumers when using the Mobile Legends: Bang Bang virtual game products, then it creates opportunities for consumers to buy back products in the future. Thus, the ninth hypothesis of the study (H9) was accepted. These findings support the research [20]

3. Customer satisfaction mediates the influence of social experience on repurchase intention. This is supported by a path coefficients value of 0,036. Data processing produces a statistical T value of 1,982 > 1,98 with *P* values < 0,05. This means that the more consumers feel that their expectations are in line or even exceeded due to the creation of relationships between consumers and other players (socially) when using the Mobile Legends: Bang Bang game virtual product, then it creates opportunities for consumers to buy back the product in the future. Thus, the tenth hypothesis of the study (H10) was accepted. These findings support the research [20].

5. CONCLUSION

The results showed that of the ten proposed hypotheses, all of them had a positive influence. Sensory experience affects customer satisfaction by 29.9%. Emotional experience affects customer satisfaction by 46.8%. Social experience affects customer satisfaction by 19%. Sensory experience affects repurchase intention by 18.5%. Emotional experience affects repurchase intention by 36.1%. Social experience affects repurchase intention by 24.4%. *Customer satisfaction affects repurchase intention by 18.8%. Customer satisfaction mediated the influence of sensory experience on repurchase intention by 5.6%. Customer satisfaction mediated the influence of emotional experience on repurchase intention by 8.8%. Customer satisfaction mediates the influence of social experience on repurchase intention by 3.6%.*

6. SUGGESTION

It is recommended for future researchers to be able to analyze or add other variables that can affect repurchase intention apart from the variables used in this study. In addition, it is also recommended to expand the scope geographically so that the research results can provide maximum results. Based on the purpose of this study is to provide a solution to the research problem, namely the decrease in repurchase intention in the Mobile Legends: Bang Bang virtual game product. The results of the study show that repurchase intention is influenced by the dimensions of customer experience, namely sensory experience, emotional experience, and social experience both directly and indirectly through customer satisfaction. Therefore, advice for managers, both moonton as the developer of the mobile legends: bang bang game and other related parties, to pay attention to the indicators that affect the decline in repurchase interest in virtual products in the Mobile Legends: Bang Bang game.

From the sensory experience variables, the managerial side can pay attention to things such as having to make sure that the virtual product in the game is interesting from the visual side, then the virtual product is able to attract players from the auditory side, then the virtual product is able to provide an experience that is of interest to other players, then the virtual product is able to arouse player interest in playing the Mobile Legends: Bang Bang game. Then, from the variable of emotional experience, the developer must be able to arouse the player's sense of joy when using the virtual product, then the virtual product is able to arouse players to feel proud when using it, then the developer is able to make

the player feel impressed when using the virtual product. From the social experience variable, developers are able to create virtual products that can provide positive recognition from the player's social environment, then developers are able to create virtual products that can improve the social status of their players when using them, then developers are able to create virtual products that make the player's social class position higher than other players. By paying attention to the indicators of these variables, it is hoped that customers will feel satisfied so that they will repurchase the mobile legends: bang bang virtual game product.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during writing or editing of manuscripts.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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Peer-review history:
The peer review history for this paper can be accessed here:
https://www.sdiarticle5.com/review-history/119420