

THE EFFECT OF PRICE, *EVENT MARKETING* , AND *INFLUENCER MARKETING* ON DIAMOND PURCHASE DECISIONS IN *THE MOBILE LEGENDS BANG BANG GAME* TO THE COMMUNITY OF MADIUN REGENCY

Chinthia Alvany Widyanto ¹⁾, Apriyanti ²⁾

¹ Faculty of Economics and Business , PGRI Madiun University
email: chintya.alvany.23@gmail.com

² Faculty of Economics and Business , PGRI Madiun University
email: kelip.apriyanti@unipma.ac.id

Abstract

Study This aim For analyze influence price , event marketing, and influencer marketing towards decision diamond purchases in the Mobile Legends Bang Bang game in the community Regency Madiun . The research method used is approach quantitative with technique survey through distribution questionnaire to 384 respondents . Data analysis was carried out use multiple linear regression and t-test and F-test using SPSS version 25. Research results show that : (1) price own influence positive and significant to decision Mobile Legends Bang Bang diamond purchases , (2) influential marketing events positive and significant to decision purchases , and (3) influencer marketing also provides influence positive and significant to decision purchase . Findings This give contribution important for perpetrator business in formulate the right marketing strategy , expand market share , as well as optimize sale virtual products in online games.

Keywords : Price, *Event Marketing* , *Influencer Marketing* , Purchasing Decisions

Abstract

This study aims to analyze the influence of price, event marketing, and influencer marketing on diamond purchasing decisions in the Mobile Legends Bang Bang game in the Madiun Regency community. The research method used is a quantitative approach with a survey technique through distributing questionnaires to 384 respondents. Data analysis was carried out using multiple linear regression as well as t-test and F-test using SPSS version 25. The results of the study indicate that: (1) price has a positive and significant influence on Mobile Legends Bang Bang diamond purchasing decisions, (2) event marketing has a positive and significant influence on purchasing decisions, and (3) influencer marketing also has a positive and significant influence on purchasing decisions. These findings provide an important contribution for business actors in

formulating appropriate marketing strategies, expanding market share, and optimizing sales of virtual products in online games.

Keywords : *Price, Event Marketing, Influencer Marketing, Purchasing Decisions*

A. INTRODUCTION

Currently, the development of competition, especially in the digital business world, presents a challenge to remain creative and innovative in order to remain attractive to consumers. Digital technology not only accelerates the flow of information and simplifies daily activities, but also opens up significant opportunities for progress in various fields, including the economic, educational, and entertainment sectors (Kompasiana, 2023). The technology industry, specifically the entertainment industry, continues to grow and has become an arena for technology companies to compete to create technology, one of which is *games*.

The gaming industry today This Keep going experience significant development and evolution at the global level . This driven by convenience increasing internet access affordable and can enjoyed by various circles society , so that increase amount active internet users playing games. Based on quarterly data third In 2024, as many as 95.3% of internet users in Indonesia will range ages 16 to 64 years regularly play online games. A very high number This describe size the potential of the *online gaming* market in Indonesia continues to grow develop rapid . Condition This open opportunity a broad and promising business for the perpetrators industry *games* as well as developer digital content for utilise trend in order to improve innovation and market penetration more effective (Yonatan, 2024).

Various genres of online games now present with various choice , one of them is a prominent *Multiplayer Online Battle Arena* (MOBA) genre Because allows two teams play in a way simultaneously with strategy and expertise as key victory , and equipped characters unique . *Mobile Legends Bang Bang* is example popular of this genre , developed by the company origin China , Moonton , and was released in 2016. In 2023 , *Mobile Legends Bang Bang* become the best-selling MOBA game in Indonesia with a total of downloads reached 27 million times, indicating height popularity and continued users increase . Growth this game is fast supported by

factors like increasing internet access easy , competitive virtual item prices , and a variety of Power pull other .

The price of virtual items is not cheap from *online game* This No reduce users For No use competition in the industry very powerful *online game* , *Mobile Legends Bang Bang* still become choice entertainment that lovers love *online games* . Of course besides price Lots other factors that can influence users For buy virtual items for support play *online game* . Price can be give influence psychological that will impact to reaction users to something product . Price is one of the mix products that must be considered , because price will determine expected benefits and features capable fulfil need users (Kotler and Armstrong, 2019). Then the perception price This Can made into reason something customer For buy or whether or not customer For use products offered .

Event marketing A approach that uses connection emotional and not only accept information, but also involved as participants in activity a fun , meaningful , and stimulating *event* enthusiasm. *Event marketing* is not only just promotion conventional , but is something experience live and interactive designed For build connection emotional as well as involvement active between users and brands (Close, 2006). *Influencer marketing* is one of the from technique marketing that uses somebody as a delivery medium information . As source information trusted by followers they , so that own influence For increase awareness brand and push decision purchasing . *Influencer marketing* is one of the a marketing strategy that uses influential figures or often called *opinion leaders* on social media For influence consumers (Kotler and Keller, 2016)

This study aims to test the influence of price, *event marketing* and *influencers* This study aims to examine the marketing impact of *Mobile Legends Bang Bang diamond* purchasing decisions in Madiun Regency. The results are expected to enrich marketing insights, provide input for developers on innovation, change negative public perceptions, and support potential e-sports careers and digital economic growth. Thus, *Mobile Legends Bang Bang* can play a role in driving the creative economy and opening new job opportunities for the community.

Based on previous research, there are still limitations in previous research, which influence purchasing decisions, namely price, *events marketing*, *influencer Marketing*. Research by Rahmadani & Sari (2021) and Wahyudi (2022) *event marketing* and *influencer Marketing* does not have a significant influence on purchasing decisions. The difference in these results may indicate that the effectiveness of *the event marketing* and *influencer Marketing* is greatly influenced by other things such as price, product benefits and other things. Research by Mbet and Tanamal (2020) states that there is no influence of price on user decision making.

B. METHOD

Study This use method survey quantitative with data collection through questionnaire . Population is users *Mobile Legends Bang Bang* in the Regency Madiun which once buy diamonds, with sample of 384 selected respondents by purposive sampling. The data was processed using SPSS version 25. This research use method survey quantitative with questionnaire as tool data collection . Population is *Mobile Legends Bang Bang* players *Bang* in the Regency Madiun who bought diamonds, with 384 respondents as selected samples *purposive sampling* .

Framework of Thinking

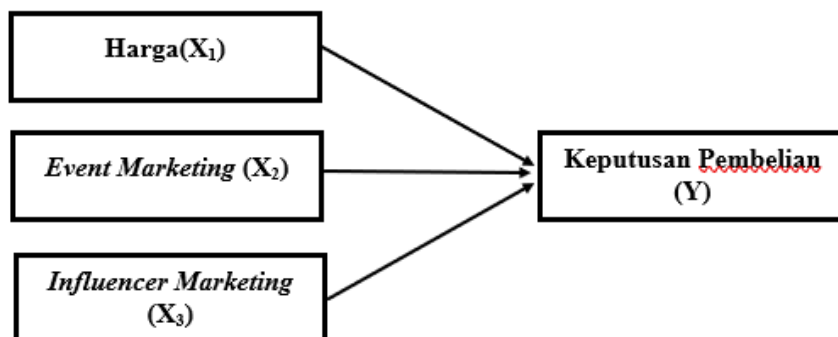


Figure 1 Framework of thinking

H₁ : Price has an effect on Purchasing Decisions *Mobile Legends Bang Bang Diamonds* for the Madiun Regency Community

H₂: *Event Marketing* influential on Purchasing Decisions *Diamond Mobile Legends Bang Bang* in society regency Madiun .

H₃: Influencer Marketing is influential on the Decision to Purchase Mobile Legends Bang Bang Diamonds in the Regency Community Madiun .

C. RESULTS AND DISCUSSION

Validity Test

Testing validity done with compare mark *r* count with *r* table . If *r* count more big or The same with *r* table , then indicator declared valid. On the other hand , if *r* count more small from *r* table , then indicator considered invalid

Validation Test Variables

Variables	Statement	R Count
Price (X ₁)	X _{1.1}	0.589
	X _{1.2}	0.651
	X _{1.3}	0.430
	X _{1.4}	0.558
	X _{1.5}	0.648
	X _{1.6}	0.581
	X _{1.7}	0.565
	X _{1.8}	0.521
<i>Event Marketing</i> (X ₂)	X _{2,1}	0.552
	X _{2,2}	0.624
	X _{2,3}	0.637
	X _{2,4}	0.644
	X _{2,5}	0.700
	X _{2,6}	0.670
<i>Influencer Marketing</i> (X ₃)	X _{3,1}	0.734
	X _{3,2}	0.708
	X _{3,3}	0.696
	X _{3.4}	0.729
	X _{3.5}	0.724
	X _{3.6}	0.465
	X _{4.1}	0.603
	X _{4.2}	0.569

Purchase Decision (Y)	X _{4.3}	0.412
	X _{4.4}	0.568
	X _{4.5}	0.580
	X _{4.6}	0.511
	X _{4.7}	0.439
	X _{4.8}	0.460
	X _{4.9}	0.536
	X _{4.10}	0.535

Source : Data Processing, 2025

Based on results validity which is already in Table 1, can seen that all tests on the questionnaire each variable shows that as many as 30 questionnaires all valid. This is show all questionnaire fulfil conditions , then all over grains statement in questionnaire capable represent each variable indicator .

Reliability Test

A questionnaire is said to be reliable if the measurement results are consistent and stable when administered at different times. Reliability testing uses *the Cronbach's arithmetic mean. Alpha* (α), where a variable is considered reliable if it has a *Cronbach's value Alpha* (α) is more than 0.6 (Ghozali, 2018).

Table 2. Reliability Test

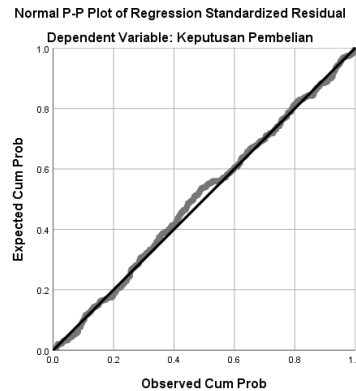
Variables	Cronbach Alpha	N of Items
Price (X ₁)	0.701	8
Event Marketing (X ₂)	0.707	6
Influencer Marketing (X ₃)	0.767	6
Purchase Decision (Y)	0.701	10

Source: Data Processing, 2025

Based on table 2 can known that all over variables have mark *Cronbach's alpha* on each variable >0.70 so that all over questionnaire on variables study This stated *Irreliable* .

Normality Test

Good regression model If can produce normal data distribution or close to normal with significance > 0.05 or 5% (Ghozali , 2018).



Normality Test

Based on PP Plot test results in Figure 1, distribution point show that the answer data respondents normally distributed , so that the regression model has fulfil assumptions normality according to PP Plot graph .

Multicollinearity Test

Deviation multicollinearity happen If low tolerance value from 0.10 or more VIF out of 10, whereas if tolerance is greater than 0.10 and VIF less out of 10, then No happen multicollinearity (Ghozali , 2018).

Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Price	.576	1,736
	Event Marketing	.587	1,705
	Influencer Marketing	.930	1,075

Source : Data Referring to the be concluded

Processing, 2025 data in Table 3, it can that all over variables

used in study This show No existence problem multicollinearity in variables independent analyzed .

Test Heteroskedasticity

If the residual variance of One study similar with study other conditions the called homoscedasticity . Free from problem heteroscedasticity can seen when mark coefficient significance more from 0.05.

Tabel 5. Uji Heteroskedastistas

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.985	.780		1.264	.207
	Harga	.014	.035	.026	.389	.697
	Event Marketing	.030	.043	.047	.712	.477
	Influencer Marketing	.041	.029	.075	1.417	.157

Source : Data processing, 2025

probability value (Sig) of all variables more from significance 0.05 or 5% then can concluded assumptions homoscedasticity fulfilled which means No happen symptom heteroscedasticity .

Analysis Multiple Linear Regression

Multiple linear regression analysis is used to predict the dependent variable (Y) based on two or more independent variables (X) as predictors . According to Ghozali (2018), this method is appropriate if the research involves at least two independent variables.

Table 5. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,991	1,307		6.113	.000
	Harga	.409	.059	.352	6.915	.000
	Event Marketing	.201	.071	.142	2.814	.005
	Influencer Marketing	.449	.049	.368	9.184	.000

Sumber: Olah Data, 2025

Based on table above , calculation variables free can formulated to in the model as following :

$$\hat{Y} = 7.991 + 0,409X_1 + 0,201X_2 + 0,449X_3 + e_i$$

Information :

Y = Purchase Decision

X₁ = Price

X₂ = *Event Marketing*

X₃ = *Influencer Marketing*

In accordance with equality regression obtained , then the regression model the can interpreted as following :

1. Constant of 7,991 shows existence influence positive . This means that when all over variables independent worth constant , then variables dependent own mark of 7,991 points.
2. Coefficient regression The price variable (X1) has a value of 0.409 with direction positive.
3. Coefficient regression Event Marketing variable (X2) is 0.201 and shows influence positive.
4. Regression coefficient Influencer Marketing variable (X3) has a value of 0.449 with influence positive .

t-test

This t-test aim For know There is whether or not influence variables independent and dependent . Testing This done with use degrees confidence $\alpha = 0.05$.

Table 6. t-test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.991	1.307		6.113	.000
	Harga	.409	.059	.352	6.915	.000
	<i>Event Marketing</i>	.201	.071	.142	2.814	.005
	<i>Influencer Marketing</i>	.449	.049	.368	9.184	.000

Source : Data Processing, 2025

Based on results the calculations contained in table 6 can be concluded as following :

1. The results of the analysis show that the Price variable (X1) has a significant effect on Purchasing Decisions (Y), with a significance value below 0.05 and a calculated t of 6.915 greater than the t table of 1.966. Thus, the first hypothesis (H1) is declared accepted in the Madiun Regency community.
2. The Price variable (X2) is also proven to be significant in influencing Purchasing Decisions (Y), as evidenced by a significance value of <0.05 and a calculated t of 2.814 which is higher than the t table of 1.966. Therefore, the second hypothesis (H2) can be accepted by the people of Madiun Regency.
3. Furthermore, the Price variable (X3) has a significant influence on Purchasing Decisions (Y), with a significance of <0.05 and a calculated t of 9.184 exceeding the t table of 1.966. These results confirm that the third hypothesis (H3) is accepted in the Madiun Regency community.

Coefficient Test Determination

Coefficient test determination done For know to what extent the variables free give contribution to variables tied .:

Table 7. Coefficient Test Determination

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.658 ^a	.432	.428	3.29164

Source : Data Processing, 2025

Based on the results of the coefficient of determination test, it was found that the independent variables used contributed an influence of 0.428 or 42.8%, which is indicated by the Rsquare value of 0.428.

Discussion

Price matters on Purchasing Decisions *Mobile Legends Bang Bang Diamonds* for the Regency Community Madiun

Diamond prices have an effect positive and significant to decision *Mobile Legends Bang Bang* purchases . Aspects affordability , quality , and experience play become factor the main driving force users For buy , in line with behavior increasingly consumers rational and selective in spend the money For digital products . Findings This emphasize the importance of developer strategy in guard balance between prices and benefits to remain relevant , especially for users with limitations budget , as well as capable increase loyalty and purchasing repeat . Research results This consistent with findings Muliasari (2019), Meutia et al. (2021), and Pratiwi & Sidi (2022) also stated that price influential positive and significant to decision purchase .

***Event Marketing* influential on Purchasing Decisions *Diamond Mobile Legends Bang Bang* in society regency Madiun .**

Event marketing influential positive and significant to decision purchase *Mobile Legends Bang Bang diamonds* . Aspects innovation , creativity , and collaboration in organizing events becomes factor the main driving force users For do purchase , because capable create involvement emotional , experience play more dynamic , as well as motivation Get exclusive items . Proven *event* marketing strategy effective in increase loyalty users at a time push behavior consumptive in a way sustainable , especially through collaboration with influencers, local brands , and community *e-sports* . These results in line with findings of Maharani et al. (2020), Zahra (2023), and Dwiyanti & Ulya (2023) who are both show that event marketing has influence positive and significant to decision purchase .

Influencer Marketing is influential on the Decision to Purchase *Mobile Legends Bang Bang Diamonds* in the Regency Community Madiun .

Influencer marketing influential positive and significant to decision purchase *Mobile Legends Bang Bang diamonds* . Factors such as expertise , credibility , and influencer's ability in give

reviews and information considered capable build trust , influence perception , and encourage decision purchase . Respondents tend follow influencer recommendations because assessed as source accurate references at a time relevant with experience playing . Findings This emphasize the importance of collaboration strategies with influencers who have credibility height and follower base strong For increase involvement users , strengthening image positive *games*, as well as push diamond purchases . These results consistent with research by Fathurrahman et al. (2021), Lengkawati & Saputra (2021), and Garut & Purwanto (2023) which all have the same results. state that influencer marketing is influential positive and significant to decision purchase .

D. CONCLUSION

Based on results analysis study about How influence price , *event marketing* , *influencer marketing* towards decision purchase *diamond game Mobile Legends Bang Bang* in the Regency Community Madiun can taken conclusion that price own positive and significant influence to decision purchase *diamond game Mobile Legends Bang Bang* , *event marketing* has positive and significant influence to decision purchase *diamond game Mobile Legends Bang Bang* , *influencer marketing* has positive and significant influence to decision purchase *diamond game Mobile Legends Bang Bang* .

E. SUGGESTION

Study furthermore recommended add other variables such as awareness brand , quality product , or loyalty consumer For get understanding more comprehensive . It is also necessary to expand the study area in order to produce more results representative in a way geographical approach qualitative can used For dig factors that influence decision purchase in a way more in-depth .

Research results This can become reference valuable for developer *games* and marketing in design more marketing strategies effective in the segment similar .

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