
THE INFLUENCE OF INTEGRATED VALUE VARIABLES ON THE REPURCHASE INTENTION OF VIRTUAL ITEMS IN THE ONLINE GAME MOBILE LEGENDS: BANG-BANG



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Abstract

This study is predicated on the phenomenon of virtual item purchases in games becoming increasingly dominant. The online game Mobile Legends: Bang Bang generates revenue through in-app purchases of virtual items. Despite a decline in the number of players, the game's revenue remains relatively stable. This study aims to analyze the influence of integrated value variables, which consist of enjoyment value (X_1), character competency value (X_2), monetary value (X_3), and visual authority value (X_4), on the repurchase intention (Y) of virtual items in Mobile Legends: Bang Bang. Employing a quantitative research method, the study's population comprises active Mobile Legends: Bang Bang players who have played for at least one season. 100 respondents make up the sample size, which was chosen by a purposive sampling technique combined with non-probability sampling. Data analysis was conducted using the Statistical Product and Service Solutions (SPSS) software version 26. The findings of this study demonstrate that, simultaneously, enjoyment value, character competency value, monetary value, and visual authority value significantly influence repurchase intention. However, when examined individually, these variables do not have a significant influence on repurchase intention.

Keywords: Integrated Value, Enjoyment Value, Character Competency Value, Monetary Value, Visual Authority Value, Repurchase Intention

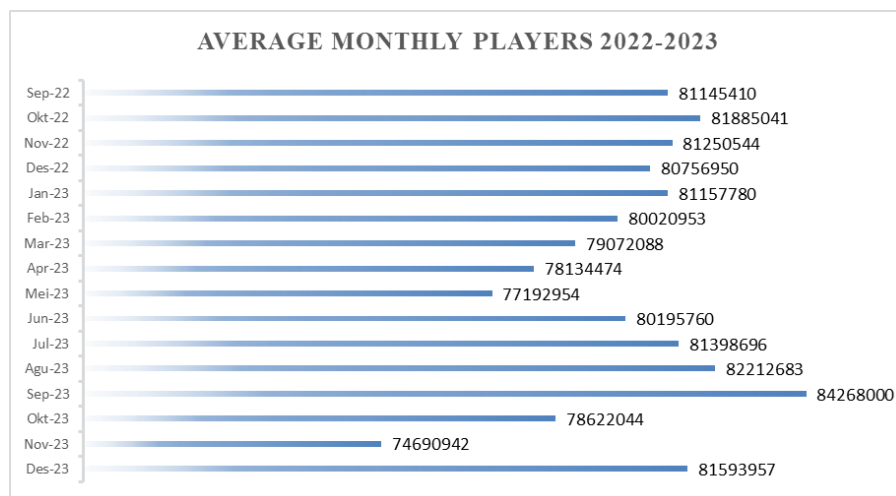
INTRODUCTION

The gaming business has seen substantial changes as a result of the quick advancements in science and technology. One of the most influential technological innovations in the entertainment sector is the internet, which has enabled the emergence of online games. Online games, such as Mobile Legends: Bang Bang (MLBB), have become an integral part of modern lifestyles, particularly among young people. These games allow multiple players to interact on a single platform through an internet connection, making them one of the most popular activities today.

The gaming industry has undergone a transformation in its business model, shifting from a one-time purchase system (pay-to-own) to a recurring transaction model, such as in-app purchases and subscription-based services. This model allows players to acquire virtual items, such as skins and exclusive features, to enhance their gaming experience. In this context, repurchase intention is an important factor in the long-term viability of game businesses, particularly free-to-play games that rely on in-app purchases as their primary revenue source.

The concept of integrated value is used to understand the motivations behind virtual item purchases. This theory comprises four key variables: enjoyment value (the satisfaction derived from playing), character competency value (enhancement of in-game character abilities), monetary value (financial considerations), and visual authority value (social status within the game). Understanding these factors can help game developers improve their monetization strategies and maintain player loyalty.

Figure 1.
Graph of Mobile Legends: Bang-Bang Players

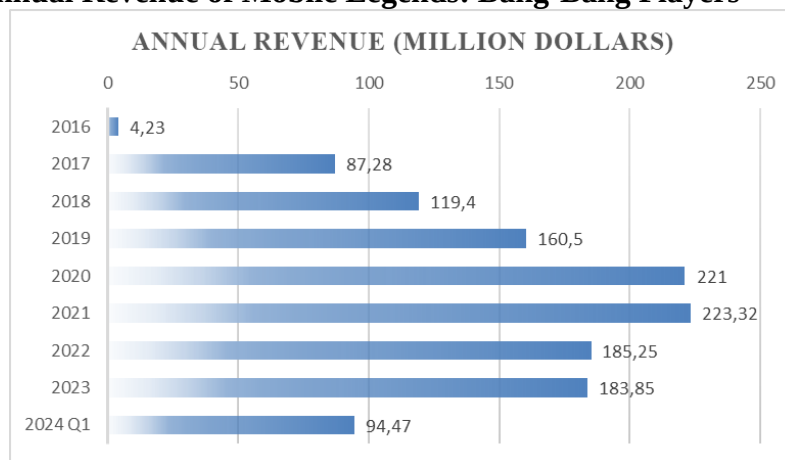


Source: activeplayer.io, 2024

The average number of active Mobile Legends: Bang-Bang players per month has shown fluctuations over time. At the beginning of the observed period, the average number of players was 81,145,410 in September 2022, with variations occurring throughout the year. The highest number of players was recorded in September 2023, reaching 84,268,000, while the lowest number was observed in November 2023, with 74,690,942 players. In the last quarter of 2023, there was a significant decline in the number of players from October to

November 2023; however, the player count rebounded in December 2023, reaching an average of 81,593,957 players.

Figure 2.
Annual Revenue of Mobile Legends: Bang-Bang Players



Source: Statista.com, 2024

The annual revenue trend of Mobile Legends: Bang Bang (MLBB) from 2016 to the first quarter of 2024 shows significant growth over the years. In 2016, MLBB's revenue was relatively low at \$4.23 million, marking the initial phase of the game's rising popularity. The revenue then experienced substantial growth in the following years, reaching its peak in 2021 with a total of \$223.32 million, slightly higher than the previous year, 2020, which recorded \$221 million. After 2021, revenue began to decline slightly, dropping to \$185.25 million in 2022 and \$183.85 million in 2023. Despite the decline, these figures still indicate strong performance in the global market. In the first quarter of 2024, the recorded revenue was \$94.47 million, demonstrating a relatively stable performance compared to annual revenues in previous years.

Despite fluctuations in the number of players, Mobile Legends: Bang-Bang's revenue continues to perform well in the global market due to strong player loyalty and increased spending per player on in-game purchases. The lack of study directly examining the impact of integrated value on repurchase intention highlights a gap in the literature that warrants further exploration. Therefore, this study aims to analyze the extent to which the four variables of integrated value influence repurchase intention in Mobile Legends: Bang-Bang. The results of this study should provide new insights into the factors driving repeat purchase decisions in online games.

REVIEW OF LITERATURE

Integrated Value

According to Park and Lee in (Putera, 2020), the concept of Integrated Value is prediction on the Theory of Consumption Values (TCV), which identifies five primary values: epistemic, conditional, social, functional, and emotional values. This theory explains that each type of value contributes to the perceived benefits in a specific context, including the online gaming industry.

Integrated Value refers to the value derived from the synergy of various aspects, such as functional, emotional, social, and aesthetic values, which collectively create a more immersive and holistic user experience (Wicaksana & Syah, 2020). In the context of marketing and consumer behavior, Integrated Value encompasses the combination of multiple value elements, ensuring that a product or service not only meets users' basic needs but also provides emotional satisfaction, reinforces social identity, and enhances aesthetic experiences. This value emerges from the integration of various product or service attributes that are perceived as beneficial, satisfying, and capable of meeting consumer expectations at multiple levels (Kim & Hwang, 2021).

Enjoyment Value

Enjoyment value refers to the utility derived from affective conditions and personal interest achieved through a product. The decision to buy in-game stuff is influenced in large part by its value (Wang et al., 2020). Enjoyment value encompasses the pleasure, enjoyment, and sense of cheerfulness experienced by users. For players, it is measured by the degree of enjoyment they derive from their gaming experience (Pandean et al., 2023). The theory of enjoyment value suggests that the value of a service or product is not solely based on its quality and practical functionality (utility) but also on its ability to provide enjoyment and satisfaction to consumers (Iskandar et al., 2024).

In conclusion, enjoyment value is the perceived pleasure and emotional satisfaction obtained from using a product or service. It is also a critical factor influencing purchasing decisions, as products that provide enjoyment tend to attract consumers, thereby increasing their willingness to purchase or use the product repeatedly. Indicators used to measure enjoyment value include: (1) Fun, (2) Perceived Enjoyment, and (3) Playfulness Value.

Character Competency Value

According to (Chandra et al., 2023), Character Competency Value is one of the key dimensions when making in-game purchases. In the gaming context, players interact with digital images solely through gameplay and utilize various digital items such as armor and swords. Character Competency Value can also refer to the combination of character and competency in assessing individual potential, particularly in leadership and job performance. Character encompasses traits such as integrity, perseverance, and empathy, which define how a person acts in challenging situations. Competency, on the other hand, includes technical knowledge, professional skills, and managerial abilities required to effectively complete tasks (Putera, 2020).

Character Competency Value reflects how effectively a player can utilize their chosen character to achieve in-game objectives, such as completing challenges or competing against other players. Character attributes include traits such as integrity, perseverance, and empathy, which influence how players behave in difficult situations. Meanwhile, competency encompasses technical knowledge, gaming skills, and strategic abilities necessary for success. Indicators used to measure character competency value include: (1) Be Stronger, (2) Functional Props, (3) Functional Item, (4) Character Competency and (5) Functional Attributes

Monetary Value

Monetary Value refers to aspects such as hobbies, requirements, value for money, investment, and within quest systems. Hendrata et al (2021) define Monetary Value as value for money, meaning that users perceive virtual items as being worth the price paid, thereby

increasing their willingness to purchase them. In the context of gaming, Monetary Value is regarded as a form of investment, not in the sense of financial capital allocation, but rather in acquiring items that can be exchanged for other in-game items (Pandean et al., 2023). In the context of gaming, Monetary Value is considered a form of investment, not in the sense of allocating financial capital, but rather in purchasing items that can be exchanged for other in-game items (Pandean et al., 2023).

Monetary Value is a value dimension that reflects users' perceptions of the price equivalence of virtual items with their benefits, encompassing aspects of investment, value for money, quest systems, and hobbies, thereby driving purchase willingness. Indicators used to measure monetary value include: (1) Investment and (2) Value for Money.

Visual Authority Value

Visual Authority Value, also referred to as Social Value (Putera, 2020), pertains to the motivations behind purchasing in-game items related to display, decoration, hedonic attributes, vanity items, as well as visual or musical appeal. According to research by Amin & Tarun (2021), Social Value is recognized as one of the core dimensions in the Theory of Consumption Values (TCV). Social value is assessed prediction on the perceived social benefits derived from using an artifact and how it positions an individual as trendy and sophisticated.

Visual Authority can be understood as the way an item or brand establishes visual dominance through distinctive design, appearance, and signature color schemes. In marketing, visual authority is leveraged to strengthen brand recognition and enhance market awareness. Indicators used to measure monetary value include: (1) Showing Off, (2) Decorative Props, (3) Vanity Item, (4) Hedonic Attributes, and (5) Visual/Musical Appeal Value.

Repurchase Intention

According to Waruwu & Sianipar (2021), repurchase intention refers to an individual's perceived value in making repeat purchases of a service and the decision to maintain a relationship with the service provider in the future. The intention to repurchase a product or service arises when customers feel satisfied with the value they have received (Sihombing et al., 2021).

Zahro & Hadi (2023) define repurchase intention describes a customer's propensity to buy the same product they have previously purchased. This concept is widely used in marketing studies to understand consumer behavior and measure their loyalty toward a brand or product. Repurchase intention emerges when customers are satisfied with their previous experiences, whether in terms of perceived value, customer service, or product quality.

Repurchase intention can be understood as the intention or tendency of a consumer to make a future purchase of the same product or service following a previous purchasing experience. It is often used as a key indicator in assessing customer loyalty and a company's success in retaining its customers. The indicators used to measure repurchase intention include: (1) Transactional Intention, (2) Referential Intention, (3) Preferential Intention, and (4) Explorative Intention.

RESEARCH METHOD

In this study, quantitative analysis techniques were employed as the data analysis method. According to Zulfikar et al (2024), quantitative data analysis techniques refer to methods applied to process numerical data collected through surveys, questionnaires, experiments, or structured observations. In this study, the population consists of all Mobile Legends: Bang Bang (MLBB) players in Indonesia who have been playing for at least one season (three months) and have made diamond or virtual item purchases more than once. 100 respondents make up the sample size, which was chosen by a purposive sampling technique combined with non-probability sampling.

Primary data was used in this study. Primary data refers to information obtained directly from the main source through research methods such as interviews, observations, or questionnaires (Zulfikar et al., 2024). In this study, primary data was collected to understand the behavior of Mobile Legends: Bang Bang players who have made virtual item or diamond purchases more than once. Questionnaires were created and distributed to respondents as part of the data collection process. The questionnaire employed a Likert scale to measure various aspects related to the purchasing behavior of diamonds or virtual items in Mobile Legends: Bang Bang (MLBB). Version 26 of the Statistical Product and Service Solutions (SPSS) software was used to analyze the data.

RESULTS AND DISCUSSION

Respondent Profile

Table 1
Descriptive Analysis of Respondents and Variables

Category	Variable	Frequency	Persentage
Age	18 - 23	50	50%
	24 - 29	31	31%
	30 - 35	19	19%
	Total	100	100%
Frequency of Virtual Item Purchase	More than 10 purchases	26	26%
	2 - 5 purchases	40	40%
	6 - 10 purchases	34	34%
	Total	100	100%

Source: Primary Data, 2025

The majority of respondents fall within the 18-23 age group, accounting for 50% of the total sample. The 24-29 age group comprises 31%, while the 30-35 age group represents 19% of respondents. This data suggests that the majority of Mobile Legends: Bang Bang players who participated in this study are within the 18-23 age range, with the number of players decreasing as the age group increases.

Regarding purchase frequency, 40% of respondents reported making 2-5 purchases, while 34% had purchased diamonds or virtual items 6-10 purchases. Additionally, 26% of respondents made more than 10 purchases. These findings indicate that the majority of respondents have engaged in in-game purchases with varying frequencies, with the largest

group falling within the 2-5 purchase range, while a significant portion of players have made purchases more frequently.

Multiple Linear Regression Analysis

Table 2
Multiple Linear Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21,946	3,783		5,802	,000
	Enjoyment Value	,067	,128	,076	,527	,599
	Character Competency Value	-,149	,134	-,176	-1,111	,269
	Monetary Value	,202	,182	,139	1,109	,270
	Visual Authority Value	,251	,131	,278	1,915	,059

a. Dependent Variable: Repurchase Intention

Source: Primary Data, 2025

$$Y = 21,946 + 0,067X_1 - 0,149X_2 + 0,202X_3 + 0,251X_4$$

Information:

X_1 : Enjoyment Value

X_2 : Character Competency Value

X_3 : Monetary Value

X_4 : Visual Authority Value

Y : Repurchase Intention

Interpretation:

1. Enjoyment Value (+0.067): This indicates that if Enjoyment Value increases by 1 unit, Repurchase Intention will increase by 0.067. However, its effect is not significant ($p = 0.599 > 0.05$).
2. Character Competency Value (-0.149): This suggests that if Character Competency Value increases by 1 unit, Repurchase Intention will decrease by 0.149. However, its effect is also not significant ($p = 0.269 > 0.05$).
3. Monetary Value (+0.202): This means that if Monetary Value increases by 1 unit, Repurchase Intention will increase by 0.202. However, its effect remains not insignificant ($p = 0.270 > 0.05$).
4. Visual Authority Value (+0.251): This indicates that if Visual Authority Value increases by 1 unit, Repurchase Intention will increase by 0.251. The effect is almost significant ($p = 0.059$), as it is approaching the 0.05 threshold.

Coefficient of Determination

Table 3
Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,322 ^a	,104	,066	5,364

a. Predictors: (Constant), Visual Authority Value, Enjoyment Value, Monetary Value, Character Competency Value

Source: Primary Data, 2025

The R-value (0.322) indicates that the relationship between the independent variables (Enjoyment Value, Character Competency Value, Monetary Value, and Visual Authority Value) and the dependent variable (Repurchase Intention) is weak, as it is below 0.5. The R^2 value (0.104 or 10.4%) suggests that only 10.4% of the variability in independent variables in this model can be explained by Repurchase Intention. Stated differently, the factors included in this regression have a limited influence on the decision to repurchase. The other factors not included in the model account for the remaining 89.6% (100% - 10.4%) of the variability in Repurchase Intention.

The Adjusted R^2 value (0.066 or 6.6%) is lower than R^2 , indicating that the inclusion of additional independent variables in this model does not significantly improve its explanatory power. This implies that the study's independent factors are not very significant or useful in predicting repurchase intention.

Simultaneous Test (F-Test)

Table 4
F-Test Result

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	316,158	4	79,040	2,747
	Residual	2733,002	95	28,768	
	Total	3049,160	99		

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Visual Authority Value, Enjoyment Value, Monetary Value, Character Competency Value

Source: Primary Data: 2025

Based on the F-test results, the calculated F-value is 2.747 with a significance value of 0.033. Since $F_{\text{calculated}} (2.747) > F_{\text{table}} (2.467)$ and the significance value (0.033) < 0.05, the null hypothesis (H_0) is rejected. This indicates that the independent variables Enjoyment Value (X1), Character Competency Value (X2), Monetary Value (X3), and Visual Authority Value (X4) collectively have a significant influence on Repurchase Intention.

Partial Test (t-Test)

Table 5
Partial Test (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21,946	3,783		5,802	,000
	Enjoyment Value	,067	,128	,076	,527	,599
	Character Competency Value	-,149	,134	-,176	-1,111	,269

Monetary Value	,202	,182	,139	1,109	,270
Visual Authority Value	,251	,131	,278	1,915	,059

a. Dependent Variable: Repurchase Intention

Source: Primary Data, 2025

Based on the partial test results using the t-test, the critical t-table value is 1.985, with a degree of freedom (df) = 95 and a 5% significance level. The results of hypothesis testing for each independent variable on Repurchase Intention are as follows:

1. Enjoyment Value has a t-value = 0.527, which falls within the range $-1.985 \leq 0.527 \leq 1.985$. Since the t-value does not exceed the t-table, the null hypothesis (H_0) is accepted, indicating that Enjoyment Value does not have a significant influence on Repurchase Intention.
2. Character Competency Value has a t-value = -1.111, which also falls within the range $-1.985 \leq -1.111 \leq 1.985$. Since the t-value does not exceed the t-table, the null hypothesis (H_0) is accepted, meaning that Character Competency Value does not have a significant influence on Repurchase Intention.
3. Monetary Value has a t-value = 1.109, which remains within the range $-1.985 \leq 1.109 \leq 1.985$. Since the t-value does not exceed the t-table, the null hypothesis (H_0) is accepted, indicating that Monetary Value does not have a significant impact on Repurchase Intention.
4. Visual Authority Value has a t-value = 1.915, which is close to the critical value (t-table = 1.985) but still falls within the range $-1.985 \leq 1.915 \leq 1.985$. Since the t-value is slightly lower than the t-table, the null hypothesis (H_0) is accepted, meaning that Visual Authority Value is not significant but has the strongest influence among the independent variables on Repurchase Intention.

Overall, none of the independent variables significantly influences Repurchase Intention individually. However, Visual Authority Value exhibits the strongest influence compared to other variables, although it is still not statistically significant.

The Influence of Integrated Value on Repurchase Intention of Virtual Items in the Online Game Mobile Legends: Bang-Bang

Based on the results of the simultaneous hypothesis testing (F-test) conducted, it was found that enjoyment value, visual authority value, monetary value, and character competency value have a positive and significant influence on Repurchase Intention. The findings indicate that Integrated Value, which comprises these four independent variables, simultaneously plays a crucial role in driving players' decisions to engage in repurchase intention of virtual items in Mobile Legends: Bang-Bang. This suggests that enjoyment in gameplay, visual aesthetic appeal, price perception, and character competency collectively influence player loyalty in purchasing in-game items.

The Partial Influence of Enjoyment Value on Repurchase Intention of Virtual Items in Mobile Legends: Bang-Bang

Based on the results of partial hypothesis testing (t-test), it was determined that enjoyment value does not have a significant influence on repurchase intention. This suggests that players' degree of happiness or enjoyment during is not a primary factor in their decision to repurchase virtual items. In other words, although a player may enjoy the game, this enjoyment does not directly drive them to purchase in-game items. One possible reason is that game enjoyment can be experienced without purchasing additional items, as Mobile

Legends offers various free features, reward events, and opportunities to obtain skins or specific items without transactions. Furthermore, some players may prioritize gameplay skills over cosmetic appearances or additional effects provided by purchased items.

The Partial Influence of Character Competency Value on Repurchase Intention of Virtual Items in Mobile Legends: Bang-Bang

Based on the results of partial hypothesis testing (t-test) conducted using IBM SPSS Statistics 26, it was found that Character Competency Value does not have a significant influence on Repurchase Intention. This indicates that the level of character competency in the game is not a primary factor driving players' decisions to repurchase virtual items in Mobile Legends: Bang-Bang.

In other words, even if a hero possesses superior abilities or is frequently used in the game's meta, this does not directly influence players' decisions to purchase in-game items such as skins or additional effects. One possible explanation for this result is that item purchases in Mobile Legends are primarily cosmetic and do not impact a hero's performance in battles. Moonton has developed a fair gameplay system where skills and strategy play a more significant role than visual enhancements from purchased items. As a result, players who seek to improve their hero's competency are more likely to practice or purchase new heroes rather than buy skins or other virtual items.

The Partial Influence of Monetary Value on Repurchase Intention of Virtual Items in Mobile Legends: Bang-Bang

Based on the results of partial hypothesis testing (t-test), it was found that Monetary Value does not have a significant influence on Repurchase Intention. This result indicates that players' perceptions of the money spent on purchasing virtual items do not significantly influence their decision to make repeat purchases in Mobile Legends: Bang-Bang.

In other words, whether an item is perceived as expensive or affordable is not a primary factor in players' decisions to repurchase virtual items in the game. One possible explanation for this finding is that Mobile Legends players are more likely to purchase virtual items based on other factors, such as exclusivity, visually appealing designs, or personal preferences for their favorite heroes, rather than considering whether the price is proportional to the item's benefits. Additionally, Mobile Legends frequently offers discount events, promotions, and opportunities to obtain items at lower prices, making price less of a concern in repeat purchase decisions.

The Partial Influence of Visual Authority Value on Repurchase Intention of Virtual Items in Mobile Legends: Bang-Bang

Based on the results of partial hypothesis testing (t-test), it was found that Visual Authority Value does not have a significant influence on Repurchase Intention. This result suggests that the visual appeal or exclusivity of an item in Mobile Legends: Bang-Bang does not significantly influence players' decisions to make repeat virtual item purchases. In other words, even if a skin or item has an attractive design and an exclusive appearance, this factor is not the main reason players continue to make repeat purchases.

Most players may buy virtual items not solely for their visual aspects but rather due to other factors, such as gaming satisfaction, preferences for certain heroes, or the availability of special events and promotions. Furthermore, Mobile Legends often provides free skins

and in-game events, allowing players to obtain exclusive appearances without making direct purchases.

CONCLUSION

Drawing from the findings of the study and the previous discussion of "The Influence of Integrated Value Variables on the Repurchase Intention of Virtual Items in the Mobile Legends: Bang-Bang Online Game," the following conclusions can be made:

1. Integrated Value (Enjoyment Value, Character Competency Value, Monetary Value, and Visual Authority Value) has a significant simultaneous influence on the Repurchase Intention of virtual items in the Mobile Legends: Bang-Bang online game.
2. Enjoyment Value does not have a significant partial influence on the Repurchase Intention of virtual items in the Mobile Legends: Bang-Bang online game.
3. Character Competency Value does not have a significant partial influence on the Repurchase Intention of virtual items in the Mobile Legends: Bang-Bang online game.
4. Monetary Value does not have a significant partial influence on the Repurchase Intention of virtual items in the Mobile Legends: Bang-Bang online game.
5. Visual Authority Value does not have a significant partial influence on the Repurchase Intention of virtual items in the Mobile Legends: Bang-Bang online game.

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