

ABSTRACT

Mobile Legends: Bang Bang has become one of the most popular games in the world and one of the online games with the highest number of downloads in Indonesia. Therefore, this study aims to prove the effect of perceived value and satisfaction on purchasing decisions for virtual items in the Mobile Legends game in Bandung City.

This research uses quantitative descriptive methods. The sample of this study amounted to 385 respondents with the criteria of having bought virtual items in the Mobile Legends game. sampling technique using purposive sampling. Based on Hypothesis testing, Perceived Value has a positive and significant effect on Purchasing Decisions as well as satisfaction has a positive and significant effect on Purchasing Decisions for virtual items in the Mobile Legends game. The regression analysis test results show that Perceived Value and Satisfaction together have a significant impact on purchasing decisions for virtual items in the Mobile Legends game in Bandung City.

Based on R Square Perceived Value (X1) and Satisfaction (X2) have an 80.64% effect on Purchasing Decisions (Y) the remaining 19.36% is the influence of other variables not included in this study. The practical implications of this research are that it can provide a more in-depth view of the factors that influence purchasing decisions for virtual items in the context of online games. increasing perceived value and user satisfaction can contribute to economic growth in the online gaming industry, especially in terms of sales of virtual items.

Keywords: Perceived Value, Satisfaction, Purchase Decision, Virtual Items, Mobile Legends.