

ABSTRACT

This study examines the influence of advertising and promotion on consumer purchase decisions in Bogor Regency regarding virtual items in the game Mobile Legends: Bang Bang (MLBB). The purpose of this research is to assess how significantly advertising and promotion affect consumers' purchase decisions related to MLBB virtual items. The study uses the Stimulus-Organism-Response (S-O-R) model, which is relevant for understanding purchasing behavior in the context of virtual items.

This research adopts a quantitative approach and finds that both advertising and promotion individually have a strong influence on purchase decisions. Furthermore, these two variables together have a significant and positive effect on purchase decisions. Promotion shows a stronger effect, likely because it directly triggers purchases through offers such as discounts, coupons, cashback, and free samples. It is important for MLBB to strengthen both advertising and promotional strategies to boost sales of virtual items, particularly since these are non-physical products.

Keywords: Advertising, Promotion, Purchase Decision, Mobile Legends: Bang Bang