

ABSTRACT

The phenomenon of top ups in online gaming communities, especially in the Mobile Legends game, is increasingly widespread as the interaction between players in communities such as Tel-U Esports MSL Purwokerto develops. The player's decision to top up is not only driven by in-game needs, but also by the influence of information circulating between members, known as Electronic Word of Mouth (eWOM). This study aims to analyze the role and influence of eWOM in shaping Mobile Legends players' top up decisions. Before proceeding with the main research, pre-research was conducted to test the feasibility of the instruments used. The results of the pre-study show that most respondents consider the quality and credibility of information to be very important in top up decisions. A quantitative approach with the Partial Least Squares Structural Equation Modeling (PLS-SEM) method was used to test the effect of eWOM on top up decisions. The variables analyzed include information quality, information credibility, information needs, attitude towards information, information usefulness, and information acceptance. The test results show that information needs, attitude towards information, information usefulness, and information acceptance have a significant influence on top up decisions. In contrast, information quality and credibility did not show a significant effect. This finding underscores the importance of social factors and perceived usefulness of information in making top-up decisions.

Keywords: Mobile Legends, Game Online, Top Up, eWOM, IACM