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# The Effect of Customer Experience on Repurchase Intention Through Customer Satisfaction Virtual Products Game Mobile Legends: Bang Bang in Cimahi City

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## ABSTRACT

The purpose of this study is to examine the influence of customer experience dimensions, namely sensory experience, emotional experience, and social experience on repurchase intention through customer satisfaction of the Mobile Legends: Bang Bang virtual game product in Cimahi City. A total of 150 respondents who have played the Mobile Legends: Bang Bang game and have bought the Mobile Legends: Bang Bang game virtual product are the sample in this study. The cross-sectional or one-shot study method was used to obtain data. The research instrument has been declared to have passed the validity and reliability test. The data analysis technique used is structural equation modeling (SEM) using the help of Smart-PLS version 3.0. Of the ten proposed hypotheses, all hypotheses each had a positive influence. Sensory experience, emotional experience, and social experience affect repurchase intention both directly and indirectly through customer satisfaction.

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*Keywords: Customer Experience, Sensory Experience, Emotional Experience, Social Experience, Customer Satisfaction, Repurchase Intention*

## 1. INTRODUCTION

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Over the past few years, the field of electronic sports or now better known as esports, has experienced very significant growth. Esports has become a global phenomenon that is also influenced by technological developments and innovations in the industrial era 4.0, this development has a great impact on the esports industry [1]. *Esports (electronic sport) is a form of sports competition in which participants compete using video games. Participants have the opportunity to obtain awards, prizes, sponsorships, and advertising through the tournament both offline and online [2].*

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A number of major tournaments in the world of esports, such as the PUBG Mobile World Invitational, Free Fire World Series, League of Legends World Championship, M World Championship, have managed to attract millions of online viewers from all over the world, making esports increasingly popular. The esports industry has created new career opportunities, such as professional esports players who can generate income through tournament rewards, sponsorships, and online content. In addition, related sectors, such as media that broadcast tournaments have

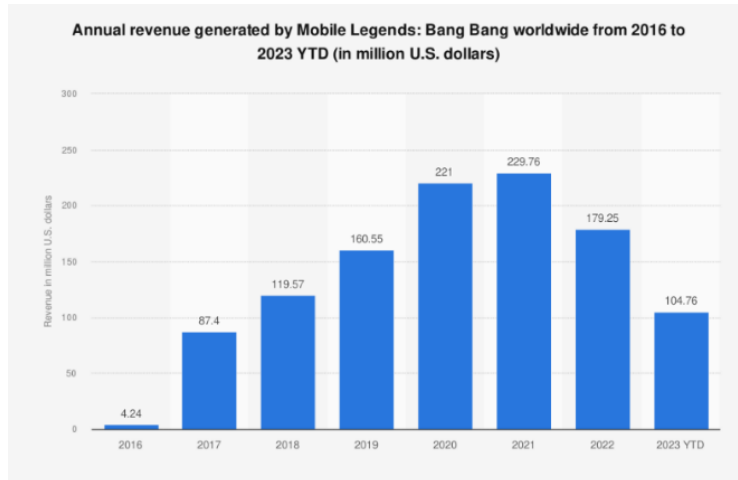
53 also experienced significant growth [3]. In  
54 2022, esports revenue worldwide reached  
55 more than USD 1.38 billion. Additionally,  
56 the industry has significant growth  
57 prospects, with revenue estimated to reach  
58 USD 1.87 billion by 2025. Currently, Asia  
59 and North America are the largest markets  
60 in the esports industry in terms of revenue  
61 [4].

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63 According to an article published by  
64 duniagames.co.id, there are seven esports  
65 games that are very popular in Indonesia,  
66 namely Valorant, League of Legends: Wild  
67 Rift, Arena of Valor, Call of Duty Mobile,  
68 Free Fire, PUBG Mobile, and Mobile  
69 Legends: Bang Bang. There are various  
70 game categories that are often competed  
71 in eSports competitions, such as MOBA  
72 (Multiplayer Online Battle Arena),  
73 FPS/TPS (First Person Shooter – Third  
74 Person Shooter), Battle Royale, Racing &  
75 Sports, Auto Battler, Collectible Card  
76 Games (CCG), Real Time Strategy (RTS),  
77 and Fighting Games. Currently, the most  
78 popular game category is MOBA and one  
79 of the most in-demand MOBA games is  
80 Mobile Legends: Bang Bang [5].

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82 Mobile Legends: Bang Bang is a game  
83 with mechanics that involves two teams  
84 that are opposite to each other. Each team  
85 consists of five players, and each player  
86 controls or commands an avatar or hero  
87 through their own device. The two teams  
88 competed for victory by destroying the  
89 enemy's turret or base while protecting  
90 their own base [6]. Mobile Legends: Bang  
91 Bang is a game developed by Moonton, a  
92 game company based in Shanghai. The  
93 game was first released on July 11, 2016  
94 for the Android platform and then on  
95 November 9, 2016 for iOS [7]. Individuals

96 who play the Mobile Legends: Bang Bang  
97 game themselves do not care what their  
98 gender is and how old they are, because  
99 the gameplay itself is quite easy to play [8].  
100 According to data taken from AppMagic on  
101 September 7, 2022, Indonesia is ranked  
102 first as the country with the highest number  
103 of Mobile Legends: Bang Bang downloads  
104 in the entire region, Indonesia recorded  
105 around 190 million downloads, followed by  
106 the Philippines with 77 million downloads,  
107 Brazil in third place with 32 million  
108 downloads, Malaysia in fourth place with  
109 27 million downloads, and Thailand in last place  
110 with 25 million downloads [9].

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112 In accordance with the high number of  
113 enthusiasts, in 2022, Moonton earned  
114 revenue of around USD 291 million or  
115 equivalent to Rp 4 trillion [10]. Moonton's  
116 income is obtained from various sources,  
117 one of which is from the purchase of virtual  
118 products through diamond top-ups carried  
119 out by Mobile Legends: Bang Bang  
120 players. The Asian region is the region with  
121 the highest level of in-game purchases,  
122 namely in Malaysia with the number of in-  
123 game purchases of USD 87.5 million,  
124 followed by Indonesia with the number of  
125 transactions of USD 69.2 million, showing  
126 how much players from these two  
127 countries contribute [11]. A virtual product  
128 is an item or money that does not have a  
129 physical form that is purchased using real  
130 money and then the non-physical goods or  
131 money are used in the game [12]. As for  
132 the virtual products that can be purchased  
133 by players in the Mobile Legends: Bang  
134 Bang game, such as heroes, hero skins,  
135 battle emotes, enemy elimination effects,  
136 recall effects, monthly starlight members,  
137 twilight passes, and many more [8].



**Fig. 1. Annual Revenue Data of Mobile Legends: Bang Bang**

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Figure 1 above is data from statista.com article about the annual revenue of Mobile Legends: Bang Bang around the world from 2016 to the present. The data shows a significant decrease in Mobile Legends: Bang Bang revenue in 2023 when compared to the previous year, even when compared to 2021, the decline reached more than 50%. Although 2023 is not yet over, the decline is a serious threat to Moonton, as the game's developer [13].

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### Mobile Legends: Bang Bang Live Monthly Player Detailed [TABLE]

| Month              | Average Monthly Players | Monthly Gain / Loss | Monthly Gain / Loss % | Average Daily Players |
|--------------------|-------------------------|---------------------|-----------------------|-----------------------|
| Last 30 Days       | 78,622,044              | -5,645,956          | -7%                   | 5,241,470             |
| September 30, 2023 | 84,268,000              | 2,055,317           | 3%                    | 5,617,867             |
| August 30, 2023    | 82,212,683              | 813,987             | 1%                    | 5,480,846             |
| July 30, 2023      | 81,398,696              | 1,202,936           | 2%                    | 5,426,580             |
| June 30, 2023      | 80,195,760              | 3,002,806           | 4%                    | 5,346,384             |
| May 30, 2023       | 77,192,954              | -941,520            | -1%                   | 5,146,197             |
| April 30, 2023     | 78,134,474              | -937,614            | -1%                   | 5,208,965             |
| March 30, 2023     | 79,072,088              | -948,865            | -1%                   | 5,271,473             |
| February 28, 2023  | 80,020,953              | -1,136,827          | -1%                   | 5,334,730             |
| January 30, 2023   | 81,157,780              | 400,830             | 0%                    | 5,410,519             |

**Fig. 2. Average Data of Mobile Legends: Bang Bang Players**

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Based on figure 2 above, the data shows that in the last 30 days, there has been a decrease in the average number of players playing the Mobile Legends: Bang Bang game by 7%, the decline is the highest decrease during the 2023 period. This can

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165 be a serious concern for Moonton as the  
166 developer of the game, as it shows a  
167 decline in player interest in a short period  
168 of time [14]. Thus, based on the above  
169 phenomenon, there is a very significant  
170 decrease in revenue in the Mobile  
171 Legends: Bang Bang game, where one of  
172 the revenues is obtained from virtual  
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## 182 **2. LITERATURE REVIEW**

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### 184 **2.1 Customer Experience**

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186 Customer experience is defined as  
187 cognitive recognition or perception that  
188 can stimulate customer motivation. This  
189 perception has the potential to increase the  
190 value of the products and services  
191 provided [15]. Customer experience is the  
192 ability of a company to provide the  
193 experience desired by customers [16].  
194 There are three types of customer  
195 experience dimensions, namely sensory  
196 experience, emotional experience, and  
197 social experience [17].

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#### 199 **2.1.1 Sensory Experience**

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201 Sensory experience is an effort to create  
202 an experience that involves the five  
203 senses, including visual, auditory,  
204 aromatic, taste, and tactile experiences  
205 [18]. Sensory experience can be measured  
206 through four indicators, namely the ability  
207 of virtual products to attract players from  
208 the visual side, the ability of virtual  
209 products to attract players from the  
210 auditory side, the ability of virtual products  
211 to provide experiences that attract the  
212 attention of other players, and the ability of  
213 virtual products to arouse interest in  
214 playing games [19].

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#### 216 **2.1.2 Emotional Experience**

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218 Emotional experience is a strategy and  
219 implementation that aims to create an  
220 affective influence on consumers on a  
221 company through communication,  
222 products, environments, websites, and  
223 interactions with individuals who offer  
224 products [18]. Emotional experience can  
225 be measured through three indicators,

173 product purchase activities and there is  
174 also a very significant decrease in the  
175 average number of players who have  
176 played the Mobile Legends: Bang Bang  
177 game in the last 30 days. This indicates  
178 that there is a decrease in repurchase  
179 interest in the Mobile Legends: Bang Bang  
180 virtual game product.

226 namely feeling happy when using virtual  
227 products, feeling proud when using virtual  
228 products, and feeling impressed by virtual  
229 products [19].

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#### 231 **2.1.3 Social Experience**

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233 Social experience aims to connect  
234 individuals to other people, social groups,  
235 or more abstract social entities such as  
236 certain cultures or values reflected in a  
237 product [18]. Social experience can be  
238 measured through three indicators,  
239 namely the ability of virtual products to  
240 provide positive recognition, the ability of  
241 virtual products to improve social status,  
242 and the ability of virtual products to position  
243 a higher social class in games [19].

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### 245 **2.2 Customer Satisfaction**

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247 Customer satisfaction is the level at which  
248 consumers feel that certain attributes they  
249 perceive based on the performance of a  
250 product, service, or company are able to  
251 meet or exceed their expectations after  
252 making a purchase [20]. Customer  
253 satisfaction is a feeling of regret or  
254 happiness that arises from the comparison  
255 of the performance of a product to  
256 consumer expectations [21]. Customer  
257 satisfaction is measured through three  
258 indicators, namely feeling happy with the  
259 virtual product overall, feeling happy with  
260 the virtual product that exceeds  
261 expectations, and feeling happy with the  
262 virtual product that suits the desired ideal  
263 situation [22].

264

### 265 **2.3 Repurchase Intention**

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267 Repurchase intention is the opportunity for  
268 repurchase resulting from past purchases  
269 based on consumer experience, which

270 directly affects a consumer's intention to  
 271 repurchase a product in the future [23].  
 272 Repurchase intention is defined as the  
 273 actual behavior of consumers that results  
 274 in the purchase of products or services  
 275 from the same company repeatedly [24].  
 276 Repurchase intention is defined as a  
 277 customer's preference for a product that  
 278 leads to their tendency to repurchase the  
 279 product over a certain period of time [25].  
 280 Repurchase intention can be measured  
 281 through four indicators, namely the desire  
 282 to repurchase virtual products in the future,  
 283 the tendency in behavior to repurchase  
 284 virtual products in the future, the desire to  
 285 continue to add variety when buying virtual  
 286 products, and the desire to make virtual  
 287 products the first choice [26].  
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## 289 **2.4 Theoretical Frameworks and** 290 **Hypothesis**

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 292 To support the development of each  
 293 hypothesis describing the relationship  
 294 between variables in this study, it is  
 295 necessary to design a theoretical  
 296 framework guided by the conceptual model  
 297 developed [27]. Sensory experience has a  
 298 positive and significant effect on consumer  
 299 satisfaction, emotional experience has a  
 300 positive and significant effect on consumer  
 301 satisfaction, and social experience has a  
 302 positive and significant effect on consumer  
 303 satisfaction [18]. Based on the above  
 304 concepts, this study formulates the first  
 305 three hypotheses as follows:  
 306

307 H1 : Sensory experience has a positive  
 308 and significant effect on customer  
 309 satisfaction

310 H2 : Emotional experience has a positive  
 311 and significant effect on customer  
 312 satisfaction

313 H3 : Social experience has a positive and  
 314 significant effect on customer  
 315 satisfaction

316  
 317 Sensory experience has a positive and  
 318 significant effect individually on  
 319 repurchase intention, emotional  
 320 experience has a positive and significant  
 321 effect individually on repurchase intention,  
 322 and social experience also has a positive

323 and significant effect individually on  
 324 repurchase intention [19]. Based on the  
 325 above concepts, this study formulates  
 326 three second hypotheses as follows:  
 327

328 H4 : Sensory experience has a positive  
 329 and significant effect on repurchase  
 330 intention

331 H5 : Emotional experience has a positive  
 332 and significant effect on repurchase  
 333 intention

334 H6 : Social experience has a positive and  
 335 significant effect on repurchase  
 336 intention  
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338 Based on research [28], it was found that  
 339 customer satisfaction has a positive  
 340 influence on repurchase intention.  
 341 Customer satisfaction has a positive effect  
 342 on repurchase intention. This means that  
 343 the higher the level of customer  
 344 satisfaction, the higher the interest in  
 345 making repeat purchases [29]. Based on  
 346 the concepts above, this study formulates  
 347 the seventh hypothesis as follows:  
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349 H7 : Customer satisfaction has a positive  
 350 and significant effect on repurchase  
 351 intention  
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353 Previous research has not supported the  
 354 relationship between the dimensions of  
 355 customer experience, namely sensory  
 356 experience, emotional experience, and  
 357 social experience to repurchase intention  
 358 through customer satisfaction. However,  
 359 [20] found that customer experience has a  
 360 positive effect on repurchase intention  
 361 through customer satisfaction. Therefore,  
 362 this study formulates three fourth  
 363 hypotheses as follows:  
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365 H8 : Customer satisfaction mediates the  
 366 influence of sensory experience on  
 367 repurchase intention

368 H9 : Customer satisfaction mediates the  
 369 influence of emotional experience  
 370 on repurchase intention

371 H10 : Customer satisfaction mediates the  
 372 influence of social experience on  
 373 repurchase intention  
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375 Based on the explanation that has been 378 intention through customer satisfaction,  
 376 described regarding the influence of 379 the following conceptual model is  
 377 customer experience on repurchase 380 proposed:

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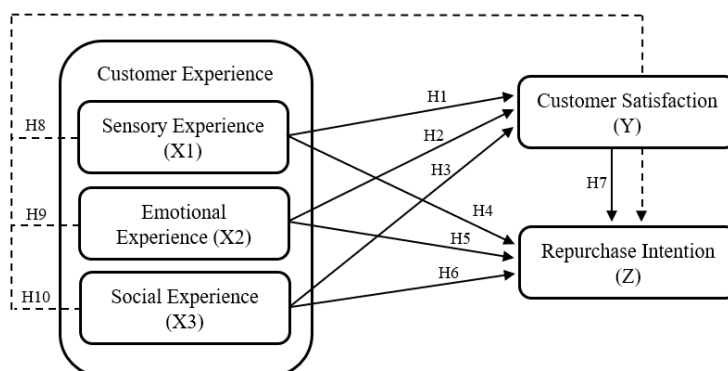


Fig. 3. Conceptual Framework

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385 **3. METHODOLOGY**

386 The methods used in this study are  
 387 quantitative, descriptive and associative.  
 388 Respondents have filled out research  
 389 questions through questionnaires through  
 390 google forms and have met the  
 391 requirements of this research, namely  
 392 having played the Mobile Legends: Bang  
 393 Bang game and have purchased virtual  
 394 products in the Mobile Legends: Bang  
 395 Bang game and are domiciled in Cimahi  
 396 City. The research data was collected  
 397 using the cross-sectional technique or one  
 398 shot study and obtained 226 respondents  
 399 with purposive sampling as a sampling  
 400 technique. Only 200 respondents met the  
 401 criteria.

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 404 In analyzing the data from the variables in  
 405 this study, structural equation modeling  
 406 (SEM) was used using the help of Smart  
 407 PLS version 3.0. Data analysis uses PLS  
 408 software consisting of Outer Model and  
 409 Inner Model Analysis. The outer model  
 410 analysis can be explained by convergent  
 411 validity, discriminant validity, composite  
 412 reliability while the inner model analysis is  
 413 through R-Square, F-Square, Model Fit  
 414 Test, Path and Hypothesis Testing.

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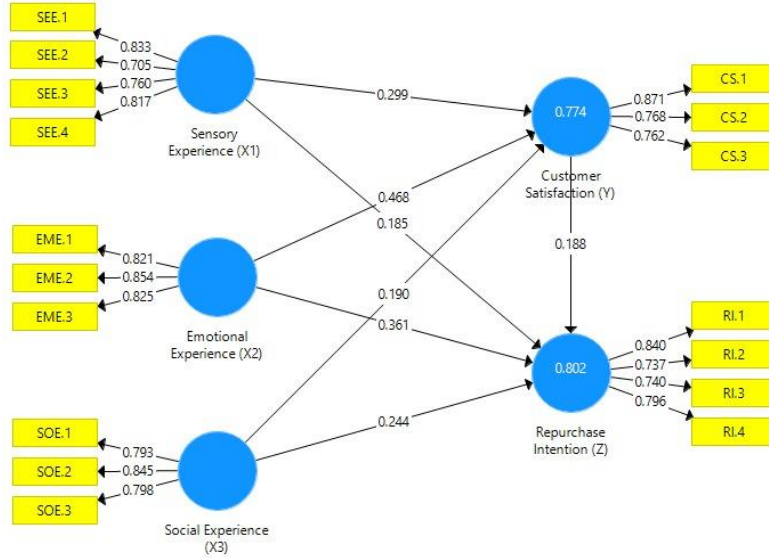
416 **4. RESULTS AND DISCUSSION**

417 **4.1 Descriptive Result**

418 First, 140 respondents (70%) were male  
 419 and 60 (30%) were female, dominated by  
 420 respondents aged 19-25 years, which was  
 421 around 171 people (86%). The majority of  
 422 respondents were 151 students (76%),  
 423 followed by private employees as many as  
 424 26 people (13%) with an average income  
 425 of less than one million five hundred  
 426 thousand rupiah to three million rupiah  
 427 (83%) or 166 people. 59% of respondents  
 428 or around 119 people have purchased  
 429 Mobile Legends: Bang Bang virtual game  
 430 products 3 times or more, and half of the  
 431 total respondents have purchased Mobile  
 432 Legends: Bang Bang virtual game  
 433 products in the last 3 months.

434 **4.2 Convergent Validity**

435 The loading factor value set for each  
 436 construction indicator is an indication of  
 437 convergent validity test. Validity is  
 438 associated with indicators whose loading  
 439 factor is greater than 0.7 [30].  
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**Fig. 4. Convergent Validity**  
Source: Data Processed 2024

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Figure 4 displays the results of the convergent validity calculation, which reveals that all research variables have a loading factor greater than 0.70. This indicates that the indicator is correct and meets the specifications.

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**4.3 Discriminant Validity**

The calculation of cross loadings is appropriate to determine discriminant validity. The value of cross loadings indicates whether or not the construct has sufficient discrimination. The variable should have the highest cross loadings value when compared to other constructions.

**Table 1. Discriminant Validity**

|       | SEE   | EME   | SOE   | CS    | RI    |
|-------|-------|-------|-------|-------|-------|
| SEE.1 | 0.833 | 0.589 | 0.584 | 0.638 | 0.629 |
| SEE.2 | 0.705 | 0.562 | 0.537 | 0.578 | 0.591 |
| SEE.3 | 0.760 | 0.572 | 0.537 | 0.600 | 0.575 |
| SEE.4 | 0.817 | 0.573 | 0.633 | 0.625 | 0.629 |
| EME.1 | 0.581 | 0.821 | 0.667 | 0.676 | 0.693 |
| EME.2 | 0.646 | 0.854 | 0.651 | 0.726 | 0.726 |
| EME.3 | 0.610 | 0.825 | 0.649 | 0.690 | 0.697 |
| SOE.1 | 0.532 | 0.626 | 0.793 | 0.643 | 0.677 |
| SOE.2 | 0.678 | 0.663 | 0.845 | 0.675 | 0.678 |
| SOE.3 | 0.579 | 0.626 | 0.798 | 0.572 | 0.616 |
| CS.1  | 0.709 | 0.737 | 0.686 | 0.871 | 0.755 |
| CS.2  | 0.535 | 0.635 | 0.610 | 0.768 | 0.628 |
| CS.3  | 0.631 | 0.638 | 0.571 | 0.762 | 0.591 |
| RI.1  | 0.705 | 0.693 | 0.682 | 0.690 | 0.840 |
| RI.2  | 0.481 | 0.646 | 0.639 | 0.584 | 0.737 |
| RI.3  | 0.637 | 0.679 | 0.594 | 0.631 | 0.740 |
| RI.4  | 0.586 | 0.618 | 0.608 | 0.662 | 0.796 |

Source: Data Processed 2024

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**4.4 Composite Reliability**

**Table 2. Composite Reliability**

|     | <b>Cronbach's Alpha</b> | <b>Composite Reliability</b> | <b>Average Variance Extracted (AVE)</b> |
|-----|-------------------------|------------------------------|---|
| SEE | 0.784                   | 0.861                        | 0.609                                   |
| EME | 0.780                   | 0.872                        | 0.694                                   |
| SOE | 0.742                   | 0.853                        | 0.660                                   |
| CS  | 0.721                   | 0.844                        | 0.643                                   |
| RI  | 0.783                   | 0.860                        | 0.607                                   |

Source: Data Processed 2024

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Reliability is used to analyze the consistency of results obtained from many measurements. The reliability of the decent composite and the extracted mean variance score (AVE) should be greater than 0.7. Meanwhile, the average variance extracted (AVE) value must exceed 0.5 [30]. Cronbach's alpha, composite reliability, and AVE values in Table 2 all fit the criteria. Thus, variable construction can be considered reliable.

**4.5 R Square**

The influence of endogenous factors on other variables was found using R-square. The R-Square value is expected to be between 0 and 1. R-Square values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak.

**Table 3. R Square**

|    | <b>R Square</b> |
|----|-----------------|
| CS | 0.774           |
| RI | 0.802           |

Source: Data Processed 2024

Based on the table above, it is concluded that the customer satisfaction variable has an R-square value of 0.774 (strong category), indicating that the customer satisfaction variable accounts for 77.4% of the sensory experience, emotional experience, and social experience variables. Meanwhile, repurchase intention has an r-square of 0.802 (strong category) which means 80.2% of the repurchase intention explained by sensory experience, emotional experience, and social experience.

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**4.6 F Square**

The f-square test was used to determine the influence of the predictor variable on the dependent variable. The f-square value is 0.02 as small, 0.15 as medium, and the value is 0.35 as large from the latent variable predictor. The findings of the f-square are displayed based on the results of data processing.

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**Table 4. F Square**

|     | <b>CS</b> | <b>RI</b> |
|-----|-----------|-----------|
| SEE | 0.156     | 0.059     |
| EME | 0.317     | 0.164     |
| SOE | 0.052     | 0.094     |
| CS  |           | 0.040     |

Source: Data Processed 2024

The value of f-Square sensory experience for customer satisfaction was 0.156 (moderate) and 0.059 (weak) for repurchase intention. Then, f-square emotional experience towards customer satisfaction was 0.317 (moderate) and for repurchase intention was 0.164 (moderate). In addition, f-square social experience for customer satisfaction was 0.052 (weak) and 0.094 (weak) for repurchase intention. Meanwhile, the customer satisfaction variable had a weak impact on repurchase intention as indicated by the f-square value of 0.040.

**4.7 Model Fit Test**

Before proceeding to hypothesis testing, a model fit test was carried out using a fit model. Standardized root mean square residual (SRMR) and normal fit index (NFI)

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550 are used as the basis for inferring whether  
 551 the model has been matched or not  
 552 matched.

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**Table 5. Model Fit**

|            | <b>Saturated<br/>Model</b> | <b>Estimated<br/>Model</b> |
|------------|----------------------------|----------------------------|
| SRMR       | 0.071                      | 0.071                      |
| d_ULS      | 0.761                      | 0.761                      |
| d_G        | 0.441                      | 0.441                      |
| Chi-Square | 473.222                    | 473.222                    |
| NFI        | 0.769                      | 0.769                      |

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Source: Data Processed 2024

557 Based on the output above, it is known that  
 558 the SRMR value of 0.071 is less than 0.10  
 559 and the NFI value of 0.769 is between  
 560 0.00-1.00 which means that the model is

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**Table 6. Direct Effect Test**

|          | <b>Path Coefficients</b> | <b>T Statistics</b> | <b>P Values</b> | <b>Hypothesis<br/>Result</b> |
|----------|--------------------------|---------------------|-----------------|------------------------------|
| SEE - CS | 0.299                    | 4.853               | 0.000           | Accepted                     |
| EME - CS | 0.468                    | 7.782               | 0.000           | Accepted                     |
| SOE - CS | 0.190                    | 3.045               | 0.002           | Accepted                     |
| SEE - RI | 0.185                    | 2.690               | 0.007           | Accepted                     |
| EME - RI | 0.361                    | 4.673               | 0.000           | Accepted                     |
| SOE - RI | 0.244                    | 3.552               | 0.000           | Accepted                     |
| CS - RI  | 0.188                    | 2.520               | 0.012           | Accepted                     |

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Source: Data Processed 2024

582 Based on the table of direct influence test  
 583 results above, the following are the test  
 584 findings for each hypothesis as follows:

- 585 1. Sensory experience has a positive and  
 586 significant effect on customer  
 587 satisfaction. This is supported by a path  
 588 coefficients value of 0.299. Data  
 589 processing produced P values of 0.000  
 590 < 0.05 and statistical T values of 4.853  
 591 > 1.98. Thus, the first hypothesis of the  
 592 study (H1) has been accepted. These  
 593 findings support the research [18].
- 594 2. Emotional experience has a positive  
 595 and significant effect on customer  
 596 satisfaction. This is supported by a path  
 597 coefficients value of 0.468. Data  
 598 processing produced a statistical T  
 599 value that exceeded the table T value  
 600 (7.782 > 1.98) with P values 0.000 <  
 601 0.05. Thus, the second hypothesis of

561 declared fit so that the hypothesis can be  
 562 tested statistically.

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## 564 **4.8 Path Analysis and Hypothesis 565 Testing**

566

### 567 **4.8.1 Direct Effect Test**

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569 Testing of the hypothesis, as evidenced by  
 570 t-statistics and path coefficients. The path  
 571 coefficient describes the relationship  
 572 between constructs, while the t-statistical  
 573 value indicates the importance of  
 574 constructs. The t-statistical value used is  
 575 1.98 (alpha 5%), so the criteria for  
 576 accepting or rejecting the hypothesis are  
 577 as follows. Ha accepted; H0 is rejected.

602 the study (H2) was accepted. These  
 603 findings support the research [18].

- 604 3. Social experience has a positive and  
 605 significant effect on customer  
 606 satisfaction. This is supported by a path  
 607 coefficients value of 0.190. Data  
 608 processing produced a statistical T  
 609 value of 3.045 > 1.98 with P values of  
 610 0.002 < 0.05. Thus, the third hypothesis  
 611 of the study (H3) has been accepted.  
 612 These findings support the research  
 613 [18].
- 614 4. Sensory experience has a positive and  
 615 significant effect on repurchase  
 616 intention. This is supported by a path  
 617 coefficients value of 0.185. Data  
 618 processing produces a statistical T  
 619 value of 2.690 > 1.98 with P values of  
 620 0.007 < 0.05. Thus, the fourth  
 621 hypothesis of the study (H4) was

622 accepted. These findings support the  
 623 research [19].  
 624 5. Emotional experience has a positive  
 625 and significant effect on repurchase  
 626 intention. This is supported by a path  
 627 coefficients value of 0.361. Data  
 628 processing produced a statistical T  
 629 value of 4.673 > 1.98 with P values of  
 630 0.000 < 0.05. Thus, the fifth hypothesis  
 631 of the study (H5) was accepted. These  
 632 findings support the research [19].  
 633 6. Social experience has a positive and  
 634 significant effect on repurchase  
 635 intention. This is supported by a path  
 636 coefficients value of 0.244. Data  
 637 processing produces a statistical T

638 value of 3.552 > 1.98 with P values of  
 639 0.000 < 0.05. Thus, the sixth hypothesis  
 640 of the study (H6) was accepted. These  
 641 findings support the research [19].  
 642 7. Customer satisfaction has a positive  
 643 and significant effect on repurchase  
 644 intention. This is supported by a path  
 645 coefficients value of 0.188. Data  
 646 processing produced a statistical T  
 647 value of 2.520 > 1.98 with P values of  
 648 0.012 < 0.05. Thus, the seventh  
 649 hypothesis of the study (H7) was  
 650 accepted. These findings support  
 651 research [29] and [28].

**4.8.2 Indirect Effect Test**

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**Table 7. Indirect Effect Test**

|               | <b>Path Coefficients</b> | <b>T Statistics</b> | <b>P Values</b> | <b>Hypothesis Result</b> |
|---------------|--------------------------|---------------------|-----------------|--------------------------|
| SEE – CS – RI | 0.056                    | 2.117               | 0.035           | Accepted                 |
| EME – CS – RI | 0.088                    | 2.371               | 0.018           | Accepted                 |
| SOE – CS – RI | 0.036                    | 1.982               | 0.048           | Accepted                 |

656  
 657

Source: Data Processed 2024

658 Based on the table of indirect influence test  
 659 results above, the following are the test  
 660 findings for each hypothesis as follows:  
 661 1. Customer satisfaction mediates the  
 662 influence of sensory experience on  
 663 repurchase intention. This is supported  
 664 by a path coefficients value of 0.056.  
 665 Data processing produced P values of  
 666 0.035 < 0.05 and statistical T values of  
 667 2.117 > 1.98. Thus, the eighth  
 668 hypothesis of the study (H8) was  
 669 accepted.  
 670 2. Customer satisfaction mediates the  
 671 influence of emotional experience on  
 672 repurchase intention. This is supported  
 673 by a path coefficients value of 0.088.

674 Data processing produced a statistical  
 675 T value of 2.371 > 1.98 with P values of  
 676 0.018 < 0.05. Thus, the ninth  
 677 hypothesis of the study (H9) was  
 678 accepted.  
 679 3. Customer satisfaction mediates the  
 680 influence of social experience on  
 681 repurchase intention. This is supported  
 682 by a path coefficients value of 0.036.  
 683 Data processing produces a statistical  
 684 T value of 1.982 > 1.98 with P values of  
 685 0.048 < 0.05. Thus, the tenth  
 686 hypothesis of the study (H10) was  
 687 accepted.

688  
 689 **5. CONCLUSION**

690  
 691 The results showed that of the ten proposed  
 692 hypotheses, all of them had a positive  
 693 influence. Sensory experience affects  
 694 customer satisfaction by 29.9%. Emotional  
 695 experience affects customer satisfaction by  
 696 46.8%. Social experience affects customer  
 697 satisfaction by 19%. Sensory experience

698 affects repurchase intention by 18.5%.  
 699 Emotional experience affects repurchase  
 700 intention by 36.1%. Social experience affects  
 701 repurchase intention by 24.4%. *Customer*  
 702 *satisfaction affects repurchase intention by*  
 703 *18.8%. Customer satisfaction mediated the*  
 704 *influence of sensory experience on*  
 705 *repurchase intention by 5.6%. Customer*  
 706 *satisfaction mediated the influence of*  
 707 *emotional experience on repurchase*

708 *intention by 8.8%. Customer satisfaction*  
 709 *mediates the influence of social experience*  
 710 *on repurchase intention by 3.6%.*

711

712 **6. SUGGESTION**

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714 It is recommended for future researchers  
 715 to be able to analyze or add other variables  
 716 that can affect repurchase intention apart  
 717 from the variables used in this study. In  
 718 addition, it is also recommended to expand  
 719 the scope geographically so that the  
 720 research results can provide maximum  
 721 results. Based on the purpose of this study  
 722 is to provide a solution to the research  
 723 problem, namely the decrease in  
 724 repurchase intention in the Mobile  
 725 Legends: Bang Bang virtual game product.  
 726 The results of the study show that  
 727 repurchase intention is influenced by the  
 728 dimensions of customer experience,  
 729 namely sensory experience, emotional  
 730 experience, and social experience both  
 731 directly and indirectly through customer  
 732 satisfaction. Therefore, advice for  
 733 managers, both moonton as the developer  
 734 of the mobile legends: bang bang game  
 735 and other related parties, to pay attention  
 736 to the indicators that affect the decline in  
 737 repurchase interest in virtual products in  
 738 the Mobile Legends: Bang Bang game.

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740 From the sensory experience variables,  
 741 the managerial side can pay attention to  
 742 things such as having to make sure that  
 743 the virtual product in the game is

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 760 Banyak Orang di Indonesia dan

744 interesting from the visual side, then the  
 745 virtual product is able to attract players  
 746 from the auditory side, then the virtual  
 747 product is able to provide an experience  
 748 that is of interest to other players, then the  
 749 virtual product is able to arouse player  
 750 interest in playing the Mobile Legends:  
 751 Bang Bang game. Then, from the variable  
 752 of emotional experience, the developer  
 753 must be able to arouse the player's sense  
 754 of joy when using the virtual product, then  
 755 the virtual product is able to arouse players  
 756 to feel proud when using it, then the  
 757 developer is able to make the player feel  
 758 impressed when using the virtual product.  
 759 From the social experience variable,  
 760 developers are able to create virtual  
 761 products that can provide positive  
 762 recognition from the player's social  
 763 environment, then developers are able to  
 764 create virtual products that can improve  
 765 the social status of their players when  
 766 using them, then developers are able to  
 767 create virtual products that make the  
 768 player's social class position higher than  
 769 other players. By paying attention to the  
 770 indicators of these variables, it is hoped  
 771 that customers will feel satisfied so that  
 772 they will repurchase the mobile legends:  
 773 bang bang virtual game product.

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