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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

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].*

38 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].

62
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].

81
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].

111
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].

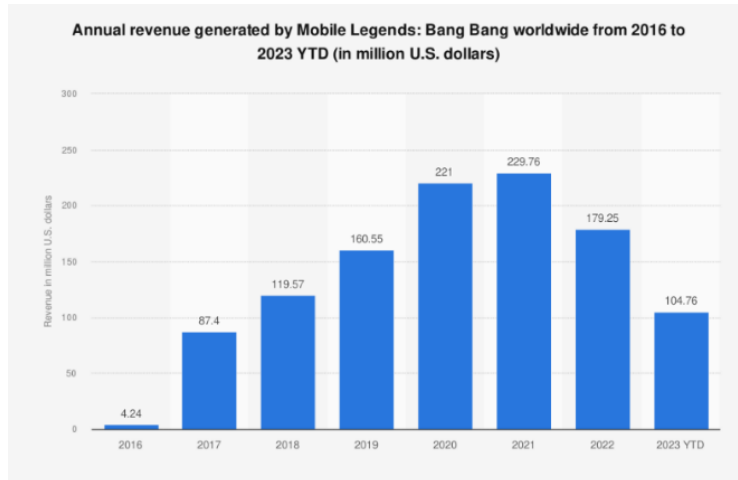


Fig. 1. Annual Revenue Data of Mobile Legends: Bang Bang

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143 Figure 1 above is data from statista.com
144 article about the annual revenue of Mobile
145 Legends: Bang Bang around the world
146 from 2016 to the present. The data shows
147 a significant decrease in Mobile Legends:
148 Bang Bang revenue in 2023 when

149 compared to the previous year, even when
150 compared to 2021, the decline reached
151 more than 50%. Although 2023 is not yet
152 over, the decline is a serious threat to
153 Moonton, as the game's developer [13].

154
155

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

156
157
158

159 Based on figure 2 above, the data shows
160 that in the last 30 days, there has been a
161 decrease in the average number of players

162 playing the Mobile Legends: Bang Bang
163 game by 7%, the decline is the highest
164 decrease during the 2023 period. This can

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

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.

181

182 **2. LITERATURE REVIEW**

183

184 **2.1 Customer Experience**

185

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].

198

199 **2.1.1 Sensory Experience**

200

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].

215

216 **2.1.2 Emotional Experience**

217

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,

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

230

231 **2.1.3 Social Experience**

232

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].

244

245 **2.2 Customer Satisfaction**

246

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**

266

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].
 288

289 **2.4 Theoretical Frameworks and** 290 **Hypothesis**

291
 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

337
 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:
 348

349 H7 : Customer satisfaction has a positive
 350 and significant effect on repurchase
 351 intention

352
 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:
 364

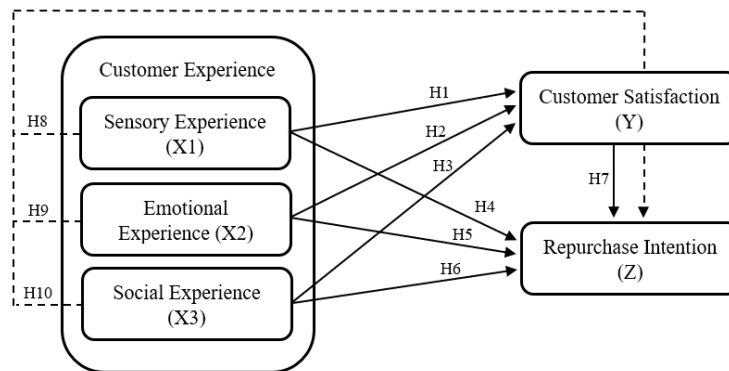
365 H8 : Customer satisfaction mediates the
 366 influence of sensory experience on
 367 repurchase intention

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
 374

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:

381



382
 383 **Fig. 3. Conceptual Framework**
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 384

385 **3. METHODOLOGY**

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

403
 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.

444

415

416 **4. RESULTS AND DISCUSSION**

417 **4.1 Descriptive Result**

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

436 **4.2 Convergent Validity**

437
 438
 439 The loading factor value set for each
 440 construction indicator is an indication of
 441 convergent validity test. Validity is
 442 associated with indicators whose loading
 443 factor is greater than 0.7 [30].

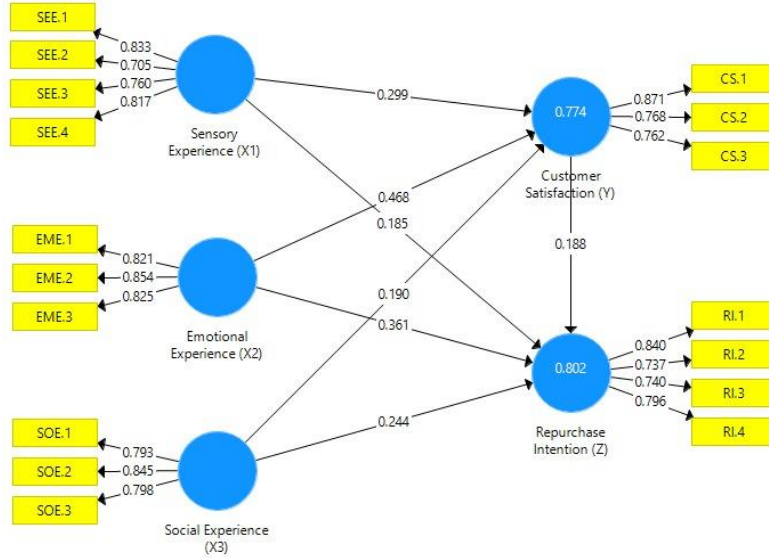


Fig. 4. Convergent Validity
Source: Data Processed 2024

445
446
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449 Figure 4 displays the results of the
450 convergent validity calculation, which
451 reveals that all research variables have a
452 loading factor greater than 0.70. This
453 indicates that the indicator is correct and
454 meets the specifications.

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4.3 Discriminant Validity

460
461 The calculation of cross loadings is
462 appropriate to determine discriminant
463 validity. The value of cross loadings
464 indicates whether or not the construct has
465 sufficient discrimination. The variable
466 should have the highest cross loadings
467 value when compared to other
468 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

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
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

476
477

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

	R Square
CS	0.774
RI	0.802

Source: Data Processed 2024

500
501

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.

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.

Table 4. F Square

	CS	RI
SEE	0.156	0.059
EME	0.317	0.164
SOE	0.052	0.094
CS		0.040

Source: Data Processed 2024

527
528

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)

549

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

553
 554

Table 5. Model Fit

	Saturated Model	Estimated Model
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

555
 556

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

578
 579

Table 6. Direct Effect Test

	Path Coefficients	T Statistics	P Values	Hypothesis Result
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

580
 581

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.

563

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

566

567 **4.8.1 Direct Effect Test**

568

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].
 652

653 **4.8.2 Indirect Effect Test**

654
 655

Table 7. Indirect Effect Test

	Path Coefficients	T Statistics	P Values	Hypothesis Result
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**

713

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.

739
 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

744

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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:
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