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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, Indonesia

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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. The results showed that of the ten hypotheses proposed, all hypotheses had a positive influence. Sensory experience, emotional experience, and social experience influence 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

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1. INTRODUCTION

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

36 A number of major tournaments in the
37 world of esports, such as the PUBG Mobile

38 World Invitational, Free Fire World Series,
39 League of Legends World Championship,
40 M World Championship, have managed to
41 attract millions of online viewers from all
42 over the world, making esports
43 increasingly popular. The esports industry
44 has created new career opportunities,
45 such as professional esports players who
46 can generate income through tournament
47 rewards, sponsorships, and online
48 content. In addition, related sectors, such
49 as media that broadcast tournaments have
50 also experienced significant growth [3]. In
51 2022, esports revenue worldwide reached
52 more than USD 1.38 billion. Additionally,
53 the industry has significant growth
54 prospects, with revenue estimated to reach

55 USD 1.87 million by 2025. Currently, Asia
56 and North America are the largest markets
57 in the esports industry in terms of revenue
58 [4].

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

79 Mobile Legends: Bang Bang is a game
80 with mechanics that involves two teams
81 that are opposite to each other. Each team
82 consists of five players, and each player
83 controls or commands an avatar or hero
84 through their own device. The two teams
85 competed for victory by destroying the
86 enemy's turret or base while protecting
87 their own base [6]. Mobile Legends: Bang
88 Bang is a game developed by Moonton, a
89 game company based in Shanghai. The
90 game was first released on July 11, 2016
91 for the Android platform and then on
92 November 9, 2016 for iOS [7]. Individuals
93 who play the Mobile Legends: Bang Bang
94 game themselves do not care what their

95 gender is and how old they are, because
96 the gameplay itself is quite easy to play [8].
97 According to data taken from AppMagic on
98 September 7, 2022, Indonesia is ranked
99 first as the country with the highest number
100 of Mobile Legends: Bang Bang downloads
101 in the entire region, Indonesia recorded
102 around 190 million downloads, followed by
103 the Philippines with 77 million downloads,
104 Brazil in third place with 32 million
105 downloads, Malaysia in fourth place with
106 27 downloads, and Thailand in last place
107 with 25 million downloads [9].

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

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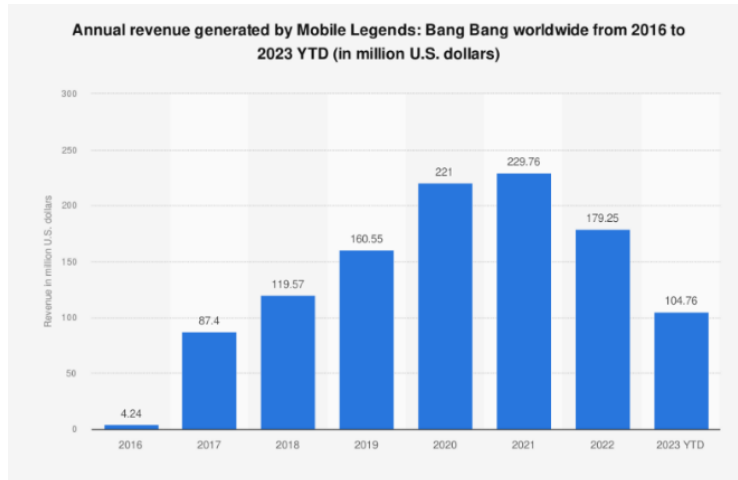


Fig. 1. Annual Revenue Data of Mobile Legends: Bang Bang

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140 Figure 1 above is data from statista.com 146 compared to the previous year, even when
141 article about the annual revenue of Mobile 147 compared to 2021, the decline reached
142 Legends: Bang Bang around the world 148 more than 50%. Although 2023 is not yet
143 from 2016 to the present. The data shows 149 over, the decline is a serious threat to
144 a significant decrease in Mobile Legends: 150 Moonton, as the game's developer [12].
145 Bang Bang revenue in 2023 when

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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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156 Based on figure 2 above, the data shows 159 playing the Mobile Legends: Bang Bang
157 that in the last 30 days, there has been a 160 game by 7%, the decline is the highest
158 decrease in the average number of players 161 decrease during the 2023 period. This can

162 be a serious concern for Moonton as the
163 developer of the game, as it shows a
164 decline in player interest in a short period
165 of time [13]. Thus, based on the above
166 phenomenon, there is a very significant
167 decrease in revenue in the Mobile
168 Legends: Bang Bang game, where one of
169 the revenues is obtained from virtual
170 product purchase activities and there is
171 also a very significant decrease in the
172 average number of players who have
173 played the Mobile Legends: Bang Bang
174 game in the last 30 days. This indicates

189 **2. LITERATURE REVIEW**

191 **2.1 Customer Experience**

193 Customer experience is defined as
194 cognitive recognition or perception that
195 can stimulate customer motivation. This
196 perception has the potential to increase the
197 value of the products and services
198 provided [16]. Customer experience is the
199 ability of a company to provide the
200 experience desired by customers [17].
201 There are three types of customer
202 experience dimensions, namely sensory
203 experience, emotional experience, and
204 social experience [18].

206 **2.1.1 Sensory Experience**

208 Sensory experience is an effort to create
209 an experience that involves the five
210 senses, including visual, auditory,
211 aromatic, taste, and tactile experiences
212 [19]. Sensory experience can be measured
213 through four indicators, namely the ability
214 of virtual products to attract players from
215 the visual side, the ability of virtual
216 products to attract players from the
217 auditory side, the ability of virtual products
218 to provide experiences that attract the
219 attention of other players, and the ability of
220 virtual products to arouse interest in
221 playing games [15].

223 **2.1.2 Emotional Experience**

225 Emotional experience is a strategy and
226 implementation that aims to create an
227 affective influence on consumers on a

175 that there is a decrease in repurchase
176 interest in the Mobile Legends: Bang Bang
177 virtual game product. Repurchase
178 intention is the opportunity for repurchase
179 resulting from past purchases based on
180 consumer experience, which directly
181 affects a consumer's intention to
182 repurchase a product in the future [14].
183 Repurchase intention is positively
184 influenced by the dimensions of customer
185 experience, namely sensory experience,
186 emotional experience, and social
187 experience [15].

228 company through communication,
229 products, environments, websites, and
230 interactions with individuals who offer
231 products [19]. Emotional experience can
232 be measured through three indicators,
233 namely feeling happy when using virtual
234 products, feeling proud when using virtual
235 products, and feeling impressed by virtual
236 products [15].

238 **2.1.3 Social Experience**

240 Social experience aims to connect
241 individuals to other people, social groups,
242 or more abstract social entities such as
243 certain cultures or values reflected in a
244 product [19]. Social experience can be
245 measured through three indicators,
246 namely the ability of virtual products to
247 provide positive recognition, the ability of
248 virtual products to improve social status,
249 and the ability of virtual products to position
250 a higher social class in games [15].

252 **2.2 Customer Satisfaction**

254 Customer satisfaction is the level at which
255 consumers feel that certain attributes they
256 perceive based on the performance of a
257 product, service, or company are able to
258 meet or exceed their expectations after
259 making a purchase [20]. Customer
260 satisfaction is a feeling of regret or
261 happiness that arises from the comparison
262 of the performance of a product to
263 consumer expectations [21]. Customer
264 satisfaction is measured through three
265 indicators, namely feeling happy with the
266 virtual product overall, feeling happy with

267 the virtual product that exceeds
268 expectations, and feeling happy with the
269 virtual product that suits the desired ideal
270 situation [22].

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272 **2.3 Repurchase Intention**

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

290

291 **2.4 Theoretical Frameworks and Hypothesis**

292

293 To support the development of each
294 hypothesis describing the relationship
295 between variables in this study, it is
296 necessary to design a theoretical
297 framework guided by the conceptual model
298 developed [26]. Sensory experience has a
299 positive and significant effect on consumer
300 satisfaction, emotional experience has a
301 positive and significant effect on consumer
302 satisfaction, and social experience has a
303 positive and significant effect on consumer
304 satisfaction [19]. Based on the above
305 concepts, this study formulates the first
306 three hypotheses as follows:

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309 H1 : Sensory experience has a positive
310 and significant effect on customer
311 satisfaction

312 H2 : Emotional experience has a positive
313 and significant effect on customer
314 satisfaction

315 H3 : Social experience has a positive and
316 significant effect on customer
317 satisfaction

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319 Sensory experience has a positive and
320 significant effect individually on
321 repurchase intention, emotional
322 experience has a positive and significant
323 effect individually on repurchase intention,
324 and social experience also has a positive
325 and significant effect individually on
326 repurchase intention [15]. Based on the
327 above concepts, this study formulates
328 three second hypotheses as follows:

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330 H4 : Sensory experience has a positive
331 and significant effect on repurchase
332 intention

333 H5 : Emotional experience has a positive
334 and significant effect on repurchase
335 intention

336 H6 : Social experience has a positive and
337 significant effect on repurchase
338 intention

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340 Based on research [27], it was found that
341 customer satisfaction has a positive
342 influence on repurchase intention.
343 Customer satisfaction has a positive effect
344 on repurchase intention. This means that
345 the higher the level of customer
346 satisfaction, the higher the interest in
347 making repeat purchases [28]. Based on
348 the concepts above, this study formulates
349 the seventh hypothesis as follows:

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351 H7 : Customer satisfaction has a positive
352 and significant effect on repurchase
353 intention

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355 Previous research has not supported the
356 relationship between the dimensions of
357 customer experience, namely sensory
358 experience, emotional experience, and
359 social experience to repurchase intention
360 through customer satisfaction. However,
361 [20] found that customer experience has a
362 positive effect on repurchase intention
363 through customer satisfaction. Therefore,
364 this study formulates three fourth
365 hypotheses as follows:

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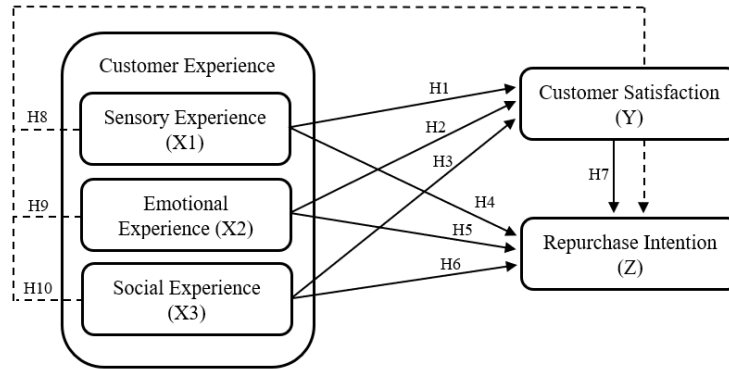
367 H8 : Customer satisfaction mediates the
368 influence of sensory experience on
369 repurchase intention

370 H9 : Customer satisfaction mediates the
371 influence of emotional experience
372 on repurchase intention

373 H10 : Customer satisfaction mediates the
374 influence of social experience on
375 repurchase intention

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377 Based on the explanation that has been
378 described regarding the influence of
379 customer experience on repurchase
380 intention through customer satisfaction,
381 the following conceptual model is
382 proposed:



384
385 **Fig. 3. Conceptual Framework**
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387 3. METHODOLOGY

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

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

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417 4. RESULTS AND DISCUSSION

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419 4.1 Descriptive Result

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 The loading factor value set for each
438 construction indicator is an indication of
439 convergent validity test. Validity is
440 associated with indicators whose loading
441 factor is greater than 0.7 [29].

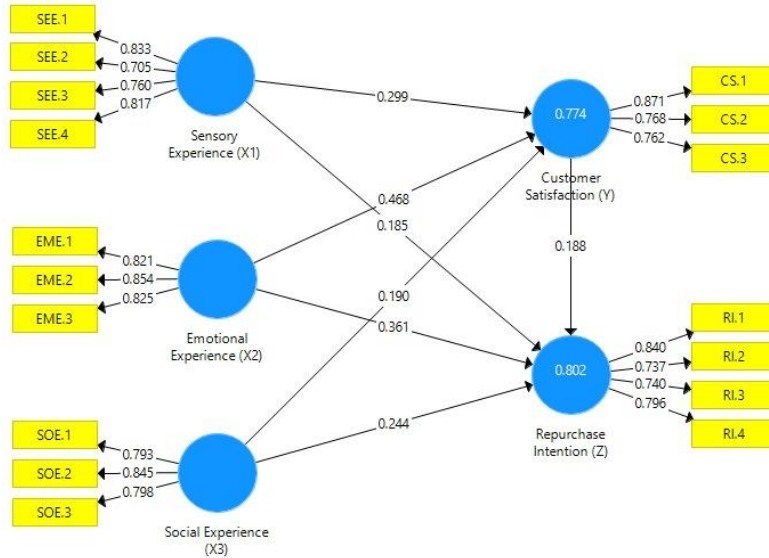


Fig. 4. Convergent Validity
Source: Data Processed 2024

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

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461 4.3 Discriminant Validity

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463 The calculation of cross loadings is
464 appropriate to determine discriminant
465 validity. The value of cross loadings
466 indicates whether or not the construct has
467 sufficient discrimination. The variable
468 should have the highest cross loadings
469 value when compared to other
470 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

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Source: Data Processed 2024

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 [29]. 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

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

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

Source: Data Processed 2024

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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)

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

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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

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 558

Source: Data Processed 2024

559 Based on the output above, it is known that
 560 the SRMR value of 0.071 is less than 0.10
 561 and the NFI value of 0.769 is between
 562 0.00-1.00 which means that the model is

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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

582
 583

Source: Data Processed 2024

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

587 **1.** Sensory experience has a positive and
 588 significant effect on customer
 589 satisfaction. This is supported by a path
 590 coefficients value of 0,299. Data
 591 processing produced **P values < 0,05**
 592 **and statistical T values of 4,853 > 1,98.**
 593 **This means that the more experience in**
 594 **using the Mobile Legends: Bang Bang**
 595 **virtual game product that involves the**
 596 **five senses, the more consumers feel**
 597 **that their expectations are in line or**
 598 **even exceeded. Thus, the first**
 599 **hypothesis of the study (H1) has been**
 600 **accepted. These findings support the**
 601 **research [19] which states that sensory**
 602 **experience has a positive and**
 603 **significant effect on customer**
 604 **satisfaction.**

563 declared fit so that the hypothesis can be
 564 tested statistically.

565

566 **4.8 Path Analysis and Hypothesis** 567 **Testing**

568

569 **4.8.1 Direct Effect Test**

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571 Testing of the hypothesis, as evidenced by
 572 t-statistics and path coefficients. The path
 573 coefficient describes the relationship
 574 between constructs, while the t-statistical
 575 value indicates the importance of
 576 constructs. The t-statistical value used is
 577 1,98 (alpha 5%), so the criteria for
 578 accepting or rejecting the hypothesis are
 579 as follows. Ha accepted; H0 is rejected.

605 **2.** Emotional experience has a positive
 606 and significant effect on customer
 607 satisfaction. This is supported by a path
 608 coefficients value of 0,468. Data
 609 processing produced a statistical T
 610 value that exceeded the table T value
 611 (7,782 > 1,98) with **P values < 0,05.**
 612 **This means that the more affective**
 613 **influence is created on consumers**
 614 **when using the Mobile Legends: Bang**
 615 **Bang virtual game product, the more**
 616 **consumers feel that their expectations**
 617 **are in line or even exceeded. Thus, the**
 618 **second hypothesis of the study (H2)**
 619 **was accepted. These findings support**
 620 **the research [19] which states that**
 621 **emotional experience has a positive**
 622 **and significant effect on customer**
 623 **satisfaction.**

- 624 3. Social experience has a positive and 673
625 significant effect on customer 674
626 satisfaction. This is supported by a path 675
627 coefficients value of 0,190. Data 676
628 processing produced a statistical T 677
629 value of 3,045 > 1,98 with *P* values < 678
630 0,05. This means that the more 679
631 relationships are created between 680
632 consumers and other players when 681
633 using the Mobile Legends: Bang Bang 682
634 game virtual product, the more 683
635 consumers feel that their expectations 684
636 are in line or even exceeded. Thus, the 685
637 third hypothesis of the study (H3) has 686
638 been accepted. These findings support 687
639 the research [19] which states that 688
640 social experience has a positive and 689
641 significant effect on customer 690
642 satisfaction. 691
- 643 4. Sensory experience has a positive and 692
644 significant effect on repurchase 693
645 intention. This is supported by a path 694
646 coefficients value of 0,185. Data 695
647 processing produces a statistical T 696
648 value of 2,690 > 1,98 with *P* values < 697
649 0,05. This means that the more 698
650 experience in using the Mobile 699
651 Legends: Bang Bang virtual game 700
652 product that involves the five senses, 701
653 the higher the chance of consumers 702
654 buying the product again in the future. 703
655 Thus, the fourth hypothesis of the study 704
656 (H4) was accepted. These findings 705
657 support the research [15] which states 706
658 that sensory experience has a positive 707
659 and significant effect on repurchase 708
660 intention. 709
- 661 5. Emotional experience has a positive 710
662 and significant effect on repurchase 711
663 intention. This is supported by a path 712
664 coefficients value of 0,361. Data 713
665 processing produced a statistical T 714
666 value of 4,673 > 1,98 with *P* values < 715
667 0,05. This means that the more 716
668 affective influence is created on 717
669 consumers when using the Mobile 718
670 Legends: Bang Bang game virtual 719
671 product, the higher the chance that 720
672 consumers will buy back the product in 721
722
- the future. Thus, the fifth hypothesis of 673
the study (H5) was accepted. These 674
findings support the research [15] 675
which states that emotional experience 676
has a positive and significant effect on 677
repurchase intention. 678
6. Social experience has a positive and 679
significant effect on repurchase 680
intention. This is supported by a path 681
coefficients value of 0,244. Data 682
processing produces a statistical T 683
value of 3,552 > 1,98 with *P* values < 684
0,05. This means that the more 685
relationships are created between 686
consumers and other players when 687
using the Mobile Legends: Bang Bang 688
game virtual product, the higher the 689
chance that consumers will buy back 690
the product in the future. Thus, the sixth 691
hypothesis of the study (H6) was 692
accepted. These findings support the 693
research [15] which states that social 694
experience has a positive and 695
significant effect on repurchase 696
intention. 697
7. Customer satisfaction has a positive 698
and significant effect on repurchase 699
intention. This is supported by a path 700
coefficients value of 0,188. Data 701
processing produced a statistical T 702
value of 2,520 > 1,98 with *P* values < 703
0,05. This means that the more 704
consumers feel that their expectations 705
when using the Mobile Legends: Bang 706
Bang virtual game product are 707
appropriate or even exceeded, the 708
higher the chance of consumers to buy 709
the product again in the future. Thus, 710
the seventh hypothesis of the study 711
(H7) was accepted. These findings 712
support research [28] and [27] which 713
found that customer satisfaction has a 714
positive influence on repurchase 715
intention. 716
717
718
719
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722

723 **4.8.2 Indirect Effect Test**
 724
 725

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

726 Source: Data Processed 2024
 727

728 Based on the table of indirect influence test 757 creation of affective (emotional)
 729 results above, the following are the test 758 influences on consumers when using
 730 findings for each hypothesis as follows: 759 the Mobile Legends: Bang Bang virtual
 731 1. Customer satisfaction mediates the 760 game products, then it creates
 732 influence of sensory experience on 761 opportunities for consumers to buy
 733 repurchase intention. This is supported 762 back products in the future. Thus, the
 734 by a path coefficients value of 0,056. 763 ninth hypothesis of the study (H9) was
 735 Data processing produced *P* values < 764 accepted. These findings support the
 736 0,05 and statistical T values of 2,117 > 765 research [20]
 737 1,98. This means that the more 766
 738 consumers feel that their expectations 767
 739 are in line or even exceeded due to the 768
 740 increased experience when using the 769
 741 Mobile Legends: Bang Bang virtual 770
 742 game product that involves the five 771
 743 senses, then it creates opportunities for 772
 744 consumers to buy back the product in 773
 745 the future. Thus, the eighth hypothesis 774
 746 of the study (H8) was accepted. These 775
 747 findings support the research [20]. 776
 748 2. Customer satisfaction mediates the 777
 749 influence of emotional experience on 778
 750 repurchase intention. This is supported 779
 751 by a path coefficients value of 0,088. 780
 752 Data processing produced a statistical 781
 753 T value of 2,371 > 1,98 with *P* values < 782
 754 0,05. This means that the more 783
 755 consumers feel that their expectations 784
 756 are in line or even exceeded due to the 785
 784
 785 **5. CONCLUSION** 795
 786
 787 The results showed that of the ten proposed 796
 788 hypotheses, all of them had a positive 797
 789 influence. Sensory experience affects 798
 790 customer satisfaction by 29.9%. Emotional 799
 791 experience affects customer satisfaction 800
 792 46.8%. Social experience affects customer 801
 793 satisfaction by 19%. Sensory experience 802
 794 affects repurchase intention by 18.5%. 803
 804
 805
 806 Emotional experience affects repurchase
 intention by 36.1%. Social experience affects
 repurchase intention by 24.4%. *Customer
 satisfaction affects repurchase intention by
 18.8%. Customer satisfaction mediated the
 influence of sensory experience on
 repurchase intention by 5.6%. Customer
 satisfaction mediated the influence of
 emotional experience on repurchase
 intention by 8.8%. Customer satisfaction
 mediates the influence of social experience
 on repurchase intention by 3.6%.*

807

808 6. SUGGESTION

809

810 It is recommended for future researchers
811 to be able to analyze or add other variables
812 that can affect repurchase intention apart
813 from the variables used in this study. In
814 addition, it is also recommended to expand
815 the scope geographically so that the
816 research results can provide maximum
817 results. Based on the purpose of this study
818 is to provide a solution to the research
819 problem, namely the decrease in
820 repurchase intention in the Mobile
821 Legends: Bang Bang virtual game product.
822 The results of the study show that
823 repurchase intention is influenced by the
824 dimensions of customer experience,
825 namely sensory experience, emotional
826 experience, and social experience both
827 directly and indirectly through customer
828 satisfaction. Therefore, advice for
829 managers, both moonton as the developer
830 of the mobile legends: bang bang game
831 and other related parties, to pay attention
832 to the indicators that affect the decline in
833 repurchase interest in virtual products in
834 the Mobile Legends: Bang Bang game.

835

836 From the sensory experience variables,
837 the managerial side can pay attention to
838 things such as having to make sure that
839 the virtual product in the game is
840 interesting from the visual side, then the
841 virtual product is able to attract players
842 from the auditory side, then the virtual
843 product is able to provide an experience
844 that is of interest to other players, then the
845 virtual product is able to arouse player
846 interest in playing the Mobile Legends:
847 Bang Bang game. Then, from the variable
848 of emotional experience, the developer
849 must be able to arouse the player's sense
850 of joy when using the virtual product, then
851 the virtual product is able to arouse players
852 to feel proud when using it, then the
853 developer is able to make the player feel
854 impressed when using the virtual product.
855 From the social experience variable,
856 developers are able to create virtual
857 products that can provide positive
858 recognition from the player's social
859 environment, then developers are able to

900

860 create virtual products that can improve
861 the social status of their players when
862 using them, then developers are able to
863 create virtual products that make the
864 player's social class position higher than
865 other players. By paying attention to the
866 indicators of these variables, it is hoped
867 that customers will feel satisfied so that
868 they will repurchase the mobile legends:
869 bang bang virtual game product.

870

871

872 DISCLAIMER (ARTIFICIAL
873 INTELLIGENCE)

874 OPTION 1:

875 AUTHOR(S) HEREBY DECLARE THAT
876 NO GENERATIVE AI TECHNOLOGIES
877 SUCH AS LARGE LANGUAGE MODELS
878 (CHATGPT, COPILOT, ETC) AND TEXT-
879 TO-IMAGE GENERATORS HAVE BEEN
880 USED DURING WRITING OR EDITING
881 OF MANUSCRIPTS.

882 OPTION 2:

883 AUTHOR(S) HEREBY DECLARE THAT
884 GENERATIVE AI TECHNOLOGIES
885 SUCH AS LARGE LANGUAGE MODELS,
886 ETC HAVE BEEN USED DURING
887 WRITING OR EDITING OF
888 MANUSCRIPTS. THIS EXPLANATION
889 WILL INCLUDE THE NAME, VERSION,
890 MODEL, AND SOURCE OF THE
891 GENERATIVE AI TECHNOLOGY AND AS
892 WELL AS ALL INPUT PROMPTS
893 PROVIDED TO THE GENERATIVE AI
894 TECHNOLOGY

895 DETAILS OF THE AI USAGE ARE GIVEN
896 BELOW:

897 1.

898 2.

899 3.

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