

## ABSTRACT

# EFFECT OF EMOTIONAL VALUE, FUNCTIONAL VALUE, SOCIAL VALUE, AND EVENT MARKETING ON VIRTUAL ITEM PURCHASE DECISIONS ONLINE GAME (MOBILE LEGENDS STUDY: BANG – BANG)

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This research aims to determine the effect of emotional values, functional values, social values, and event marketing on purchasing decisions for virtual online game items. The research used in this research was associative quantitative. The population was Mobile Legends Online Game players throughout Indonesia. The sampling technique used non-probability sampling with a purposive sampling method. The number of respondents was 155 respondents used Hair et al formulas. Data analysis used Partial Least Squares (PLS). The results of the hypothesis testing analysis showed that emotional values, functional values, and social values affect the decision to purchase virtual items for the online game Mobile Legends. Event marketing did not affect the decision to purchase virtual online Mobile Legends game items.

**Keywords:** Emotional Value, Functional Value, Social Value, Event Marketing, Buying Decision.

