

Brand Experience On Consumer Satisfaction Purchasing Mobile Legend Virtual Game Items A Literature Review

Mario Andreas Ginting ^{1*}, Rusdiono Rusdiono ², Moudy Fitria Respati ³, Syafrizal Helmi Situmorang ⁴, Beby Karina Fawzee Sembiring ⁵

¹⁻⁵ Universitas Sumatera Utara, Indonesia

Email: marioandreas@students.usu.ac.id ¹, rusdiono@students.usu.ac.id ², moudyfitria@students.usu.ac.id ³, syafrizal.helmi@usu.ac.id ⁴, beby@usu.ac.id ⁵

Alamat : Jalan Dr. T. Mansur No.9, Padang Bulan, Kec. Medan Baru, Kota Medan, Sumatera Utara
20222

Korespondensi penulis: marioandreas@students.usu.ac.id *

Abstract. *The purpose of the research is to find out Brand Experience in analyzing Consumer Satisfaction for the purchase of Virtual Items in the Mobile Legend game. The method in writing this article, literature review plays an important role in formulating research ideas, understanding previous findings related to the topic raised, and identifying gaps in existing knowledge. Systematic literature reviews (SLRs) were conducted in two well-known databases, Science Direct and Scopus. After applying the inclusion and exclusion criteria, 1,498 out of 2,038 articles were considered relevant. Afterwards, these papers were carefully examined to produce an in-depth analysis of the subject. In the end, 12 papers were selected for in-depth examination in this study. Based on data from SLR articles written between 2021 and 2024. The research methodology used in this paper includes descriptive analysis and bibliographic analysis. The results of the article are known that Brand experience plays a very important role in increasing consumer satisfaction in purchasing Mobile Legends virtual game items. By creating a positive and consistent experience, developers can build strong relationships with players and encourage them to become loyal customers.*

Keywords: *Brand experience, consumer behavior, purchasing mobile legend*

Abstract. The purpose of the study was to determine the Brand Experience in analyzing Consumer Satisfaction of Purchasing Mobile Legend Virtual Game Items. The method in writing this article, literature review plays an important role in formulating research ideas, understanding previous findings related to the topic raised, and identifying gaps in existing knowledge. A systematic literature review (SLR) was conducted in two well-known databases, Science Direct and Scopus. After applying inclusion and exclusion criteria, 1,498 out of 2,038 articles were deemed relevant. Thereafter, these papers were carefully examined to produce an in-depth analysis of the subject. Ultimately, 12 papers were selected for in-depth examination in this study. Based on data from SLR the articles were written between 2021 and 2024. The research methodology used in this paper includes descriptive analysis and bibliographic analysis. The results of writing the article found that Brand experience plays a very important role in increasing consumer satisfaction in purchasing Mobile Legends virtual game items. By creating a positive and consistent experience, developers can build strong relationships with players and encourage them to become loyal customers.

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1. INTRODUCTION

Online games are games that are played by many people from all over the world at the same time and connected via the internet network (Kustiawan & Utomo, 2019). People who play *online games* or commonly referred to as *gamers* can spend a lot of time just playing these *online games* (Turel et al, 2017). *Gamers* also spend a lot of money such as to go to play *online*

games at internet cafes or to buy *virtual items* in the *online game*. With a total population of more than 250 million Indonesians, there are 15 million *gamers* (Kim, 2013) where these *gamers* on average have made transactions buying and selling *virtual online game items*. The popularity of *online games* and the number of players that are increasing every day make *online games* enter as one of the latest electronic sports agents known as *E-Sport*, this designation has existed since 1972 at Stanford University. The most important advancement of *online games* makes *online game factories* one of the promising *e-commerce* business fields (Yuliusi, 2017).

Southeast Asia is the fastest growing area of *Mobile Games* on earth, with *Mobile Games* revenue in the Southeast Asia area in 2017 approaching 1.3 billion dollars (www.Medium.com, 2019). The biggest revenue contributors are six countries, namely Indonesia, Singapore, Thailand, the Philippines, Vietnam and Malaysia. In these countries, the *online population* reached 185 million users spread across the six countries.

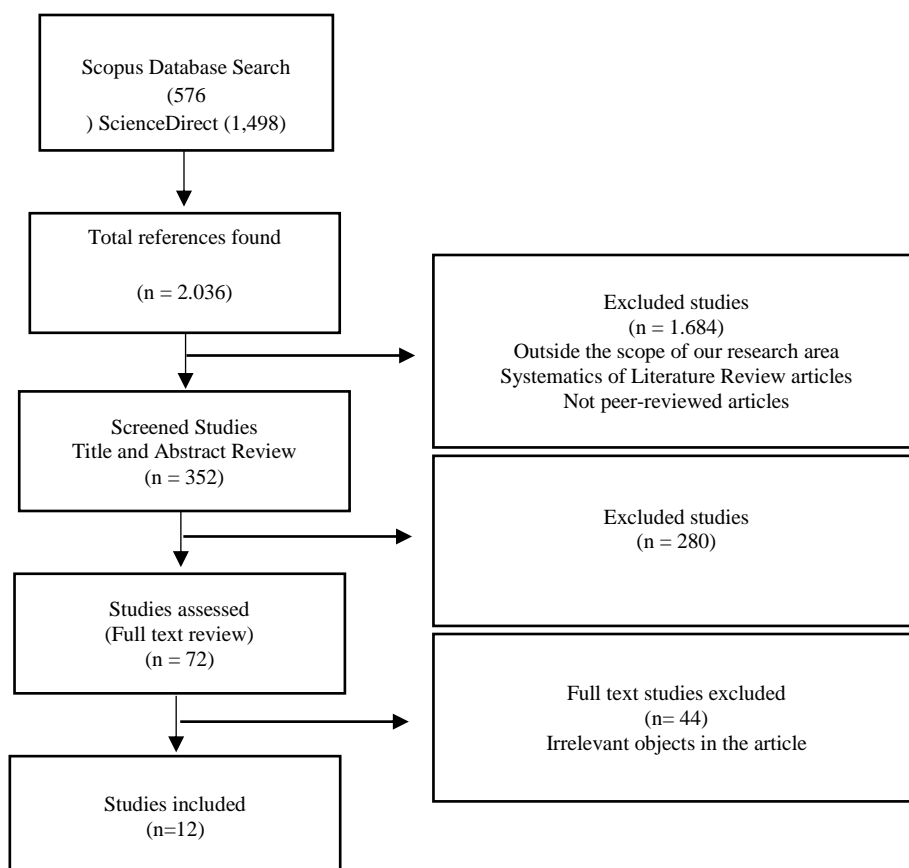
"By 2023, *Mobile Games* revenue in Southeast Asia is expected to exceed US\$3 billion, driven by growth in active users, increased internet connectivity, and the popularity of eSports." (Statista, 2023).

Indonesia is one of the potential markets for the *gaming* industry as it continues to increase the number of [gamersof](#) or *gamers* in Indonesia. Based on data from the Ministry of Communication and Information, in 2021 the number of *game* players in Indonesia reached 121.7 million and increased to 174.1 million in 2022, it is estimated that by 2025, the number of *game* players will reach 192.1 million people spread across various platforms, where smart phones or *smartphones* are the most popular platforms. One of the most popular mobile *games* in Indonesia is Mobile Legends Bang Bang (MLBB). based on data from Montoon Indonesia as the developer and publisher of Mobile Legends, *monthly active users of the Mobile Legends game* in Indonesia reach 51 million players (Liputan6.com, 2024).

According to Brakus *et al.* (2009) *brand experience* is defined as the sensations, feelings, cognitions and consumer responses generated by the brand, related to stimuli generated by brand design, brand identity, marketing communications, people and the environment in which the brand is marketed. To be able to further define *brand experience*, research starts by looking at the customer's point of view by examining the customer *experience* itself and how that experience results in attitudinal opinions, and other aspects of customer behavior. Because customer behavior over time the Mobile Legend *game* has many development updates with many very interesting *game* features, the existence of this *online game* is also a lot of *gamers* to buy virtual items, *gamers'* e-sport tournaments can also be used as a place to make money in making money by winning the tournament Mobile Legend is praised by critics for *its*

gameplay, loading quality and loyalty to the *gameplay* of predecessors (*Dota and Warcraft*) Mobile Legend is the *online game* that has the most player activity and steam, with a peak of over 120 million Mobile Legend players. This enjoyment can be interpreted as a satisfaction felt by the player towards the *game* being played. Research found that player satisfaction can affect the purchase intention of virtual goods in *online games* (Bastian, 2015).

According to Kotler & Keller (2016), explaining consumer *satisfaction* is a feeling of disappointment and pleasure that arises after comparing between impressions or perceptions of the results or performance of a product. Satisfaction here can be explained as services or products received by players that have met the expectations and needs of players. According to Lovelock & Wirtz (2021), in his book, he says that satisfaction is an assessment such as an attitude after a consumption experience by labeling it positively if the service is better than expected, and labeling it negatively if it is worse than expected. According to Schiffman & Wisenblit (2019), explains that consumer satisfaction refers to the consumer's perception of the performance of a product or service in relation to the consumer's expectations.



2. METHODS

In writing this article, *literature review* plays an important role in formulating research ideas, understanding previous findings related to the topic, and identifying gaps in existing

knowledge. A comprehensive literature review helps to find research gaps and provides a basis for developing a more in-depth theoretical framework. In addition, a literature review is an effective way to synthesize research findings to show meta-level evidence and reveal areas that require further research. It is a key component in building theoretical frameworks and conceptual models (Snyder, 2019). A literature review is conducted through careful selection and analysis of various sources of information, including books, journals, theses, reports, conference proceedings, unpublished manuscripts, and articles from academic journals (Sajeevanie, 2021).



Figure 1 Research Method with Systematic Literature Review (SLR)

In this literature review, the journals used were obtained through the Scopus indexed international journal database, with the help of the Publish or Perish application to facilitate searching and collecting references. As shown in Figure 1, the initial stage of the search resulted in 352 relevant articles using the keywords "*brand experience* and customer satisfaction" The articles were then collected and stored in RIS (*Research Information System Citation File*) format for easy management and reference. From the total 352 articles found, only 72 journals were selected based on their relevance and quality, from both international and national sources, which were used in the completion of the *systematic review*.

1. Data Extraction

Title, citation count, journal source, keyword combination, and author-level metrics were all used in this article classification system.

2. Review Protocol

The authors also used VOSviewer, a software that facilitates the creation of maps based on research network data, which can then be visualized and further explored. VOSviewer was chosen because it is easier to use and has a clearer display than other software such as *CiteSpace* (Zhang, Quoquab and Mohammad, 2024). This application makes it easier for researchers in certain fields to find publications and related citations (Kirby, 2023). VOSviewer produces three types of visualizations: *network visualization* that displays the strength of relationships between research terms, *overlay visualization* that

shows historical development based on publication year, and *density visualization* that shows research areas with a particular focus (Zakiyyah, Winoto and Rohanda, 2022).

3. Data Filtering

In this literature review, the journals used were obtained through the Scopus indexed international journal database, with the help of the *Publish or Perish* application to facilitate searching and collecting references. As shown in Figure 1, the initial stage of the search resulted in 72 relevant articles using the keywords "*brand experience* and customer satisfaction" The articles were then collected and stored in RIS (*Research Information System Citation File*) format for easy management and reference. Of the total 352 articles found, only 72 journals were selected based on their relevance and quality, from both international and national sources, which were used in the completion of the *systematic review*.

3. DESCRIPTIVE ANALYSIS

The literature on the influence of *brand experience* on customer satisfaction was mapped using descriptive analysis. In addition to highlighting the strengths and limitations of current research, this approach helps identify trends (Tranfield *et al.*, 2003). Our findings are presented in this section along with information on published venues, country of origin, and year of publication.

- a. Publications by Year The growth of publications on the topic of *brand experience* on customer satisfaction has been tracked over time, starting in 2021 and continuing until January 2024. Figure 2 illustrates this progression, showing that most of the research has occurred in the last four years, indicating an increased scientific interest in the subject. Therefore, it seems reasonable to anticipate that additional research will be released before the end of 2024.



Figure 2

Year of publication growth

- b. Publications by country Figure 2 shows the geographical distribution of articles by country based on the quantity of papers and citations collected from Scopus. Even if an article is co-authored with another country, each country receives points for their distinct authorship

contribution (Del Vecchio *et al.*, 2022). The purpose of this analysis is to identify countries that have expressed consumer satisfaction purchasing mobile legend *virtual game* items.

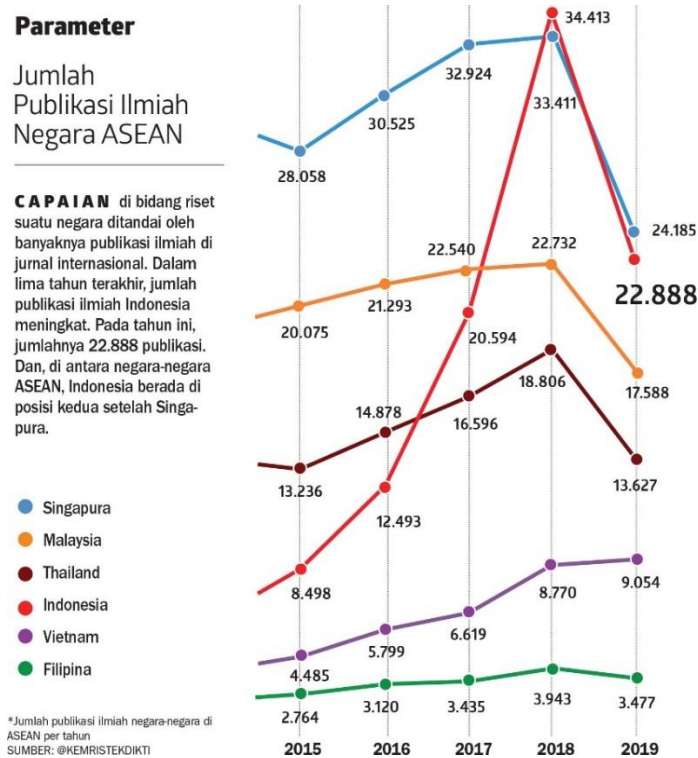


Figure 3 Geographical Distribution

4. COMMON KEYWORDS

This analysis focuses on identifying keywords that are frequently used by authors to evaluate a large number of texts about artificial content *brand experience* and consumer satisfaction. By conducting keyword occurrence analysis, a network was created to visualize the relationship between various terms (Radhakrishnan *et al.*, 2017). This method helps uncover the implicit connections that authors make between their chosen keywords and their research topics (Su and Lee, 2010). The frequency of certain keywords across 72 articles is displayed in graph format, with larger circles indicating higher frequency.

5. BIBLIOGRAPHIC MERGING

As these sources shed light on the subject, articles citing the same reference are linked (Perianes-Rodriguez *et al.*, 2016). The benefits of bibliographic merging include creating visualization maps of widely cited works, shedding light on contemporary research issues, and directing further investigations (Mariani *et al.*, 2022). The 12 articles in the data sample underwent bibliographic merging using VOSviewer software, using documents as the unit of

analysis. Four clusters were found using this study. Van Eck and Waltman (2010) created VOSviewer which is often used to create bibliometric maps and is more suitable for this task than multidimensional scaling (Ferreira, 2018).

1. Main themes

To improve the accuracy of article clustering and understanding of research areas, a detailed analysis was conducted on 12 articles identified through bibliographic merging. The initial grouping showed a lack of thematic coherence, which is often due to diverse academic backgrounds. Content analysis focused on each article's purpose, research questions, methods, and main arguments to identify the main topics. Descriptive statements were made, leading to initial theme headings (Clark *et al.*, 2019). Articles were compared and sorted to categorize them by theme, which were then grouped into larger study themes. This process resulted in a structured hierarchy, with duplicates checked and adjusted.

Table 1. Data analysis matrix on articles used in the *literature review*

No.	Title	Population and Sample	Research Location	Method	Results
1.	The Effects of Experience and Brand Relationship to Brand Satisfaction, Trust and Loyalty Shopping Distribution of Consumer Philips Lighting Product in Indonesia	The survey was conducted on a community of 302 city residents in Greater Jakarta as consumers of lighting products.	Indonesia	The data processing and statistical analysis from the questionnaires were conducted utilizing analysis by AMOS Covariance Based SEM.	The consumer's experience determines the attitude and satisfaction at the next action. Brand experience significantly influences customer satisfaction and brand loyalty. Meanwhile, a brand association is related to the benefits of the product concerned so that the relationship also affects customer satisfaction and brand loyalty. However, the brand relationship does not affect brand trust.

No.	Title	Population and Sample	Research Location	Method	Results
2.	The Influence Of Brand Experience On Brand Loyalty Through Brand Satisfaction And Brand Trust In Indomie Mie In Sampit	The sample taken is 75 consumers who consume Indomie Noodles.	Sampit High School of Economics (STIE),	his research uses purposive sampling And the data was tested using validity tests (convergent validity and discriminant validity), reliability tests, mediation tests and discriminant validity tests. discriminant validity), reliability tests, mediation tests and analysis tests. analysis Structural	Consumers do not readily believe without experience. C he test results show that the mediation test for indirect effect with a significant value of 0.31. While the direct effect with a significant value $P < 0.01$. And the direct effect of the path coefficient value is decreased ng from 0.75 to 0.36, so the hypothesis is accepted.

No.	Title	Population and Sample	Research Location	Method	Results
				Equation Model (SEM) analysis.	
3.	The influence of website brand equity, e-brand experience on e-loyalty: The mediating role of e-satisfaction	The survey was conducted at three big cities of Vietnam with the sample size at 928.	Vietnam	structural equation model (SEM)	The results showed that the estimations of the standardized regression coefficients in which e-brand experience has the largest impact on e-satisfaction and brand awareness has the biggest effect on e-loyalty. Otherwise, e-satisfaction plays a key role in mediating between website brand equity, e-brand experience and e-loyalty.
4.	Does the Effect of Customer Experience on Customer Satisfaction Create a Sustainable Competitive Advantage? A Comparative	A total of 288 questionnaires were collected from two different shopping situations (146 questionnaires from physical stores were	China	structural equation model (SEM)	As a result, we found that customer experience with staff service, shopping environment, and shopping procedure has a positive influence on customer satisfaction. Different shopping situations significantly moderate the relationships among

No.	Title	Population and Sample	Research Location	Method	Results
	Study of Different Shopping Situations	collected in five cities in China and 142 online questionnaires were collected from 21 provinces in China).			customer experience with the shopping environment, product experience, and customer satisfaction but rarely influence customer experience with staff service and service procedures. Finally, gender significantly moderates the relationship between customer experience and customer satisfaction in different shopping situations. This study theoretically reveals the relationship between customer experience and satisfaction in different shopping situations and provides practical suggestions for retailers to form differentiated sustainable competitive advantages through customer experience management.

No.	Title	Population and Sample	Research Location	Method	Results
5.	The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers	The sample of the study consisted of 385 sports consumers between the ages of 18 and 65 years.	Turkey	Using SmartPLS 3.0 software, a partial least squares structural equation modeling analysis was conducted in this study.	The results support the hypotheses and demonstrate the importance of quality and trust in building customer loyalty for companies in the sports industry. Brand experience has a positive direct effect on perceived quality, brand trust and brand loyalty. It has been revealed that there is an important intermediary role of perceived quality and brand trust that manages the relationship between customers' brand experience and brand loyalty.
6.	Human baristas and robot baristas: How does brand experience affect brand satisfaction,	100 Respondents	Korea	SmartPLS 3.0	Finally, the type of barista plays a moderating role in the relationship between (1) sensory brand experience and brand satisfaction and (2) intellectual brand

No.	Title	Population and Sample	Research Location	Method	Results
	brand attitude, brand attachment, and brand loyalty?				experience and brand satisfaction.
7.	The Role of Relationship Marketing in Driving Increased Customer Value Customer Satisfaction and Perceived Service Quality to Customer Loyalty	150 respondents with Accidental sampling technique	Indonesia	The analytical tool used in this research is Statistical Package for Social Science (SPSS) version 26.	Based on the results of the study, the suggestions that the authors convey are that the researcher wants the Islamic banks in Salatiga City to be able to create several new strategies such as a more attractive customer approach strategy and providing education or knowledge to the entire community about the advantages of Islamic banks.
8.	The influence of brand experience on brand authenticity and brand love: an empirical	This research collected primary data from 418 consumers on global brands in	Pakistan	structural equation modeling (PLS-SEM).	The findings indicate that sensory and affective experiences have direct significant impacts on brand love, while intellectual and behavioral experiences have nonsignificant impacts on brand love.

No.	Title	Population and Sample	Research Location	Method	Results
	study from Asian consumers' perspective.				Overall, intellectual, behavioral, affective and sensory experiences positively influence brand authenticity, which in turn has substantial positive impacts on brand love.
9.	The relationship between brand experience and consumer-based brand equity in grocerants	For the empirical analysis, 384 foodservice consumers with experience of using seven South Korean grocerants were surveyed.	Korea	structural equation modeling (PLS-SEM).	The study identifies the influence of brand experience on perceived value and brand loyalty through brand awareness, brand association/image, and perceived quality. The study demonstrates that it is essential to build a CBBE that incorporates sensory, affective, intellectual, and behavioral factors to increase customer brand loyalty in the grocerants sector.
10.	Information Systems Perspective: The Impact Of User Interface On	a systematic review of the literature is needed. A total of 120 peer-reviewed	Indonesia	structural equation modeling (PLS-SEM).	The results of this study found that service quality is the main factor compared to advertisements and free shipping used in

No.	Title	Population and Sample	Research Location	Method	Results
	Consumer Purchase Intentions Based On A Systematic Review Of User Experience	research studies were conducted on the research topic of the impact of user interface on shopee application satisfaction published between 2019-2023 and extracted 30 relevant articles from the discussion of inclusion and exclusion criteria.			evaluating shopee, and user-friendly factors are in the main position that affects the purchase intention of the shopee application. This study provides further research topics that need to be studied further regarding advertising and free shipping in influencing consumer purchase intention seen from the UI on the shopee application.
11.	Brand experience and brand loyalty: is it a matter of emotions?	sample of 278 smartphone users in Lebanon	Labanon	A questionnaire was used for data collection and a mediation analysis was employed to test the hypothesized relationships.	The findings revealed that experiential brands promote long-lasting brand loyalty through building brand passion, self-brand connection and brand affection.

No.	Title	Population and Sample	Research Location	Method	Results
12.	Customer brand engagement impacts on brand satisfaction, loyalty, and trust in the online context. Egyptian Banking Sector	Data collected from 392 questionnaires	Egypt	Structural Equation Modeling (SEM).	Findings indicated that CBE has a significant positive impact on brand satisfaction, trust, and loyalty respectively via the online brand experience.

2. The Impact of *Brand Experience* on Customer Satisfaction

Brand experience can be interpreted as a response or feeling that arises as a result of customer experience of a brand. Furthermore, brand experience is related to customer perceptions of the relationship with a brand. *Brand experience* or brand experience is the perception and response of consumers, which includes *sensation, feeling, and cognitive* towards a brand, both for products, services, and organizations. *Brand experience* is the sensations, emotions, thoughts, and behavioral reactions caused by the brand and is associated with stimuli generated by the environment, packaging, marketing materials, and brand identity. (Brakus *et al.*, 2009) defines "*brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brandrelated stimuli that are part of a brand's design and identity, packaging, communications, and environments*", meaning that brand experience is identified as the sensations, feelings, cognitions *and* views of consumers generated by the brand, related to stimuli generated by brand design, brand identity, marketing communications, people and the environment in which the brand is marketed.

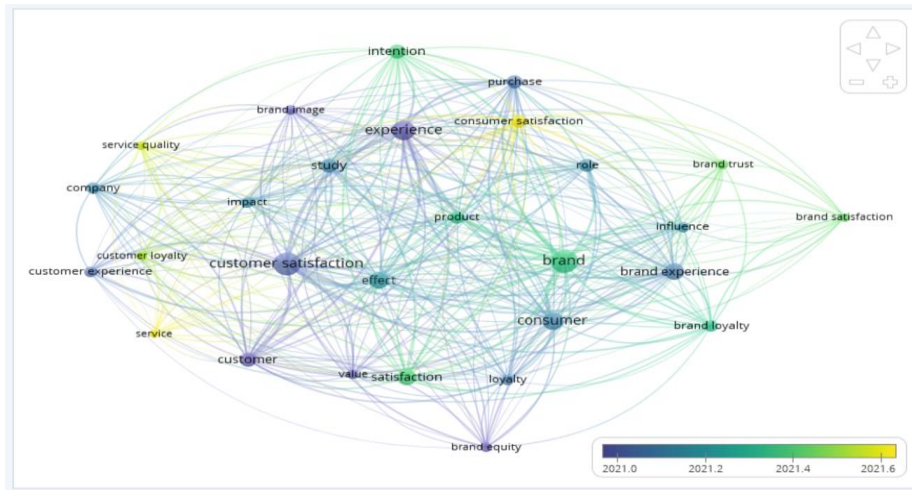
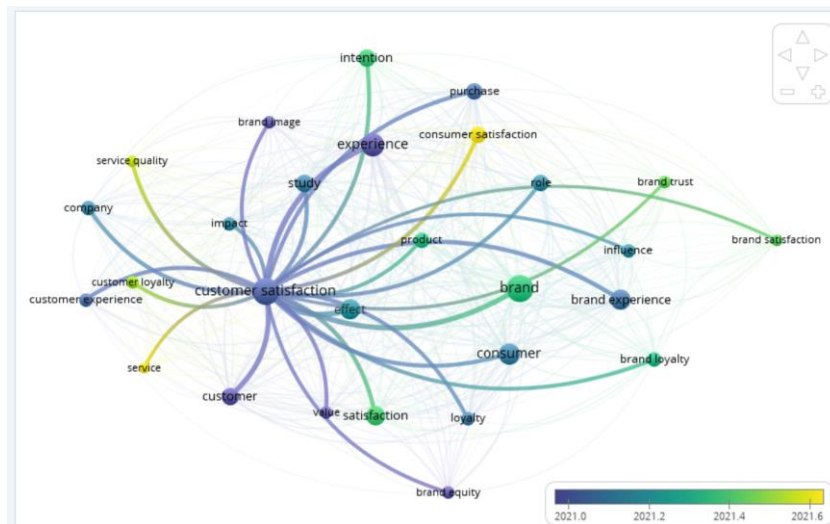


Figure 4 Network Visualization Analysis Results on VOSviewer

From the results in Figure 4, *network visualization* shows that after filtering 352 keywords with the criteria of at least two appearances, there are 24 keywords that meet the threshold. The node and word sizes in Figure 3 represent the weight of each key, with the word "Brand Experience" showing the highest weight. In addition, the distance between nodes reflects the strength of the relationship between them; the shorter the distance, the stronger the connection. Nodes that share the same color indicate a cluster, with purple clusters indicating the strongest relationships. These clusters connect terms such as *customer satisfaction*, *brand image*, *customer experience*, *brand experience*, and *brand loyalty*, indicating that there is a close relationship between these variables in the context of this research.

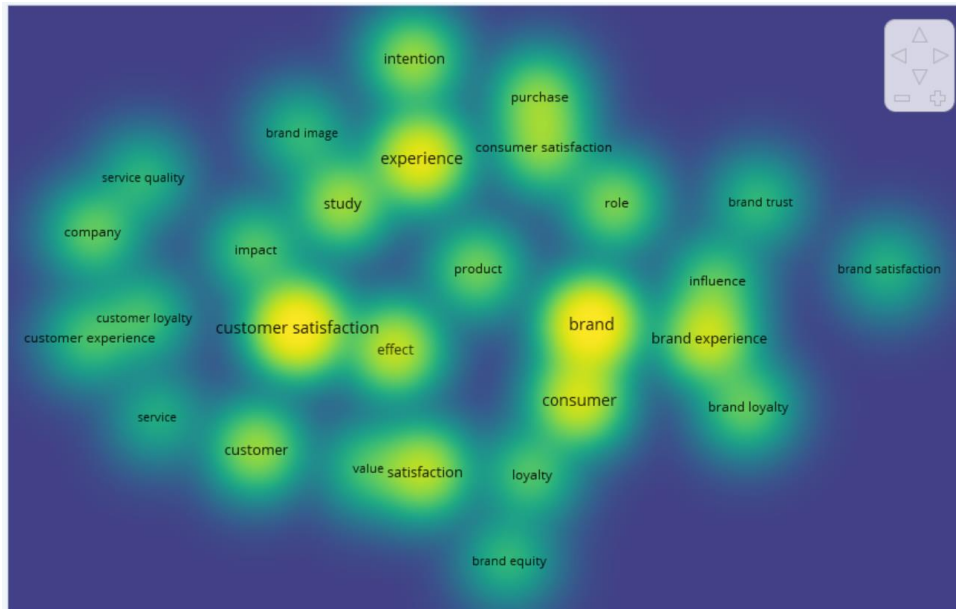


Source: Author's own work (2024)

Figure 5 Results of Overlay Visualization Analysis in VOSviewer

From the results in Figure 5, the *overlay visualization* maps the historical traces of research related to *brand experience* and *customer satisfaction*. Dark-colored nodes indicate research that has been conducted in the past within a predetermined period of time. In contrast,

the color of the nodes related to the terminology of *brand experience and customer satisfaction* indicates that research related to this field began in 2022 and is still relatively new. This indicates a growing interest and increasing research focus on the phenomenon of *Brand Experience and Customer Satisfaction* in an academic context, and opens up opportunities for further research to explore aspects that have not yet been fully researched.



Source: Author's own work (2024)

Figure 6 Density Visualization Results on VOSviewer

From the results in Figure 6, the *density visualization* shows that *Influencer Marketing*, *Product Quality* and other variables such as *customer satisfaction*, *brand image*, *customer experience*, *brand experience*, and *brand loyalty* are in one cluster with yellow nodes. Although the yellow color is not too bright, it indicates that the topics are related, but the intensity of the connection is still in its early stages. This means that there is a great opportunity to make these topics the subject of further research, especially by analyzing the relationship between these variables. This approach can provide deeper insights into how each variable influences and contributes to the phenomenon of *brand experience and customer experience*.

Table 2. *Brand Experience* Dimensions on the Aspect of Customer Satisfaction

No	Variable	Dimensions	Indicator	Author
1.	Brand Experience	sensory, affective, behavioral and intellectual.	<p>1. The sensory dimension refers to the stimulation of the five senses: sight, sound, smell, taste, and touch.</p> <p>2. The affective dimension involves the emotional responses triggered by brand interactions. This includes feelings such as joy, nostalgia, trust, or even frustration. Positive affective experiences can enhance customer satisfaction and encourage repeat purchases.</p> <p>3. The behavioral dimension focuses on the actions and behaviors that consumers exhibit in relation to a brand.</p> <p>4. The intellectual dimension pertains to the cognitive</p>	Brakus et al (2009)

No	Variable	Dimensions	Indicator	Author
			<p>engagement that a brand stimulates. This includes how brands provoke thought, curiosity, and intellectual stimulation among consumers. Brands that offer intellectually satisfying content or experiences can attract consumers.</p>	
			<p>1. Sensory experience, when a brand makes a strong impression by appealing to our five senses.</p> <p>2. Affective experience, namely, when the brand raises strong feelings, emotions or sentiments.</p> <p>3. Intellectual experience, when a brand makes us think more, or induces us to think in a certain way.</p>	<p>Buchory and Saladin (2018: 56)</p>

No	Variable	Dimensions	Indicator	Author
			4. Behavioral experience, namely, when the brand stimulates us to do something or change our behavior as a result of the experience.	
2.	Consumer Satisfaction	Feeling satisfied, always buying products and will recommend to others	1. Feeling satisfied (in the sense of being satisfied with the product and service), namely the expression of feelings of satisfaction or dissatisfaction from customers when receiving good service and quality products from the company. 2. Always buy products, namely customers will continue to use and continue to buy a product if they achieve the expectations they want.	Irawan, 2008

No	Variable	Dimensions	Indicator	Author
			3. Will recommend to others, namely customers who feel satisfied after using a product or service will tell it to others and be able to create new customers for a company.	

6. RESULTS AND DISCUSSION

From the results of the literature review of 12 articles, the authors found various definitions and understandings of the impact of *brand experience and customer experience*. The selection of these 12 articles is based on the relevance and completeness of information that is considered the most representative in covering various perspectives in the literature.

7. CONCLUSION AND DISCUSSION

Brand Experience is not an emotional relationship concept. According to (Sahin *et al.*, 2011) *Brand experience* is obtained from the design of a brand as a result of stimulation from the experience gained and the delivery of identity (for example: name, logo, signage), *packaging*, marketing (for example: advertisements, brochures, websites) and through the environment where a brand will be marketed or sold. Creating a brand experience requires customer participation and support, the way is to increase the level of customer participation in the four most important dimensions which include *Sensory Experience*, *Affective experience*, *Intellectual experience*, and *Behavioral Experience* (Fatma, 2021).

In the growing digital era, the online gaming industry, especially *Mobile Legends*, has become an integral part of many people's lives. One important aspect of this industry is the purchase of virtual game items. Some of the ways in which *brand experience* can affect consumer satisfaction in purchasing *Mobile Legends* virtual game items are:

- Perceived Value: If players feel that the item they purchase has value for money, and the experience of using the item matches expectations, then their satisfaction will increase. A positive *brand experience* can strengthen this value perception.
- Emotions: A fun and exciting gaming experience can evoke positive emotions in players. These positive emotions will be connected to the brand, so when players want to feel the same emotions again, they will tend to buy new items.
- Loyalty: Players who have a positive *brand experience* tend to become more loyal to the brand. This loyalty will encourage them to continue playing and make repeat purchases, even when there are other alternatives available.
- *Word of Mouth*: Players who are satisfied with their experience will tend to recommend the game and its items to their friends. This can increase the number of new players and strengthen the brand's position in the market.

Brand experience plays a very important role in increasing consumer satisfaction in purchasing *Mobile Legends virtual* game items. By creating a positive and consistent experience, developers can build strong relationships with players and encourage them to become loyal customers (kusumo.2016).

8. THEORETICAL AND MANAGERIAL

The purchase of virtual items in online games, particularly in *Mobile Legends: Bang Bang*, has been an area of interest for researchers and marketers. Understanding the factors that influence consumer satisfaction and purchase decisions can provide valuable insights for game developers and marketers. This analysis focuses on the interaction between brand experience and consumer satisfaction in the context of virtual game item purchases. In conclusion, the interaction between brand experience and consumer satisfaction is critical in influencing the purchase decision of virtual game items in *Mobile Legends: Bang Bang*. Key factors such as brand image, pricing strategy, product design, promotional activities, and social values play an important role in shaping consumer behavior. Understanding these dynamics allows marketers to effectively adjust their strategies, improving customer satisfaction and sales performance in this competitive market.

9. LIMITATIONS AND FUTURE RESEARCH

Research on *brand experience* and consumer satisfaction in purchasing virtual items in the game *Mobile Legends: Bang Bang* shows significant growth. This game not only offers entertainment, but also creates a market for complex virtual assets, such as characters, skins,

and in-game items. This article will discuss the limitations of the current research and provide suggestions for future research. Although the current research provides valuable insights into brand experience and consumer satisfaction in purchasing virtual items in Mobile Legends, there is still much room for development. By addressing existing limitations and applying new methodologies, future research can better understand the complex dynamics behind virtual item purchase behavior in the gaming world.

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