

Mobile Legend Diamond Purchase Decision: Brand Ambassador and Content Marketing

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ABSTRACT

This research aims to analyze the influence of brand ambassadors and content marketing on purchasing decisions for Diamond Mobile Legend in Banjarmasin City. The approach used is a marketing model that explores factors that influence consumer behavior in making digital product purchasing decisions, especially in the context of mobile games. The population of this research is all Mobile Legend game players in Banjarmasin, whose exact number is not known. The sampling method in this research uses a purposive sampling method, which means determining the sample with certain considerations. The sample in this study consisted of 100 respondents. Data was collected via questionnaire and analyzed using the multiple linear regression method via the SPSS program. The research results show that brand ambassadors and content marketing have a significant influence on the decision to purchase Mobile Legend diamonds.

Keywords: Brand Ambassador, Content Marketing, Purchasing Decisions, Mobile Legend, Marketing.

1. INTRODUCTION

In the increasingly developing digital era, marketing strategies through brand ambassadors and content marketing have become one of the most effective approaches to influencing consumer behavior. Brand ambassadors are widely recognized for their ability to attract attention and generate significant influence in advertising, which, in turn, affects consumer preferences (Putri & Ahmadi, 2025). The use of content marketing is also a key strategy in the world of marketing, with its ability to encourage consumers to make purchasing decisions by crafting engaging and relevant content (Nazara, 2020). This combination of strategies is evident in the way brands and companies across various industries connect with their audiences.

Mobile Legends, a game that has captured the attention of millions of players in Indonesia, illustrates how digital marketing strategies, particularly those leveraging brand ambassadors and content marketing, are employed to drive consumer behavior. As one of the most popular games in the country, Mobile Legends offers several virtual items, such as diamonds, that players can purchase to enhance their gaming experience. These purchases are not only influenced by functional requirements within the game but are also shaped by emotional and psychological factors fostered through strategic promotions and branding. According to a digital survey conducted by Databoks.katadata.co.id (2023), Mobile Legends has continued to enjoy a strong market presence, with its influence extending far beyond the confines of the gaming community.

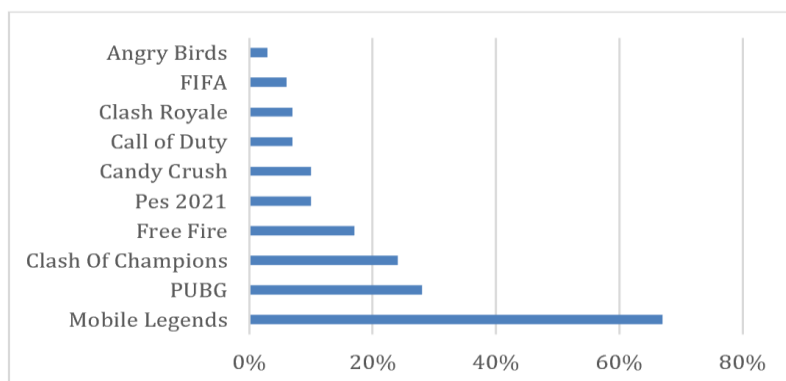


Figure 1. The most popular mobile game in Indonesia

Figure 1 from the aforementioned survey illustrates the percentage of preferred mobile games in Indonesia in 2023, showing that Mobile Legends holds the top spot with a commanding 67% preference among gamers. This dominance can be attributed to a combination of factors, including the game's competitive gameplay, its active user base, and the innovative marketing strategies deployed by Moonton, the developer behind Mobile Legends. Moonton has successfully capitalized on the use of brand ambassadors and content marketing to significantly boost the visibility of Mobile Legends across various digital platforms such as social media, streaming services, and online gaming forums.

Brand ambassadors, ranging from celebrities to athletes and influencers, have been integral in expanding Mobile Legends' presence in the public eye. These figures, recognized for their appeal and reach, have played a key role in promoting the game and engaging players across diverse platforms. By collaborating with high-profile individuals, Mobile Legends has been able to tap into new audiences and enhance its reputation within the gaming community. Additionally, creative content marketing, such as promotional videos, influencer collaborations, and targeted social media campaigns, has reinforced the game's appeal to both existing and potential players.

Mobile Legends has evolved beyond being just a form of entertainment, with its rise in prominence leading to its recognition as a competitive sport. Not only has Mobile Legends become a fixture in national esports tournaments, but it has also gained international recognition, being featured in major events like the Asia Games. The game's association with athletes and the growing esports scene has made it even more relevant as a cultural and sporting phenomenon. As esports and gaming continue to grow in popularity, Mobile Legends has positioned itself as a major player in this industry, with the help of brand ambassadors who resonate with a broad spectrum of fans (Istiyani et al., 2023).

The concept of “existence” and “comfort” within the game is also a primary driving force for many Mobile Legends players. To enhance player experience and engagement, Mobile Legends introduces diamonds as a medium of exchange, which can be purchased with real money. These diamonds allow players to acquire various virtual items within the game, contributing to the overall enjoyment and satisfaction of their gaming experience. The availability and pricing of virtual items play an important role in driving purchasing decisions among players. Based on a report from Merdeka6.com (2019), the prices of these virtual items are ranked according to their perceived value. Table 1 presents a ranking of the ten most expensive virtual items within Mobile Legends, providing a glimpse into the pricing strategies that impact consumer behavior.

Table 1. Ten Virtual Items with the Highest Selling Prices in the Online Gaming Community

No.	Virtual Items	Price (Rp)
1	Neverdie Club, Entropia Universe	8,8 miliar
2	Crystal Palace Space Station, Entropia	4,6 miliar
3	Amsterdam, Second Life	697,9 juta
4	Ethereal Flames Pink War Dog, DOTA 2	530,3 juta
5	Pedang, Age of Wulin	223, 2 juta
6	Echoing Fury Mace, Diablo III	195,3 juta
7	Zeuzo, World of Warcraft	125,6 juta
8	Revenant Super Carrier, Eve Online	125,6 juta
9	Blue Party Hat, Runescape	55,8 juta
10	Karambit Crimson, Counter Strike: Global Offensive	27,9 juta

Source: Liputan6.com (2019)

Given the substantial monetary investments involved in virtual item purchases, it is no surprise that the gaming industry has attracted significant business interest. The gaming market continues to grow at a remarkable pace, with projections indicating a steady increase in global gaming revenues. According to Newzoo (2020), the global gaming market earned \$159.3 billion in revenue in 2020, reflecting a 9.3% increase from the previous year. This growth trajectory is expected to continue, with projections estimating the global gaming market to reach \$200 billion by 2023 (Rahmadiani et al., 2021).

When it comes to the role of brand ambassadors in Mobile Legends' marketing strategies, the importance of building a positive brand image and fostering consumer loyalty cannot be overstated. Research has shown that choosing the right brand ambassador can significantly enhance consumer trust, strengthen emotional bonds, and encourage active participation within gaming communities. A brand ambassador serves as a spokesperson for the product, carefully selected to appeal to consumers and leave a lasting impression. These ambassadors can be either well-known figures or lesser-known personalities who possess an attractive appearance or an engaging persona (Anggarda & Sudradjat, 2023).

Rossiter and Percy (1985) proposed the VisCap Model as a framework for evaluating the effectiveness of brand ambassadors in marketing. The model outlines four key indicators for assessing the impact of brand ambassadors: Visibility, Credibility, Attraction, and Power. Visibility refers to the extent to which brand ambassadors promote the brand in public, building familiarity through frequent appearances. Credibility is defined by consumers' trust in the ambassador's expertise and reliability. Attraction encompasses the level of interest and likability consumers have toward the ambassador, which can be influenced by their personality, lifestyle, and physical appearance. Power refers to the ability of the ambassador to influence consumer behavior and drive purchasing decisions.

Another effective communication strategy within digital marketing is content marketing, which focuses on the creation and distribution of content that engages and attracts the target audience. Content marketing is designed to build relationships with consumers, ultimately converting them into loyal customers. Huda et al. (2021) highlight the two primary goals of content marketing: to capture the audience's attention and to convert that attention into tangible business outcomes. By aligning content with the interests and needs of the target audience, brands can foster long-term loyalty and increase their chances of success.

The process of purchasing decisions is complex and involves several factors, such as product choice, brand selection, supplier preference, purchase quantity, timing, and payment method (Kotler & Keller, 2009). Content marketing plays a key role in influencing these decisions by providing consumers with the information and emotional appeal necessary to make informed choices. According to Nazara (2020), content marketing helps brands build stronger connections with their audience, thereby driving profitable actions like product purchases, service usage, or brand recommendations.

Finally, it is important for brands to assess the effectiveness of their marketing strategies continuously, especially when comparing them to competitors. This evaluation process can help ensure that consumers remain engaged and inspired, leading to positive purchasing decisions. Another figures, derived from a pre-survey on Mobile Legends players in Banjarmasin, reveal interesting insights about the influence of brand ambassadors and content marketing on consumer behavior. The survey results indicate that a majority of respondents are attentive to the brand ambassadors and content marketing efforts of Mobile Legends, with factors such as updated and engaging content, knowledge of gameplay, and motivation to improve gaming skills influencing their decisions.

This research offers valuable contributions to understanding how brand ambassadors and content marketing impact purchasing decisions in the gaming industry. By analyzing consumer attitudes and behavior toward these marketing strategies, researchers and practitioners can develop more effective approaches to engaging customers in the digital era. Based on the background of the problem described above, the problem formulation can be formulated as follows: (1) Does the brand ambassador have a significant influence on the decision to purchase Diamond Mobile Legend? (2) Does content marketing have a significant influence on the decision to purchase Diamond Mobile Legend?

2. RESEARCH METHODS

The population used in this research is Mobile Legend players with ages ranging from 18 years who have purchased Diamond Mobile Legend; the exact population number is not known. Determining the sample In this research, it refers to Roscoe Sugiyono (2019), namely that the sample size can be said to be adequate if the sample size is greater than 30 and less than 500 and to determine the number of samples in multivariate research, the sample size is determined to be 10 times the variables studied. So the number of respondents who will be used as samples in this research is 30 sample respondents, and then the respondents taken are increased to 100 people.

The primary data collection method in this research uses a questionnaire, which is a technique that involves creating a structured and systematic list of questions, which can be done by telephone, letter, or direct meeting with respondents selected as samples. Distribution of the questionnaire will be done by distributing the questionnaire online. This research is a type of quantitative research. Quantitative research is a research method that utilizes scientific techniques to collect data in the form of numbers, carry out statistical analysis, and draw conclusions based on the results found (Chandra Susanto et al., 2024). A quantitative approach is a way to measure and explain social phenomena by looking at how various variables are related to each other.

Based on several existing theoretical foundations and an understanding of previous research, the framework of this study can be illustrated in Figure 2.

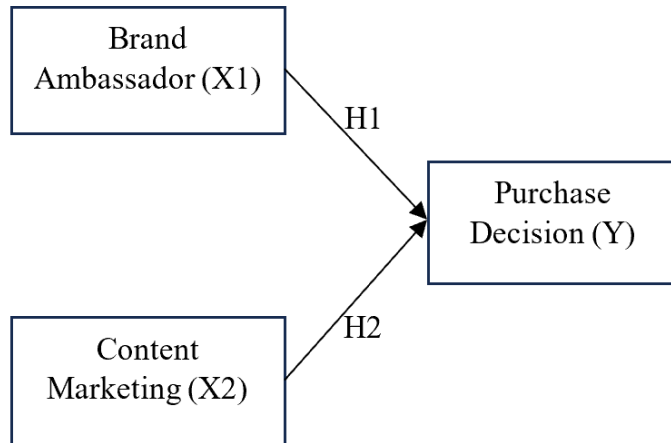


Figure 2. Conceptual Framework

3. RESULTS AND DISCUSSIONS

The characteristics of the respondents obtained through the questionnaire in this study are classified based on gender, age, last education, and the domicile of the qualified respondents. The number of male respondents is 68, which is equivalent to 68%, while the number of female respondents is 32, or 32%. This shows that the majority of respondents are male due to social and cultural factors that associate male interests and hobbies, which tend to favor playing as a form of entertainment.

The number of respondents aged 18-20 years is 30 people or 30%, respondents aged 21-25 years total 69 people or 69%, while those aged 26-30 years are only 1 person or 1%. This shows that respondents over 25 years old are the smallest group, while the majority of respondents are from the 21 to 25 age group because this is the time when someone has just started entering the workforce but still wants to have fun, so they have the ability and desire to buy Mobile Legend Diamonds. The number of respondents with the highest education level of junior high school is 0 people, which means 0%, while the number of respondents with the highest education level of senior high school is 82 people (82%). Respondents with the highest education level of D3 numbered 2 people (2%) and those with an S1 education level numbered 16 people (16%). The absence of respondents with a junior high school education indicates that the research population consists of individuals who have reached the upper secondary education level. This shows that the majority of respondents have their last education at the high school level because this period is when some of them have to earn their own income to support themselves, but they still want to play, so they have the ability and desire to buy Mobile Legend Diamonds. Respondents residing in Banjarmasin Timur, Banjarmasin Tengah, Banjarmasin Utara, Banjarmasin Barat, and Banjarmasin Timur number 100, with each area having 20 people. This shows that the respondents can represent each of their domiciles with equal opportunity.

Here are the results of the statistical analysis in this study. Based on validity test result, it can be concluded that all statement items submitted in the questionnaire are declared valid or legitimate. This is shown by the calculated r value, which is greater than the table r value, and the significance value < 0.05 for each research instrument.

Based on reliability test result, it can be concluded that the results of reliability testing are declared reliable because all variables produce Cronbach's Alpha > 0.60 . It can be concluded that the reliability instrument testing meets the requirements so that each indicator in the research variable is said to be reliable and trustworthy as a research measuring tool. Based on normality test result, it can be concluded that the significance value is $0.139 > 0.05$ so that the residual data is stated to be distributed normally and the regression model has met the normality requirements. Based on multicollinearity test result, it can be concluded that the data in the study are declared free from symptoms of multicollinearity. This is shown by the tolerance value > 0.10 and the VIF value < 10 so that there is no multicollinearity between the independent variables in this study. Based on heteroscedasticity test result, it can be concluded that the data in the study are declared free from symptoms of heteroscedasticity. This is shown by the significance value of each variable > 0.05 so that between variables they are independent. In this study there was no heteroscedasticity. Based on linearity test result, the results of linearity significance < 0.05 indicate that there is a linear relationship between the variables tested. After all classical assumption tests are met, the next step is to carry out a multiple regression test.

2.1. Multiple Linear Regression Analysis Test

Multiple linear regression analysis is used to determine the effect of the independent variable on the dependent variable. The multiple linear regression analysis model aims to explain the relationship and magnitude of the influence of the independent variable on the dependent variable (Ghozali, 2018). The independent variables in this research are Brand Ambassador and Content Marketing. The dependent variable in this research is purchase decision. The results of multiple linear regression analysis in this study are explained in the Table 2.

Table 2. The results of multiple linear regression analysis

	Coefficients
Standart Error	2.106
Constanta	2.174
Brand Ambassador	0.280
Content Marketing	0.242

Based on Table 2, the multiple linear regression equation is formulated as follows: $Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$

$$Y = 2.174 + 0.280X_1 + 0.242X_2 + 2.106$$

Table 3. The results of coefficient of determination and F-test analysis

R	R Square	Adjusted Square	R	F-hitung	Significance
0.680	0.462	0.451		41.620	0.000

Based on Table 3, it can be seen that the coefficient of determination obtained from adjusted R^2 is 0.451 or 45.1%. The calculation in the coefficient of determination test uses the following formula: $KD = R^2 \times 100\%$ $KD = 0.451 \times 100\% = 45.1\%$ Note: KD: Coefficient of Determination Value R: Multiple Correlation Value. The coefficient of determination value reveals the ability of independent variables such as brand ambassadors and content marketing to have an influence on purchasing decisions of 45.1%. Meanwhile, the remaining 54.9% had an influence explained by other variables not included in this study.

Based on Table 3, it can be seen that the calculated F value is greater than the F table value ($41.620 > 3.09$) and the significance value is below 0.05 ($0.000 < 0.05$). This shows that the regression model used in this research meets the requirements and is feasible for predicting the dependent variable so that all independent variables in the model simultaneously influence the dependent variable.

Table 4. The results of t-test analysis

Variabel	t-hitung	t-tabel	Significance
Brand Ambassador (X1)	3.209	1.66071	0.002
Content Marketing (X2)	3.912	1.66071	0.000

Based on Table 4, the following hypothesis can be concluded: 1. Testing H1 on the Brand Ambassador variable (X1) on Purchasing Decisions (Y) shows the results that the calculated t value is greater than the t table value ($3.209 > 1.660$) and the significance value is below 0.05 ($0.002 < 0.05$). It can be concluded that H_0 is rejected and H_1 is accepted so that brand ambassadors have a significant influence on purchasing decisions. Testing H2 on the content marketing variable (X2) on purchasing decisions (Y) shows the results that the calculated t value is greater than the t table value ($3.912 > 1.660$) and the significance value is below 0.05 ($0.000 < 0.05$). It can be concluded that H_1 is rejected and H_2 is accepted, so that content marketing has a significant effect on purchasing decisions.

4. CONCLUSION

Based on the results of the analysis in this research, it is possible to conclude that Brand Ambassador partially influences consumers' decisions to buy Diamond Mobile Legend and Content Marketing partially influences consumers' decisions to buy Diamond Mobile Legend.

Recommendations for researchers to consider the significant influence of brand ambassadors and content marketing strategies by choosing brand ambassadors who are known and liked by the gamer community. Brand ambassadors can also build trust and increase player interest because these figures have the ability to influence purchasing decisions through strong recommendations and developing interesting and relevant content marketing strategies to attract player attention and provide clear information about the benefits and value of buying diamonds. This can create greater urgency and desire to purchase diamonds, thereby supporting revenue growth.

Advice that can be given to researchers who want to continue or develop this research is to explore other possible factors that influence buying decisions. In addition, it is recommended that research methods be expanded by considering the use of techniques that have been applied previously, as well as developing field survey methods to carry out direct observations of targeted respondents. With this approach, the data obtained will be more comprehensive and can minimize subjective elements in the analysis.

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