The Influence Of Event Marketing, Influencer And E-Wom On Purchase Intention Skin Mobile Legends In Malang Town

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Abstract. Based on Moonton's data, the monthly active players of Mobile Legends in Indonesia, totaling 34 million, are predominantly from Java and Sumatra. About 52 percent of Mobile Legends players come from Java Island, while 29.38 percent come from Sumatra Island. The distribution on other islands includes Kalimantan (7.41 percent), Sulawesi (6.29 percent), Bali (3.73 percent), and Papua (0.54 percent). The purpose of this research is to determine and analyze the influence of event marketing, influencer marketing, and electronic word-of-mouth (e-wom) on the purchase intention of Mobile Legends skins in Malang City. The research method employed in this study is quantitative. The population in this research consists of all Mobile Legends players in Malang City. The sample for this research consists of 100 individuals selected through accidental sampling technique. Data collection in this research is done using a questionnaire. Data analysis techniques in this research include Multiple Linear Regression Analysis, Hypothesis Testing (t-test & f-test), and the Coefficient of Determination. Data processing in this research is conducted using SPSS (Statistical Package for the Social Sciences) version 25 software. The results of this research prove that Event Marketing, Influencer Marketing, and E-WOM collectively influence the Purchase Intention of Mobile Legends skins.

Keywords: Event Marketing, Influencer Marketing, E-WOM, Purchase Intention.

INTRODUCTION

The rapid development of technology gives birth to new devices that are able to answer individual needs. The development of technology, especially related to smartphones that have an android operating system, the emergence of android-based smartphones is indeed able to provide various benefits and conveniences for its users. Android-based smartphones are cell phones that have capabilities that exceed ordinary cell phones, ranging from features, screen resolution, to the operating system inside.

Chatting applications such as whatsaap and similar applications are a priority for internet users in Indonesia, then secondly there are social media such as Facebook, Instagram and others that make internet users not miss information, and finally there are online games, with the Indonesian population active on the internet reaching 143,26 making 57.13% a large enough number. Online games are games that can be accessed by many players, where the

machines used by players are connected by a network. Online games themselves have various genres, one of which is a MOBA type game. Mobile Legends: Bang Bang is a multiplayer online battle arena (MOBA) mobile video game developed and published by Moonton, a subsidiary of ByteDance (Rizaty, 2023).

Based on Moonton's data, the 34 million monthly active Mobile Legends players in Indonesia are dominated by players from Java and Sumatra. As many as 52 percent of Mobile Legends players come from Java while 29.38 percent come from Sumatra. Distribution on other islands includes Kalimantan (7.41 percent), Sulawesi (6.29 percent), Bali (3.73 percent) and Papua (0.54 percent) (Pratnyawan, 2021).

Purchase interest is the tendency or possibility of consumers to buy a product or service (Kotler & Armstrong, 2018). Several factors that can influence purchase intention include product quality, price, brand image, and also marketing activities, including event marketing, influencer influence, and electronic word-of-mouth (e-WOM).

In previous research, the results of research (Lina Maharani A. M., 2020) show that event marketing has a significant effect on purchase intention. However, the results of the study (Sya'ban, 2022) show that event marketing does not have a significant effect on buying interest. The results of the study (Feri, 2022) show that e-wom has a significant effect on purchase intention. Likewise, the results of research (Erdiansyah, 2020) show that e-wom has a significant effect on buying interest. However, in research (Bagus, 2020) e-wom has no significant effect on buying interest. Based on the explanation above, the researcher will conduct a study with the title, "The Effect of Event Marketing, Influencers and E-WOM on Purchase Interest in Skin Mobile Legend in Malang City".

LITERATURE REVIEW

Event Marketing

According to Mujahdah (2018) "event marketing is a promotional occasion designed to attract and involve a brands target audience" which means that marketing events are a type of promotional activity designed to attract and engage audiences to achieve target brand targets. Mujahdah (2018) stated that successful event marketing requires "7I" which enhances the event experience, namely: Involvement, Interaction, Immersion, Intensity, Individuality, Innovation, Integrity. Based on result research from Asepta (2023) showed that there is a strong relationship between financial literacy and event marketing Sadari Emas PT Pegadaian on purchasing decisions for gold savings products.

Influencer

According to (Hariyanti, 2018) an influencer is a person or figure on social media who has many followers, and what they say has an impact on the behavior of their followers. According to (Shimp, 2014) there are five indicators in marketing products using influencers or what is referred to as the TEARS model, which are as follows: Trustworthiness, Expert, Attractiveness, Respect, Similarity. Based on research from Nursetyowati (2023) can be a consideration for business actors in the food industry who want to collaborate with influencers to encourage consumer purchasing decisions. The role and influence of social media influencers must be considered by food businesses in their product marketing strategies. Business actors need to choose influencers who have good appeal in conveying the value of the products offered, and expertise in presenting content that is interesting and appropriate to the brand to maximize their impact on purchase intentions.

E-Wom

Word of mouth can be done through anything including internet media or online, which is called E-WOM (Electronic Word of Mouth). E-wom communication can be done in various ways, for example consumers can post their reviews and opinions about a product or service through blogs, social media, discussion forums, and so on (Cheung, 2010). According to (Ismagilova, 2018) there are 4 factors that influence a person's desire to share in e-wom, namely Satisfaction, Loyalty, Commitment, Trust.

Purchase Intention

According to (Kotler & Armstrong, 2018), purchase interest is consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase. According to Lucas and Britt (Fitria, 2018), the aspects contained in buying interest include Attention Interest, Desire, Confidence, Decision.

RESEARCH METHOD(S)

The research conducted is quantitative research with a survey approach using a questionnaire. The type of data used is quantitative data in the form of respondents' opinions obtained from distributing questionnaires with 1-5 Likert scale measurement techniques that researchers give to respondents regarding event marketing, influencers, and e-wom simultaneously influence buying interest in Mobile Legends skins in Malang City. In this study, the population is all Mobile Legends game players in Malang City whose numbers are not yet known. The sampling technique used in this study used accidental sampling technique by setting a sample of 100 people. The sample criteria in this study are as follows:

1. Respondents live in Malang City.

2. Respondents have played the Mobile Legend game.

3. Respondents have topped up.

4. Respondents have watched streams and also followed the latest event information from Mobile legend.

5. Respondents have at least topped up more than IDR 15,000.00

FINDINGS AND DUSCUSSION

RESPONDENT OVERVIEW

The general description of the respondents from this study is that there are 100 respondents involved who are Mobile Legends game players in Malang City.

1. Instrument Test

The results show that the significant level is <0.05 and R count> R table (0.196) so it can be concluded that all question items are declared valid. The reliability test results show that the variable Event Marketing (X1) Cronbach's Alpha 0.793 Influencer (X2) Cronbach's Alpha 0.611 E-Wom (X3) Cronbach's Alpha 0.813 Purchase Interest (Y) Cronbach's Alpha 0.800. All variables have a Cronbach's Alpha of more than 0.6 Classical Assumption Test

2. Normality Test

The Kolmogorov Smirnov test results show that the data normality test results are normally distributed. This is evidenced by the value of Monte Carlo Sig. (2-tailed) 0.181> 0.05. The multicollinearity test results show that the Event Marketing (X1) variable has a tolerance value of 0.448 and a VIF value of 2.230. The E-Wom variable (X2) has a tolerance value of 0.550 and a VIF value of 1.818. The Influencer variable (X3) has a tolerance value of 0.482 and a VIF value of 2.077. It can be concluded that the three variables in this study have a tolerance> 0.1 and have a VIF < 10, so the multicollinearity test results identify the regression model as not having multicollinearity problems. The results of the heteroscedasticity test on the white test show that Chi Square Count < Chi Square table (10.2 < 14.06). This means that the three variables do not occur heteroscedasticity and can be continued in further research.

3. Multiple Linear Regression Analysis

The research results from the regression equation can be arranged as a regression equation, namely: **Y=1,617 + 0,341X1 + 0,319X2 + 0,220X3**

a :	1.617 is a constant value, meaning that if all independent variables are 0, then the purchase interest variable is 1.617.
b1 :	The coefficient of event marketing (X1) is 0.341, which means that if the event marketing variable (X1) increases, there will be an increase in the purchase interest variable (Y) of 0.341.
b2 :	The influencer coefficient (X2) is 0.319, which means that if the influencer variable (X2) increases, there will be an increase in the purchase intention variable (Y) of 0.319.
b3 :	The coefficient of e-wom (X3) is 0.220, which means that if the e-wom variable (X3) increases, there will be an increase in the purchase intention variable (Y) of 0.220.
e :	The error term value is 1,182, which means that when there is an increase in the purchase interest variable (Y) there is an influence from other variables not examined in this study, namely 1,182.

4. Hypothesis Test

T test

a. Event Marketing (H1)

It is known that the Sig value for the effect of X1 on Y is $0.000 < 0.05$ and the t value is $5.586 >$ t table 1.984, so it can be concluded that H1 is accepted, which means that event marketing (X1) has a positive effect on purchase intention (Y).

b. Influencer (H2)

It is known that the Sig value for the effect of X2 on Y is $0.000 < 0.05$ and the t value is $3.826 >$ t table 1.984, so it can be concluded that H2 is accepted, which means that influencers (X2) have a positive effect on purchase intention (Y).

c. E-Wom (H3)

It is known that the Sig value for the effect of X3 on Y is $0.011 < 0.05$ and the t value is $2.579 >$ t table 1.984, so it can be concluded that H3 is accepted, which means that e-wom (X3) has a positive effect on purchase intention (Y).

d. F test

The significance value is $0.000 < 0.05$ and the Fcount is $76.702 > 2.47$ Ftable. So it can be concluded that H4 is accepted, which means that event marketing, influencers and e-wom simultaneously affect purchase intention.

e. R-Square Test

The R-Square value is $0.706 \times 100 = 70.6\%$. The magnitude of the contribution of event maketing (X1), influencers (X2), and e-wom (X3) to purchase intention (Y) is 70.6% and the remaining 29.4% is the contribution of other factors outside the scope of research not conducted by researchers.

5. The Effect of Event Marketing on Purchase Interest

In this study, the effect of event marketing on buying interest in Mobile Legends skins is a positive effect, as evidenced by the statistical results which show a positive effect. In other words, Hypothesis 1 is accepted. Hypothesis 1 is: event marketing has an effect on buying

interest in Mobile Legends skins. Event marketing often involves direct interaction with the product or service, which allows consumers to experience the benefits firsthand. This can increase consumer understanding and appreciation of the product, which encourages purchases.

6. Influencer Influence on Purchase Interest

In this study, the effect of influencer events on buying interest in Mobile Legends skins is a positive effect, as evidenced by the statistical results which show a positive effect. In other words, Hypothesis 2 is accepted. Hypothesis 2 is: influencers have an effect on buying interest in Mobile Legends skins. Influencers who have a good relationship with their followers can build trust. If influencers are trusted, their recommendations are often considered reliable advice, which can influence their followers' purchasing decisions. Influencers are often also considered trend setters.

7. The Effect of E-Wom on Purchase Intention

In this study, the effect of e-wom on buying interest in Mobile Legends skins is influential, as evidenced by the statistical results that show an effect. In other words, Hypothesis 3 is accepted. Hypothesis 3 is: E-wom has an effect on buying interest in Mobile Legends skins. E-wom allows for a fast and wide exchange of opinions. Recommendations from friends or family through social media or online platforms can quickly influence a person's purchasing decisions. Online communities are often influential in shaping perceptions and opinions.

8. The Effect of Event Marketing, Influencers, and E-wom on Purchase Intention

In this study, event marketing, influencers, and e-wom on buying interest have a simultaneous effect, this is evidenced by the statistical results which show the effect. In other words, Hypothesis 4 is accepted. Hypothesis 4 is: Event Marketing, Influencers, and E-wom to Purchase Interest in Mobile Legends skins

CONCLUSION AND RECOMMENDATION

The conclusions are as follows: 1. Event Marketing has a positive and significant effect on Purchase Interest in Skin Mobile Legend, 2. Influencers have a positive and significant effect on Purchase Interest in Skin Mobile Legend, 3. E-Wom has a positive and significant effect on Purchase Interest in Skin Mobile Legend, 4. Event Marketing, Influencers, and E-Wom simultaneously affect Purchase Interest in Skin Mobile Legend.

In the world of digital marketing, the finding that Event Marketing, Influencers, and Electronic Word of Mouth (E-WOM) simultaneously influence consumer buying interest, especially for skins in the Mobile Legends game, underscores the need for an integrated and

data-driven marketing strategy. Companies should design campaigns that bring the three together, harness the power of influencers to build awareness, hold engaging events to spark curiosity, and facilitate positive E-WOM to strengthen purchasing decisions. The limitation is that the data collection method using a questionnaire causes the research results to be not maximized because the answers given by respondents sometimes do not provide accurate or honest answers to the questionnaire.

Suggestions for future researchers who conduct research with the same object are advised to use other variables outside of this variable in order to obtain better or more varied results,The researcher's suggestion for the company is to maintain Diamond prices that can be reached by all consumers and continue to provide attractive offers to consumers so that consumers become more loyal.

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