

ABSTRACT

This research is driven by the rapid growth of the mobile gaming industry, particularly Mobile Legends: Bang-Bang, and the need for effective marketing strategies to retain players. Developed by Moonton, Mobile Legends has gained global popularity, especially in Southeast Asia, yet faces challenges in maintaining player loyalty and retention amidst intense competition.

This study aims to analyze the influence of Brand Awareness and Brand Image on Customer Retention among Mobile Legends: Bang-Bang players, with Brand Loyalty as a mediating variable. A quantitative approach was employed, collecting data through questionnaires distributed to 250 active Mobile Legends players in Indonesia. The data were analyzed using Structural Equation Modeling (SEM-PLS) to examine the relationships between variables.

The findings reveal that Brand Awareness and Brand Image have a positive and significant impact on both Brand Loyalty and Customer Retention. Brand Loyalty was found to mediate the relationship between Brand Awareness, Brand Image, and Customer Retention effectively. In conclusion, marketing strategies focusing on enhancing brand awareness, brand image, and player loyalty—such as promotional campaigns, esports tournaments, and collaborations with popular franchises—are effective in retaining Mobile Legends: Bang-Bang players. The implications suggest that Moonton should optimize digital marketing strategies, innovate game features, and strengthen emotional connections with the player community to ensure long-term retention.

Keywords: *Brand Awareness, Brand Image, Brand Loyalty, Customer Retention*