

ABSTRACT

The current development of the digital gaming industry has triggered significant changes in consumer behavior, particularly regarding the purchase of virtual items such as hero skins in Mobile Legends. This phenomenon underscores the importance of understanding the factors that influence consumer purchasing decisions in the context of digital marketing. This study aims to analyze the influence of Key Opinion Leaders (KOLs) and Customer Experience on Purchase decisions, with Brand image as a mediating variable. The study was conducted using a quantitative approach through a survey of 253 respondents who are active Mobile Legends players. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The variables examined include Key Opinion Leader and Customer Experience as independent variables, Brand image as a mediating variable, and Purchase decision as the dependent variable. The results of the study indicate that Customer Experience has a significant influence on Purchase decision, both directly and through Brand image. Conversely, Key Opinion Leader only influences Brand image but does not significantly influence Purchase decision, either directly or indirectly. Additionally, Brand image also does not have a significant influence on Purchase decision. Based on these findings, it can be concluded that Customer Experience plays a more dominant role than Key Opinion Leader and Brand image in influencing Purchase decisions. Therefore, improving the quality of Customer Experience is the primary strategy that can be implemented to increase sales of digital products in the gaming industry.

Keywords: *Key Opinion Leader, Customer Experience, Brand image, Purchase decision, Mobile Legends*