

ABSTRAK

Penelitian ini mengkaji pengaruh *Electronic Word of Mouth* (E-WOM) dan *Influencer Marketing* terhadap keputusan pembelian item virtual pada gim Mobile Legends di Kecamatan Muara Satu. Permasalahan yang ingin dijawab dalam penelitian ini adalah apakah E-WOM berpengaruh terhadap keputusan pembelian, apakah *Influencer Marketing* berpengaruh terhadap keputusan pembelian, serta apakah E-WOM dan *Influencer Marketing* secara simultan berpengaruh terhadap keputusan pembelian item virtual pada pengguna gim Mobile Legends di Kecamatan Muara Satu. Penelitian ini menggunakan grand theory *Marketing Management* yang dikemukakan oleh Kotler dan Keller (2016), yang menjelaskan bahwa pemasaran merupakan proses menciptakan, mengomunikasikan, dan menyampaikan nilai kepada konsumen untuk membangun hubungan yang saling menguntungkan. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Data diperoleh melalui penyebaran kuesioner kepada 100 responden yang merupakan pengguna gim Mobile Legends di Kecamatan Muara Satu dengan teknik *purposive sampling*. Analisis data dilakukan menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji parsial (t), uji simultan (F), serta koefisien determinasi (R^2) menggunakan program IBM SPSS. Hasil penelitian menunjukkan bahwa secara parsial variabel E-WOM berpengaruh positif dan signifikan terhadap keputusan pembelian item virtual, sedangkan variabel *Influencer Marketing* tidak berpengaruh signifikan terhadap keputusan pembelian. Namun, secara simultan E-WOM dan *Influencer Marketing* berpengaruh signifikan terhadap keputusan pembelian item virtual pada pengguna gim Mobile Legends di Kecamatan Muara Satu. Penelitian ini menunjukkan bahwa informasi dan ulasan yang disampaikan melalui media digital memiliki peranan penting dalam membentuk keputusan pembelian konsumen, sementara efektivitas *Influencer Marketing* bergantung pada tingkat kepercayaan dan persepsi pengguna terhadap influencer.

Kata Kunci: *Electronic Word of Mouth* (E-WOM), *Influencer Marketing*, Keputusan Pembelian, Item Virtual, Mobile Legends.

ABSTRACT

This study examines the influence of Electronic Word of Mouth (E-WOM) and Influencer Marketing on the purchase decision of virtual items in Mobile Legends games in Muara Satu District. The problem that wants to be answered in this study is whether E-WOM affects purchase decisions, whether Influencer Marketing affects purchase decisions, and whether E-WOM and Influencer Marketing simultaneously affect the purchase decision of virtual items in Mobile Legends game users in Muara Satu District. This study uses the grand theory of Marketing Management put forward by Kotler and Keller (2016), which explains that marketing is the process of creating, communicating, and conveying value to consumers to build mutually beneficial relationships. The research uses a quantitative approach with an associative type of research. Data was obtained through the distribution of questionnaires to 100 respondents who are users of the Mobile Legends game in Muara Satu District with purposive sampling techniques. Data analysis was carried out using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial tests (t), simultaneous tests (F), and determination coefficients (R^2) using the IBM SPSS program. The results of the study showed that partially the E-WOM variable had a positive and significant effect on the purchase decision of virtual items, while the Influencer Marketing variable did not have a significant effect on the purchase decision. However, simultaneously E-WOM and Influencer Marketing have a significant effect on the decision to purchase virtual items for Mobile Legends game users in Muara Satu District. This study shows that information and reviews conveyed through digital media have an important role in shaping consumer purchase decisions, while the effectiveness of Influencer Marketing depends on the level of trust and perception of users towards influencers.

Keywords: *Electronic Word of Mouth (e-WOM), Influencer Marketing, Purchase Decisions, Virtual Items, Mobile Legends.*