

# The Effect of Price and Brand Image on Purchase Decision Moderated Digital Marketing

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## Abstract

This study to test a model develop to explain the effect of price and brand image on purchase decision with moderated digital marketing at mobile legends user in Malang City. This study aims to provide a deeper understanding of the factors that influence purchasing decisions in the online gaming industry, especially mobile legends games for mobile legends game users in Malang. By analyzing the influence of price and brand image on purchasing decisions moderated by digital marketing. This study use a survey method with a quantitative research method. This study uses primary data. Primary data is data collected directly by researchers from their sources The analytical techniques in this study used descriptive and inferential statistical analysis techniques. The research results show that (1) Good prices cannot increase purchasing decisions. (2) An excellent brand image can improve purchasing decisions. (3) Good digital marketing can improve purchasing decisions. (4) Good prices cannot increase purchasing decisions with Digital Marketing mediator. (5) A good brand image cannot improve purchasing decisions with Digital Marketing mediator.

## 1. INTRODUCTION

The digital era is now very widespread, even always side by side with technology. Technology that continues to develop has begun to emerge in various fields, one of which is the entertainment sector, one of which is games. The technology that is currently famous is digital technology. Even digital technology has now spread to all groups, not only adults but also teenagers and children. Research conducted by Alia & Irwansyah (2018) also states that technology makes a person's life faster and more productive. So that technological developments can provide opportunities for business, one of which is online games. One example of an online game that currently exists is Mobile legends bang bang. Online games are digital games that allow us to interact with other players around the world. Not only interacting but also being able to communicate in games such as chat forums or voice chats. Players or users of online games can also buy virtual items using virtual currency or real money. The importance of effective marketing greatly supports product sales. According to Kotler (2020) Purchasing decisions are usually measured

using the stability of a product, buying habits, recommending to others, and making repeat purchases. The decision to purchase virtual skin games made by consumers for the needs of the game to look cool and good, because it has events from favorite anime characters, even because of the influence of the environment so that many game players are interested in buying. Psychologically, consumers use game skins to increase damage because opponents may not focus on the game, because they pay too much attention to the game skin. Therefore, the right strategy is needed to attract consumer interest in making purchasing decisions. Some strategies used to analyze purchasing decisions are price, brand image and digital marketing.

Price is one of the factors for purchasing decisions. Price according to Kotler and Armstrong (2010) defines price as the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of using the product or service. In general, consumers always expect the goods purchased to exceed consumer expectations or be equivalent to the price purchased so that this becomes one of the considerations for consumers whether to decide to buy the product or not.

Brand image according to (Kotler & Keller, 2018) is the perception and belief held by consumers, which is reflected in the associations embedded in the customer's memory, which are always remembered first when hearing the slogan and embedded in the minds of consumers. If the product has a good image, many people will be interested in their products, even if the product is only under the same label, people still consider the product good and are likely to make a purchase.

According to (Malik, 2017) digital marketing is the use of the Internet and other interactive technologies to create information and connect businesses and consumers in the form of websites, search engine marketing, web banners, social networks, viral marketing, and email. Currently, the most widely used marketing method is digital marketing, because almost everyone has a cellphone and has internet access, so when promoting something on the internet and it goes viral, many people will follow to buy the viral product.

This study aims to provide a deeper understanding of the factors that influence purchasing decisions in the online gaming industry, especially mobile legends games for mobile legends game users in Malang. By analyzing the influence of price and brand image on purchasing decisions moderated by digital marketing. This study is expected to provide insight for companies in designing effective business strategies to maintain and improve purchasing decisions.

## **2. LITERATURE REVIEW**

### **Price**

According to Kotler and Keller (2014) Price is one of the elements of the marketing mix that generates revenue, other elements generate costs. Price is the easiest element in a marketing program to adjust, product features, channels, and even communication take a lot of time. Price is an important factor in consumer purchasing decisions because it can influence consumer perceptions of the quality and value of the product or service offered.

Based on the terminology above, it can be concluded that price is money charged for a product or service that is appropriate and of equal value to the quality and product available.

### **Brand Image**

Brand image has become a central concept in marketing theory and practice, and is one of the essential goals of business activities. Brand image describes the extrinsic properties of a product or service, including how the brand attempts to meet consumers' social and psychological needs (Kotler & Keller, 2016).

Based on the terminology above, it can be concluded that brand image is a person's view and opinion in assessing a brand on the product. The impression given positive or negative also influences the purchasing decision.

### **Digital Marketing**

Digital marketing is the use of the Internet and other interactive technologies to create information and connect businesses and consumers in the form of websites, search engine marketing, web banners, social networking, viral marketing, and email. (Malik, 2017).

Based on the above view, it can be concluded that digital marketing is marketing that is done digitally, which is done on the internet. The internet is very broad and is currently easily accessible by anyone and anytime, so that information about the product is also easily spread and known by many people.

### **Purchase Decision**

According to Kotler and Armstrong (2008), purchasing decisions are defined as a process when consumers recognize a problem, seek information about a particular brand or product and evaluate how well each alternative can solve the problem which will lead to a purchasing decision.

Based on the terminology of this theory, it can be concluded that purchasing decisions are a selection of all the most suitable alternative choices for each consumer in order to fulfill their needs and desires.

## **3. RESEARCH METHODS**

This study use a survey method with a quantitative research method, namely the type of data that can be measured or calculated directly with information in the form of numbers or figures such as questionnaires. According to John W. Creswell (2018) explains that a quantitative survey is a method of using collection tools such as questionnaires to produce data such as questionnaires to produce numeric data that can be used to identify patterns or relationships between variables. Meanwhile, according to Alan Bryman (2016) defines a quantitative survey as a research approach that uses numeric data to understand social phenomena, with statistical techniques used for data analysis and interpretation. This study uses primary data. Primary data is data collected directly by researchers from their sources, which data has never been processed or analyzed before. The analysis and testing tools used in this study are Descriptive Statistical Tests, Classical Assumption Tests and Hypothesis Tests using IBM SPSS as the testing tool and Smart PLS 3.

#### 4. RESULTS AND DISCUSSION

##### Results

##### Descriptive Statistical Analysis

##### 1. Price (X1)

**Table 1.** Recap of Descriptive Price Statistics (X1)

| Variabel                                   | Item        | Farekuensi |    |    |    |    | N  | Min. | Max.        | Mean        |
|--|-------------|------------|----|----|----|----|----|------|-------------|-------------|
|  |             | STS        | TS | N  | S  | SS |    |      |             |             |
| Affordability (X1.1)                       | X1.1.1      | -          | 2  | 30 | 47 | 19 | 98 | 2    | 5           | 3.85        |
|  | X1.1.2      | -          | 5  | 15 | 48 | 30 | 98 | 2    | 5           | 4.05        |
|  | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>3.95</b> |
| Price match with product quality (X1.2)    | X1.2.1      | -          | 5  | 19 | 32 | 42 | 98 | 2    | 5           | 4.13        |
|  | X1.2.2      | -          | 4  | 12 | 34 | 48 | 98 | 2    | 5           | 4.29        |
|  | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>4.21</b> |
| Price according to ability or style (X1.3) | X1.3.1      | -          | 1  | 14 | 43 | 40 | 98 | 2    | 5           | 4.24        |
|  | X1.3.2      | -          | 1  | 20 | 39 | 38 | 98 | 2    | 5           | 4.16        |
|  | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>4.2</b>  |
| Price according to benefits (X1.4)         | X1.4.1      | -          | -  | 18 | 40 | 40 | 98 | 3    | 5           | 4.22        |
|  | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>4.22</b> |
| <b>Mean of Price (X1)</b>                  |             |            |    |    |    |    |    |      | <b>4.14</b> |             |

Source: Source: Data Processed (2024)

Table 1. shows the results of the respondent's response scores for the 4 indicators of the Price variable (X1). Overall, the average score for Price (X1) is 4.14, so based on the previous index value, it shows that it is in the high category.

##### 2. Brand Image (X2)

**Table 2.** Recap of Descriptive Brand Image Statistics (X2)

| Variabel                            | Item        | Farekuensi |    |    |    |    | N  | Min. | Max.        | Mean        |
|-------------------------------------|-------------|------------|----|----|----|----|----|------|-------------|-------------|
|                                     |             | STS        | TS | N  | S  | SS |    |      |             |             |
| Brand identity (X2.1)               | X2.1.1      | -          | -  | 28 | 39 | 31 | 98 | 3    | 5           | 4.03        |
|                                     | X2.1.2      | -          | -  | 22 | 38 | 38 | 98 | 3    | 5           | 4.16        |
|                                     | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>4.16</b> |
| Brand personality (X2.2)            | X2.2.1      | -          | -  | 14 | 39 | 45 | 98 | 3    | 5           | 4.32        |
|                                     | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>4.32</b> |
| Brand association (X2.3)            | X2.3.1      | -          | -  | 24 | 37 | 37 | 98 | 3    | 5           | 4.13        |
|                                     | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>4.13</b> |
| Brand attitude and Behaviour (X2.4) | X2.4.1      | -          | -  | 21 | 37 | 40 | 98 | 3    | 5           | 4.19        |
|                                     | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>4.19</b> |
| Brand benefit and Competence (X2.5) | X2.5.1      | -          | -  | 16 | 38 | 44 | 98 | 3    | 5           | 4.29        |
|                                     | X2.5.2      | -          | -  | 20 | 44 | 34 | 98 | 3    | 5           | 4.14        |
|                                     | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>4.21</b> |
| <b>Mean of Brand Image (X2)</b>     |             |            |    |    |    |    |    |      | <b>4.02</b> |             |

Source: Source: Data Processed (2024)

Table 2. provides information on the recapitulation of respondents' response scores to the 5 indicators of the Brand Image variable (X2). Overall, the average score for Brand Image (X2) is 4.02, and based on the previous index value category, it is in the high category.

### 3. Digital Marketing (M)

**Table 3.** Recap of Descriptive Digital Marketing Statistics (M)

| Variabel                             | Item        | Farekuensi |    |    |    |    | N  | Min. | Max.        | Mean        |
|--------------------------------------|-------------|------------|----|----|----|----|----|------|-------------|-------------|
|                                      |             | STS        | TS | N  | S  | SS |    |      |             |             |
| Interactive (M1.1)                   | M1.1.1      | -          | -  | 21 | 41 | 36 | 98 | 3    | 5           | 4.15        |
|                                      | M1.1.2      | -          | -  | 23 | 31 | 44 | 98 | 3    | 5           | 4.21        |
|                                      | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>4.18</b> |
| Incentive Program (M1.2)             | M1.2.1      | -          | -  | 15 | 44 | 39 | 98 | 3    | 5           | 4.24        |
|                                      | M1.2.2      | -          | -  | 15 | 37 | 46 | 98 | 3    | 5           | 4.32        |
|                                      | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>4.28</b> |
| Site Design (M1.3)                   | M1.3.1      | -          | -  | 21 | 40 | 37 | 98 | 3    | 5           | 4.16        |
|                                      | M1.3.2      | -          | 2  | 15 | 43 | 38 | 98 | 2    | 5           | 4.19        |
|                                      | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>4.17</b> |
| Cost (M1.4)                          | M1.4.1      | -          | 1  | 16 | 34 | 47 | 98 | 2    | 5           | 4.30        |
|                                      | M1.4.2      | -          | -  | 11 | 44 | 43 | 98 | 3    | 5           | 4.33        |
|                                      | <b>Mean</b> |            |    |    |    |    |    |      |             | <b>4.31</b> |
| <b>Mean of Digital Marketing (M)</b> |             |            |    |    |    |    |    |      | <b>4.23</b> |             |

Source: Source: Data Processed (2024)

Table 3. provides information on the recapitulation of respondents' response scores to the 4 indicators of the Digital Marketing (M) variable. Overall, the average score for Digital Marketing (M) is 4.23, and based on the previous index value category, it is in the very high category.

### 4. Purchase Decisions (Y)

**Table 4.** Recap of Descriptive Purchase Decisions Statistics (Y)

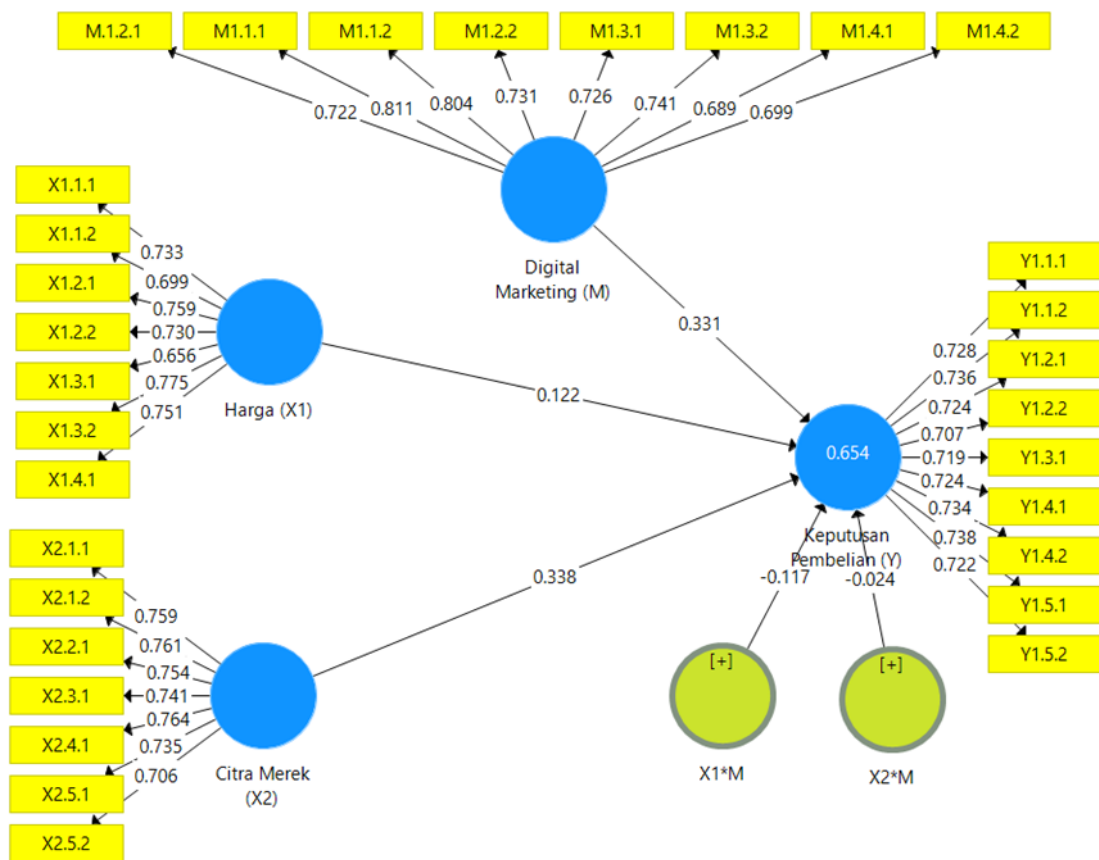
| Variabel   | Item        | Farekuensi |    |    |    |    | N  | Min. | Max. | Mean        |
|--|-------------|------------|----|----|----|----|----|------|------|-------------|
|  |             | STS        | TS | N  | S  | SS |    |      |      |             |
| The purpose of buying a product (Y1.1)                     | Y1.1        | -          | 1  | 15 | 49 | 33 | 98 | 2    | 5    | 4.16        |
|  | Y1.2        | -          | -  | 15 | 37 | 46 | 98 | 3    | 5    | 4.32        |
|  | <b>Mean</b> |            |    |    |    |    |    |      |      | <b>4.24</b> |
| Information processing to arrive at brand selection (Y1.2) | Y2.1        | -          | -  | 15 | 41 | 42 | 98 | 3    | 5    | 4.28        |
|  | Y2.2        | -          | 2  | 19 | 43 | 34 | 98 | 2    | 5    | 4.11        |
|  | <b>Mean</b> |            |    |    |    |    |    |      |      | <b>4.19</b> |
| Steadiness in a product (Y1.3)                             | Y3.1        | -          | 2  | 11 | 43 | 42 | 98 | 2    | 5    | 4.28        |
|  | <b>Mean</b> |            |    |    |    |    |    |      |      | <b>4.28</b> |
| Provide recommendations to others (Y1.4)                   | Y4.1        | -          | 1  | 13 | 40 | 44 | 98 | 2    | 5    | 4.30        |
|  | Y4.2        | -          | 2  | 14 | 53 | 29 | 98 | 2    | 5    | 4.11        |
|  | <b>Mean</b> |            |    |    |    |    |    |      |      | <b>4.20</b> |

|                                       |      |   |   |    |    |    |    |   |   |             |
|---------------------------------------|------|---|---|----|----|----|----|---|---|-------------|
| Make a repeat purchase (Y1.5)         | Y5.1 | - | - | 14 | 47 | 37 | 98 | 3 | 5 | 4.23        |
|                                       | Y5.2 | - | 2 | 9  | 39 | 48 | 98 | 2 | 5 | 4.36        |
| <b>Rata-rata</b>                      |      |   |   |    |    |    |    |   |   | <b>4.29</b> |
| <b>Mean of Purchase Decisions (Y)</b> |      |   |   |    |    |    |    |   |   | <b>4.24</b> |

Source: Source: Data Processed (2024)

Table 4. provides information on the recapitulation of respondents' response scores to the 5 indicators of the Purchasing Decision (Y) variable. Overall, the average score for the Purchasing Decision (Y) is 4.24, and based on the previous index value category, it is in the very high category.

### Convergent Validity



**Figure 1. Convergent Validity**  
Source: Data Processed (2024)

Based on the outer loading results shown above, the item has a loading value below 0.5 which is not significant and above 0.50 which is significant so that from these results can be analyzed to assess the validity of the description.

### Discriminant Validity Test

**Table 5.** Average Variance Extracted (AVE)

| Construct              | AVE   |
|------------------------|-------|
| Price (X1)             | 0.533 |
| Brand Image (X2)       | 0.557 |
| Digital Marketing (M)  | 0.527 |
| Purchase Decisions (Y) | 0.550 |

Source: Data Processed (2024)

The table above gives an AVE value above 0.5 for all Price (X1) = 0.533, Brand Image (X2) = 0.557, Digital Marketing (M) = 0.527, Purchase Decision (Y) = 0.550. This means that all constructs have a high discriminatory validity.

### Composite Reliability Test

**Table 6.** Composite Reliability

| Construct              | Composite Reliability |
|------------------------|-----------------------|
| Pice (X1)              | 0.888                 |
| Brand Image (X2)       | 0.898                 |
| Digital Marketing (M)  | 0.909                 |
| Purchase Decisions (Y) | 0.907                 |

Source: Data Processed (2024)

Based on the table above, it shows satisfactory composite reliability results, namely Price (X1) = 0.888, Brand Image (X2) = 0.898, Digital Marketing (M) = 0.909 Purchase Decision (Y) = 0.907. So it can be concluded that each construct has high reliability. This can be seen from the composite reliability value of all constructs greater than 0.60.

### Evaluation of structural models (inner models)

#### R-Square Test

**Table 7.** R-Square

| Endogenous Latent Variables | R-Square |
|-----------------------------|----------|
| Purchase Decision (Y)       | 0.654    |

Source: Data Processed (2024)

In addition to R-Square, the testing of the structural model (inner model) can also be seen from the Q-Square value. The value of Q-Square has the same meaning as the coefficient of determination (R-Square) in regression analysis, where the higher the Q-Square, the better the model can be said to be fit with the data. The results of the calculation of the Q-Square value are as follows:

$$\begin{aligned}
\text{Q-Square} &= 1 - [(1 - R^2_1)] \\
&= 1 - [(1 - 0.654)] \\
&= 1 - 0.346 \\
&= 0.654
\end{aligned}$$

Based on the results of the calculation above, a Q-Square value of 0.654 was obtained. This shows that the diversity of the research data that can be explained by the research model is 65.4%. While the remaining 34.6% is explained by other factors that are outside this research model. Thus, from these results, this research model can be stated to have a good goodness of fit.

### Hypothesis Testing Results

**Table 8.** Path Coefficients

| Path  | Original Sample | T-Statistics | P-Values |
|---|-----------------|--------------|----------|
| Price -> Purchase Decision                              | 0,122           | 1,007        | 0,315    |
| Brand Image -> Purchase Decision                        | 0,338           | 2,156        | 0.032    |
| Digital Marketing -> Purchase Decision                  | 0,331           | 3,074        | 0,002    |
| Digital Marketing x Price -> Purchase Decision          | -0,117          | 0,808        | 0,419    |
| Digital Marketing x Brand Image -> Purchasing Decisions | -0,024          | 0,149        | 0,882    |

Source: Data Processed (2024)

From the data results above, the hypothesis testing can be explained as follows:

#### a) The Effect of Price on Purchasing Decisions

From table 8, it is known that the path Price (X1) -> Purchasing Decision (Y) has a P-Value greater than 0.05 (0.315 < 0.05). In addition, the Original Sample of the path has a positive value of 0.122. Hypothesis 1, price does not have a significant effect on the decision to purchase virtual skin game on Mobile Legends Malang users.

#### b) The Effect of Brand Image on Purchasing Decisions

From table 8, it is known that the path Brand Image (X2) -> Purchasing Decision (Y) has a P-Value less than 0.05 (0.032 < 0.05). In addition, the Original Sample of the path has a positive value of 0.338. Hypothesis 2, Brand image has an effect on purchasing decisions.

#### c) The Influence of Digital Marketing on Purchasing Decisions

From table 8, it is known that the path Digital Marketing (M) -> Purchase Decision (Y) has a P-Value that is smaller than 0.02 (0.001 < 0.05). In addition, the Original Sample path has a positive value of 0.331. Hypothesis 3, Digital marketing influences purchasing decisions.

#### d) The Influence of Price on Purchasing Decisions Moderated by Digital Marketing

From table 8, it is known that the path Digital Marketing (M) x Price (X1) -> Purchase Decision (Y) has a P-Value that is greater than 0.05 (0.419 < 0.05). Hypothesis 4, price does not influence purchasing decisions moderated by digital marketing.

### **e) The Influence of Brand Image on Purchasing Decisions Moderated by Digital Marketing**

From table 8, it is known that the path (path) Digital Marketing (Z) x Brand Image (X1) - > Purchasing Decision (Y) has a P-Value greater than 0.05 ( $0.882 > 0.05$ ). Hypothesis 5, brand image does not affect purchasing decisions moderated by digital marketing.

### **Discussion**

#### **a) Influence of Price on Purchasing Decisions**

Overall, the average score for Price is 4.14, and based on the previous index value category, it is in the high or good category. These results indicate that the price of virtual skins for the mobile legends game has a good and appropriate price for mobile legends game users. Then, overall, the average score for Purchasing Decisions is 4.24, and based on the previous index value category, it is in the high or good category. These results indicate that purchases made by mobile legends game users for virtual game skins are high.

However, the results of the hypothesis test show that Price does not have a significant effect on the decision to purchase virtual skins for the mobile legends game because the P-Values are not less than 0.05 ( $0.315 > 0.05$ ). This study contradicts the study conducted by which states that Febri Arisandi and Imam., Yuwono (2023) stated that price has a positive and significant effect on purchasing decisions but is in line with the study used by Muhamad Riski Pauzi, Hadita and Dovina., (2023) which states that price does not have a positive and significant effect on purchasing decisions

This shows that product price alone is not enough to influence purchasing decisions but there are other factors such as product quality because the promotion carried out is lacking to provide information about the product and the quality of the product itself, so that with good product quality it will increase purchasing decisions. The results of this study support Richard Normann's theory (1984) where he explains how consumers assess the value of a product based on the benefits they receive compared to the price paid.

#### **b) The Influence of Brand Image on Purchasing Decisions**

Overall, the average score for brand image is 4.02, and based on the previous index value category, it is included in the high or good category. These results indicate that the brand image of a product can influence product perception for mobile legends game users. Then, overall the average score for purchasing decisions is 4.24, and based on the previous index value category, it is in the high or good category. These results indicate that purchases made by mobile legends game users for virtual game skins are high.

The results of the hypothesis test show that brand image has a significant effect on purchasing decisions for mobile legends virtual game skins because the P-Values are less than 0.05 ( $0.032 > 0.05$ ). The results of this study are in line with the research of Febri Arisandi and Imam., Yuwono (2023) which states that brand image has a positive and significant effect on purchasing decisions and shows that brand image has an influence on increasing customer purchasing decisions.

The quality of game skins and satisfying game skin products brings a positive impression to users because users will be satisfied with their purchases. Because brand image goes hand in hand with purchasing decisions, the higher the brand image, the higher the purchasing decision.

### **c) The Influence of Digital Marketing on Purchasing Decisions**

Overall the average score for Digital Marketing is 4.23, and based on the previous index value category, it is in the very high or very good category. These results indicate that digital marketing in the MLBB game offered to users is very good. Then, overall the average score for the Purchase Decision is 4.24, and based on the previous index value category, it is in the very high or very good category.

The results of the hypothesis test show that digital marketing has a positive and significant effect on the purchase decision for the Mobile Legends Virtual Skin. Based on the Path Coefficient table in the P-Values column, it is known that Digital Marketing has a significant effect on the purchase decision for the Mobile Legends virtual skin game because the P-Values value is less than 0.05 ( $0.002 < 0.05$ ). This is in accordance with the results of previous research by Herispon, Sudriana (2023).

One of the digital promotions carried out is the ease of transactions, thus supporting Richard Thaler's theory (1985), namely how payment methods affect consumer behavior.

### **d) The Influence of Price on Purchasing Decisions Moderated by Digital Marketing**

Overall, the average score for Price is 4.14, and based on the previous index value category, it is in the high or good category. These results indicate that the price of virtual skins for the mobile legends game has a good and appropriate price for mobile legends game users. Then, overall, the average score for Purchasing Decision is 4.24, and based on the previous index value category, it is in the high or good category. These results indicate that purchases made by mobile legends game users for virtual game skins are high. Overall, the average score for Digital Marketing is 4.23 and based on the previous index value category, it is in the very high category. These results indicate that Digital Marketing encourages widespread promotion so that it is accepted by many people.

The results of the hypothesis show that price does not have a significant effect on purchasing decisions through digital marketing of virtual skins for mobile legends games, because the P-Values are not less than 0.05 ( $0.419 > 0.05$ ). This study is in line with research conducted by Herispon and Sudriana (2023) that price does not have a significant effect on purchasing decisions moderated by digital marketing.

Digital marketing promotional messages conveyed by Montoon or companies can influence purchasing decisions, because misunderstandings about quality information can affect prices that appear less equal, resulting in low purchasing decisions. The results of this study support Zeithaml's theory (1988) that the perception of product value and quality is influenced by marketing communications. Ineffective or misleading digital marketing can reduce the perception of product value and quality and can worsen brand image, thereby influencing purchasing decisions.

### **e) The Influence of Brand Image on Purchasing Decisions Moderated by Digital Marketing**

Overall, the average score for Brand Image is 4.02, and based on the previous index value category, it is in the high or good category. These results indicate that the price of virtual skins for the mobile legends game has a good and appropriate brand image for mobile legends game users. Then, overall, the average score for Purchasing Decisions is 4.24, and based on the previous index value category, it is in the high or good category. The results show that purchases made by mobile legends game users for virtual game skins are high. Overall, the average value of the Digital Marketing score is 4.23 and based on the previous index value category, it is in the very high category. These results show that Digital Marketing encourages widespread promotion so that it is accepted by many people.

The results of the hypothesis show that price does not have a significant effect on purchasing decisions through digital marketing of virtual mobile legends game skins, because the P-Values are not less than 0.05 ( $0.882 > 0.05$ ). This study is in line with research conducted by Goh, Heng, and Lin (2013) that brand image does not have a significant effect on purchasing decisions moderated by digital marketing. digital marketing as a moderating variable is unable to strengthen or weaken the relationship between brand image and purchasing decisions, so that the message that Montoon wants to convey regarding new skin information is not optimal for consumers to receive so that it does not strengthen or weaken the relationship between that the promotion carried out by the MLBB game has less impact because of the lack of information and initiation in searching for information also recommends. The results of this study support Zeithaml's theory (1988) that the perception of product value and quality is influenced by marketing communications. Ineffective or misleading digital marketing can reduce the perception of product value and quality and can worsen brand image, thus affecting purchasing decisions.

## **5. CONCLUSION**

Based on the discussion above, the author provides the following conclusions in this study: a) Better prices have not been able to increase the decision to purchase virtual skins for mobile legends games in Malang City. b) Good brand image can increase the decision to purchase virtual skins for mobile legends games in Malang City. c) Good digital marketing can increase the decision to purchase virtual skins for mobile legends games in Malang City. d) Better prices have not been able to increase purchasing decisions even through digital marketing on virtual skins for mobile legends games in Malang City. e) Better brand image has not been able to increase purchasing decisions even through digital marketing on virtual skins for mobile legends game in Malang City.

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