

# THE ROLE OF EMOTIONAL ATTACHMENT IN MEDIATING THE INFLUENCE OF PERCEIVED VALUE, PLAYER SATISFACTION, AESTHETIC QUALITY, AND FOMO ON THE INTENTION TO REPURCHASE MOBILE LEGENDS: BANG BANG SKINS

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## Abstract

The development of the digital gaming industry has driven increased consumption of virtual items, including skins in Mobile Legends: Bang Bang. Skins function not only as cosmetic elements but also as a means of self-expression, a status symbol, and a representation of a player's identity in the gaming community. This study aims to analyse the influence of perceived value, player satisfaction, aesthetic quality, and Fear of Missing Out (FOMO) on skin repurchase interest with emotional attachment as a mediating variable. The research used a quantitative approach through an online survey of 390 Mobile Legends: Bang Bang players who had purchased or used skins. Data were analysed using Structural Equation Modelling Partial Least Squares (SEM-PLS) with the help of SmartPLS 4. The results of the study show that perceived value, player satisfaction, aesthetic quality, and FOMO have a positive and significant effect on emotional attachment. In addition, emotional attachment has been shown to positively influence interest in repurchasing skins. The research findings also show that emotional attachment significantly mediates the influence of perceived value, player satisfaction, aesthetic quality, and FOMO on skin repurchase intention. These results indicate that emotional factors have an important role in explaining virtual item consumption behaviour in digital game players. Therefore, game developers need to develop strategies that strengthen players' emotional connections by increasing product value, the quality of the gaming experience, visual quality, and the exclusivity of virtual products.

**Keywords:** *Perceived Value, Player Satisfaction, Aesthetic Quality, Fear of Missing Out, Emotional Attachment, Repurchase Intention.*

## INTRODUCTION

The development of digital technology has driven the growth of the gaming industry significantly in recent years. One of the most widely used business models by game developers today is microtransactions, which involve purchasing virtual items with real money. In online multiplayer games, virtual items are no longer seen as mere game accessories, but have evolved into part of the player's identity and experience. A well-known example is the skins in Mobile Legends: Bang Bang, which allow players to customise the appearance of their heroes while also reflecting their identity, social standing, and personal tastes in the game (Tomić, 2024). Mobile Legends: Bang Bang, one of the most favoured mobile games across Southeast Asia, has established a vibrant digital consumption ecosystem through the sale of skins and other virtual goods. (Subarkah, 2023). The high frequency of new skin launches, exclusive events, and collaborations with popular brands and characters encourages players to make repeat purchases. This condition shows that the decision to purchase virtual items is influenced not only by the product's functional benefits but also by various psychological and emotional factors inherent in the gaming experience.

In the context of digital consumption, perceived value is one of the factors that influences repeat purchase decisions. Perceived value reflects the player's evaluation of the benefits obtained compared to the costs incurred to obtain a product (Sweeney, 2001). In addition, player satisfaction, formed through positive gaming experiences, contributes to building long-term relationships between players and games (Putzer, 2020). Another factor that is no less important is aesthetic quality, which is related to the visual appeal of the skin through character design, animation effects, and other visual elements that can enhance the player's gaming experience (Hamari, 2015). To On the other hand, the development of the modern gaming industry has also given rise to the phenomenon of Fear of Missing Out (FOMO), which is a psychological condition where individuals feel afraid of missing out on the opportunity to obtain certain experiences or products that are considered valuable. In Mobile Legends: Bang Bang, FOMO often appears

through the launch of limited edition skins, seasonal events, or exclusive collaborations that are only available for a certain period of time. This condition encourages players to immediately make purchases so they don't feel left behind by other players (Dharma, 2025). Although various studies have examined the influence of perceived value, player satisfaction, quality of experience, and FOMO on purchasing behaviour in digital environments, most studies still focus on the direct relationship between variables. In fact, various studies show that emotional factors have an important role in explaining the consumption behaviour of modern consumers (Li, 2023) (Indriastuti, 2025). In the context of digital games, emotional attachment refers to the affective bond formed between players and the accounts, characters, or virtual items used during gameplay. This relationship is believed to explain why players are willing to make repeat purchases even though the items purchased do not provide direct functional benefits.

Furthermore, studies examining how emotional attachment mediates the effects of perceived value, player satisfaction, aesthetic quality, and FOMO on willingness to repurchase skins in Mobile Legends: Bang Bang remain scarce, particularly among players in Indonesia. (Aprianingsih, 2024). Therefore, this study aims to analyse the role of emotional attachment in mediating the influence of perceived value, player satisfaction, aesthetic quality, and FOMO on the intention to repurchase Mobile Legends: Bang Bang skins. This study aims to contribute theoretically to the body of literature on digital consumer behavior and provide practical insights for game developers looking to create more sustainable monetization strategies by enhancing emotional connections with players.

## **LITERATURE REVIEW**

### **The Effect of Perceived Value on Emotional Attachment**

Perceived value is a consumer's evaluation of the benefits obtained compared to the costs incurred to obtain a product or service. Consumers who perceive high value in a product tend to develop stronger emotional connections because it is seen as providing meaningful emotional and social benefits. In Mobile Legends: Bang Bang, players who assess a skin's visual quality, gameplay benefits, and social value are more likely to develop an emotional attachment to their character or account. Skins are seen not only as virtual items but also as symbols of players' identity and self-expression in the game. Previous research shows that perceived value contributes to the formation of emotional connections between consumers and the products they use (Grisaffe, 2011). **H1:** Perceived Value has a positive effect on Emotional Attachment.

### **The Effect of Player Satisfaction on Emotional Attachment**

Player satisfaction is a positive evaluation that arises when players compare their actual experience with their previous expectations. Content players are likely to form a stronger emotional bond with the game as a result of consistent enjoyable experiences. In Mobile Legends: Bang Bang, player satisfaction can be achieved through enjoyable gameplay, social interaction, and skins that provide a more engaging visual experience. This experience can strengthen the player's affective relationship with the game. Previous research found that player satisfaction has a positive relationship with emotional engagement in digital gaming environments (Carroll, 2006) (Li, 2023). **H2:** Player Satisfaction has a positive effect on Emotional Attachment.

### **The Effect of Aesthetic Quality on Emotional Attachment**

Aesthetic quality refers to the extent to which a product's visual appeal produces a positive sensory and emotional experience for the user. In Mobile Legends: Bang Bang, the aesthetic quality of skins is reflected through character designs, animation effects, color combinations, and visual details that can enhance the player's gaming experience. Skins with high visual quality make players feel prouder and more connected to the hero they use. Previous research has shown that the visual appeal and aesthetic characteristics of virtual items can enhance the gaming experience and the emotional value players perceive towards the game (Hamari, 2015). **H3:** Aesthetic Quality has a positive effect on Emotional Attachment.

### **The Effect of Fear of Missing Out on Emotional Attachment**

Fear of Missing Out (FOMO) is a psychological condition characterised by the fear of missing out on experiences or opportunities that others consider important. In the context of digital games, FOMO is often triggered by exclusive skins, time-limited events, or limited-edition items that create a sense of urgency for players. Players who experience FOMO tend to become increasingly attached to their virtual accounts and identities because these accounts are considered part of their social existence in the game. Previous research has shown that FOMO can increase an individual's engagement and emotional connection to the digital platform they use (Tandon, 2021) (Dharma, 2025). **H4:** Fear of Missing Out positively affects Emotional Attachment.

### **The Effect of Emotional Attachment on Repurchase Intention**

Emotional attachment is a strong affective bond between an individual and an object that has personal meaning. Consumers who have an emotional attachment to a product tend to show greater loyalty and a desire to maintain a long-term relationship with the product. In *Mobile Legends: Bang Bang*, players who feel a strong emotional connection to their hero, account, or skin are generally more inclined to purchase new skins. Prior studies indicate that emotional attachment plays a significant role in influencing the intention to repurchase digital products. (Park, 2010) (Li, 2023). **H5:** Emotional attachment has a positive effect on repurchase intention.

### **The Mediating Role of Emotional Attachment between Perceived Value and Repurchase Intention**

Perceived value can encourage players to form emotional attachments because the benefits of skins are not only functional but also offer emotional and social value. When players perceive a high value in the virtual items they own, they tend to develop a stronger emotional connection with the game. This emotional attachment, in turn, increases the player's desire to repurchase the skin in the future. Previous research shows that perceived value contributes to the formation of emotional attachment, which ultimately influences repurchase intention. (Grisaffe, 2011) (Park, 2010). **H6:** Emotional Attachment mediates the effect of Perceived Value on Repurchase Intention.

### **The Mediating Role of Emotional Attachment between Player Satisfaction and Repurchase Intention**

Player Satisfaction obtained from positive gaming experiences can strengthen emotional attachment to the game. Satisfied players tend to maintain long-term relationships with the games and virtual products they use. The stronger the emotional attachment formed, the greater the tendency for players to repurchase skins. Previous research shows that satisfaction can increase emotional attachment, which then encourages repeat purchasing behaviour. (Carroll, 2006) (Li, 2023). **H7:** Emotional Attachment mediates the effect of Player Satisfaction on Repurchase Intention.

### **The Mediating Role of Emotional Attachment between Aesthetic Quality and Repurchase Intention**

Aesthetic Quality skins can generate positive emotional responses and strengthen players' attachment to the hero, account, and the game itself. An attractive visual design can increase the emotional value players experience, thereby encouraging emotional attachment. When players have a strong emotional attachment to the game, they will be more motivated to repurchase skins in the future. Previous research shows that aesthetic experiences can strengthen emotional attachment and increase consumers' intention to repurchase digital products. (Hamari, 2015) (Park, 2010). **H8:** Emotional Attachment mediates the effect of Aesthetic Quality on Repurchase Intention.

### **The Mediating Role of Emotional Attachment between Fear of Missing Out and Repurchase Intention**

Fear of Missing Out (FOMO) can encourage players to become more involved with games and virtual products that are exclusive and limited. This greater involvement has the potential to strengthen players' emotional attachment to the game and their virtual identities. As the emotional attachment grows stronger, players will tend to repurchase skins to maintain their connection to the game. Previous research shows that FOMO can increase users' engagement and emotional connection to digital platforms, which ultimately influences purchasing behaviour. (Tandon, 2021) (Dharma, 2025). **H9:** Emotional Attachment mediates the effect of Fear of Missing Out on Repurchase Intention.

# EXTENDING THE THEORY OF PLANNED BEHAVIOR TO PREDICT REPURCHASE INTENTION AND REUSABLE BEHAVIOR AMONG GENERATION Z

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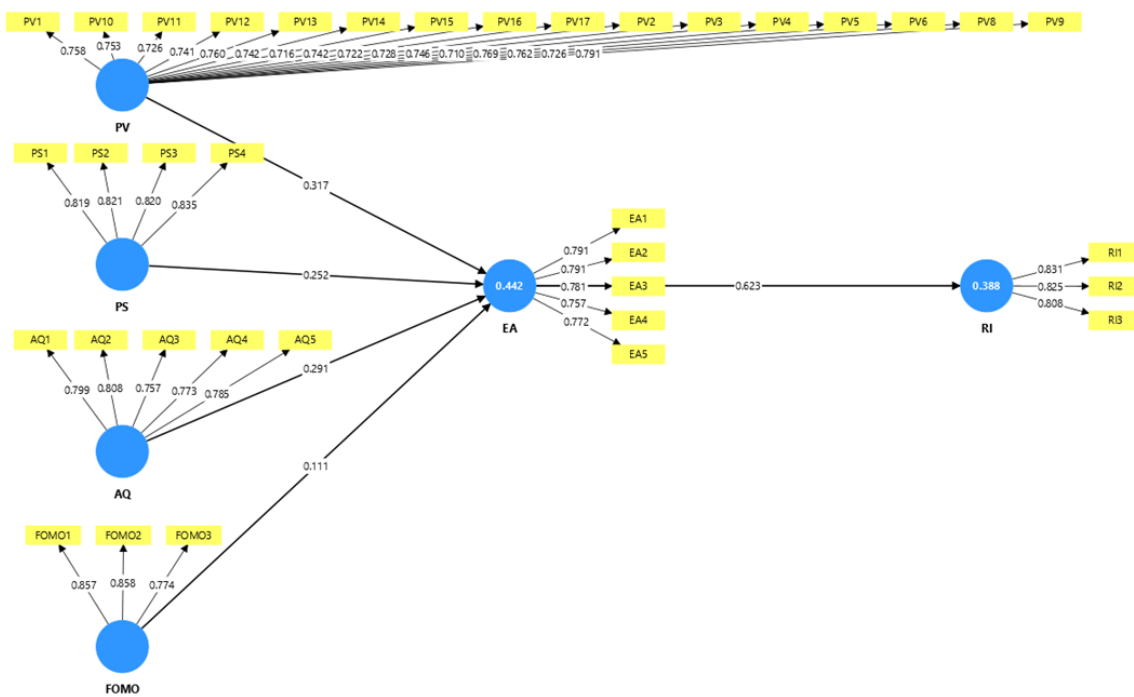


Figure 1. Research Model

## METHOD

This study uses a quantitative survey approach to analyse the influence of Perceived Value, Player Satisfaction, Aesthetic Quality, and Fear of Missing Out (FOMO) on Skin Repurchase Interest through Emotional Attachment among Mobile Legends: Bang Bang players. Data were primarily gathered using an online survey sent to Mobile Legends: Bang Bang players in Indonesia who had bought or utilised in-game skins. The sampling technique used was purposive sampling, with the criterion that respondents had purchased or used Mobile Legends: Bang Bang skins. A total of 390 respondents successfully completed the questionnaire, and all data were deemed suitable for analysis. Data analysis was conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4 to assess both the measurement and structural models. The research tool includes the elements of Perceived Value (PV), Player Satisfaction (PS), Aesthetic Quality (AQ), Fear of Missing Out (FOMO), Emotional Attachment (EA), and Repurchase Intention for Skins (RI). All indicators were adapted from previous research and measured using a five-point Likert scale, where 1 indicates strongly disagree and 5 indicates strongly agree.

**RESULTS AND DISCUSSION**

**Table 1.** Profile of Respondents

<b>Respondent Identity</b>	<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Age	17 Years	40	10,26
	18 Years	31	7,95
	19 Years	26	6,67
	20 Years	28	7,18
	21 Years	25	6,41
	22 Years	20	5,13
	23 Years	36	9,23
	24 Years	18	4,62
	25 Years	32	8,21
	26 Years	28	7,18
	27 Years	20	5,13
	28 Years	27	6,92
	29 Years	24	6,15
Gender	Man	259	66,41
	Woman	131	33,59
Mobile Legends Skin Usage Frequency	Every day	159	40,77
	Several times a week	129	33,08
	Once a week	60	15,38
	Several times a month	42	10,77

Source: Processed by the author (2026)

Based on Table 1, the majority of respondents were male (66.41%). The most dominant age group was 17 years old (10.26%), followed by 23 years old (9.23%) and 30 years old (8.97%). Based on the frequency of skin use, most respondents use skins every day (40.77%), indicating that skins have become an important part of the Mobile Legends: Bang Bang playing experience.

**Table 2.** Validity and Reliability Test

	<b>Outer Loading</b>	<b>AVE</b>	<b>Composite Reliability</b>	<b>Cronbach Alpha</b>
<b>Aesthetic Quality</b>	AQ1	0.799	0.616	0.889
	AQ2	0.808		
	AQ3	0.757		
	AQ4	0.773		
	AQ5	0.785		
<b>Emotional Attachment</b>	EA1	0.791	0.606	0.885
	EA2	0.791		
	EA3	0.781		
	EA4	0.757		
	EA5	0.772		
<b>Fear of Missing Out</b>	FOMO1	0.857	0.689	0.869
	FOMO2	0.858		
	FOMO3	0.774		
<b>Player Satisfaction</b>	PS1	0.819	0.679	0.894
	PS2	0.821		
	PS3	0.820		
	PS4	0.835		
<b>Perceived Value</b>	PV1	0.758		
	PV2	0.728		
	PV3	0.746		
	PV4	0.710		
	PV5	0.769		

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	PV6	0.762			
	PV8	0.726	0.553	0.952	0.946
	PV9	0.791			
	PV10	0.753			
	PV11	0.726			
	PV12	0.741			
	PV13	0.760			
	PV14	0.742			
	PV15	0.716			
	PV16	0.742			
	PV17	0.722			
<b>Repurchase Intention</b>	RI1	0.831			
	RI2	0.825	0.675	0.862	0.759
	RI3	0.808			

Source: Processed by the author (SEM-PLS processing results)

The results in Table 2 show that the outer loading values for all retained indicators range from 0.710 to 0.858. Before the final testing was carried out, three indicators in the Perceived Value variable, namely PV7, PV18, and PV19, were eliminated because their outer loadings were below 0.70. All constructs have an Average Variance Extracted (AVE) value above 0.50, thus meeting the convergent validity criteria. In addition, the Composite Reliability value ranges from 0.862 to 0.952, while Cronbach's Alpha ranges from 0.759 to 0.946, all of which exceed the recommended minimum limit. Thus, all constructs were deemed valid and reliable for use in the next stage of the analysis (Hair, 2022).

**Table 3.** HTMT Test of Discriminant Validity

Construct	AQ	EA	FOMO	PS	PV	RI
AQ						
EA	0.547					
FOMO	0.062	0.182				
PS	0.161	0.525	0.055			
PV	0.475	0.629	0.071	0.528		
RI	0.431	0.778	0.115	0.395	0.577	

Source: Data Processing Results (2026)

To ensure discriminant validity, this research employs the Heterotrait-Monotrait Ratio (HTMT) standards. The findings presented in Table 3 indicate that every HTMT value falls below the cutoff of 0.90, ranging from 0.055 to 0.778. The highest value was observed in the relationship between Repurchase Intention and Emotional Attachment (HTMT = 0.778), while the lowest was observed in the relationship between Player Satisfaction and FOMO (HTMT = 0.055). Thus, all constructs have adequate discriminant validity and can be conceptually distinguished from each other. Therefore, the research model is deemed suitable for proceeding to the hypothesis testing stage.

**Table 4.** Hypothesis Testing

Hypothesis	Relationship	Effect ( $\beta$ )	t-value	p-value	Decision
H1	PV → EA	0.317	6.958	0.000	Accepted
H2	PS → EA	0.252	6.185	0.000	Accepted
H3	AQ → EA	0.291	7.326	0.000	Accepted
H4	FOMO → EA	0.111	2.792	0.003	Accepted
H5	EA → RI	0.623	20.201	0.000	Accepted
H6	PV → EA → RI	0.198	6.347	0.000	Accepted
H7	PS → EA → RI	0.157	5.905	0.000	Accepted
H8	AQ → EA → RI	0.181	6.777	0.000	Accepted
H9	FOMO → EA → RI	0.069	2.784	0.003	Accepted

Source: Processed by the author (SEM-PLS processing results).

The results of the hypothesis testing in Table 4 show that all the hypotheses proposed are empirically supported. These findings indicate that perceived value, player satisfaction, aesthetic quality, and FOMO contribute to the formation of players' emotional attachment to Mobile Legends: Bang Bang. Moreover, emotional attachment

has been shown to positively influence the desire to repurchase skin products and to mediate the effects of the preceding variables on the intention to repurchase. These results indicate that players' decisions to repurchase skins are influenced not only by functional benefits and visual appeal, but also by the emotional connection formed during the gaming experience. Overall, these findings support the proposed research model and confirm the importance of emotional factors in driving virtual item repurchase behaviour.

### **The Effect of Perceived Value on Emotional Attachment**

The study's results show that Perceived Value positively affects Emotional Attachment. These findings suggest that players who perceive high benefits from Mobile Legends: Bang Bang skins tend to have a stronger emotional connection to the game. Perceived value is not only related to the match between price and benefits obtained, but also includes the playing experience, social value, and psychological satisfaction felt by the player. This finding aligns with the study conducted by (Grisaffe, 2011) which discovered that the perceived value can enhance the emotional bond consumers feel towards the products or services they use. These findings indicate that players do not view skins simply as cosmetic items but as part of the gaming experience with personal meaning. When players feel that a skin provides benefits commensurate with the cost, they tend to develop a sense of ownership and emotional closeness to the account or character they use. In Mobile Legends: Bang Bang, the concept of perceived value serves as a crucial basis for establishing a lasting relationship between players and the game

### **The Effect of Player Satisfaction on Emotional Attachment**

The study's results show that Player Satisfaction positively affects Emotional Attachment. These findings suggest that a satisfying gaming experience helps strengthen players' emotional connection to Mobile Legends: Bang Bang. These results are in line with research by (Carroll, 2006) and (Li, 2023) which shows that consistently felt satisfaction can develop into an emotional attachment to a product or digital platform. These findings indicate that players who have enjoyable gaming experiences tend to build stronger affective relationships with the game. For Mobile Legends: Bang Bang players, satisfaction comes not only from winning in the game, but also from the quality of experience gained through the use of skins, social interactions, and comfort while playing. Therefore, increasing player satisfaction can be an important strategy in strengthening their emotional attachment to the game.

### **The Effect of Aesthetic Quality on Emotional Attachment**

The study's results show that Aesthetic Quality positively affects Emotional Attachment. These findings suggest that the visual quality of Mobile Legends: Bang Bang skins can strengthen players' emotional connection to the game. The aesthetic qualities reflected through character design, animation effects, and visual details can create a more engaging gaming experience. This finding is in line with Hamari's (Hamari, 2015) research, which shows that the visual appeal of virtual items can increase the emotional value players feel towards the game. These findings suggest that players tend to build stronger emotional attachments when using skins with an attractive appearance. For Mobile Legends: Bang Bang players, skins not only serve as cosmetic elements but also serve as a visually satisfying part of the gaming experience. Therefore, the aesthetic quality of the skin can be an important factor in strengthening the player's emotional attachment to the game.

### **The Effect of Fear of Missing Out on Emotional Attachment**

The study's results show that Fear of Missing Out (FOMO) positively affects Emotional Attachment. These findings suggest that the fear of missing out on the chance to acquire exclusive skins or participate in certain events can increase players' emotional connection to Mobile Legends: Bang Bang. These findings are consistent with studies conducted by (Tandon, 2021) and (Dharma, 2025), which indicated that FOMO can enhance users' involvement with the digital platforms they engage with. These findings indicate that limited-time event strategies and exclusive skins not only drive purchasing activity but also strengthen player engagement with the game. When players feel the need to keep up with game developments to keep up with other players, their emotional connection to their virtual accounts and identities becomes stronger. This indicates that the uniqueness of virtual items can enhance players' emotional attachment.

### **The Effect of Emotional Attachment on Repurchase Intention**

The research findings indicate that Emotional Attachment positively impacts Repurchase Intention. The results indicate that individuals who feel a deep emotional attachment to Mobile Legends: Bang Bang are more inclined to buy skins again in the future. These results are in line with research by (Park, 2010) and (Li, 2023) which

shows that emotional attachment is one of the main factors driving loyalty and repurchase intentions. The results indicate that the decision to repurchase skins is influenced by both product attributes and the emotional bond between the player and the game. When players develop an emotional bond with their account, character, or gaming experience, they are more inclined to preserve that connection by buying new skins. Thus, emotional attachment is a key factor in sustaining virtual item purchasing behaviour.

#### **The Mediating Role of Emotional Attachment between Perceived Value and Repurchase Intention**

The results of the study show that Emotional Attachment significantly mediates the influence of Perceived Value on Repurchase Intention. These findings indicate that the perceived benefits players derive from Mobile Legends: Bang Bang skins not only directly influence purchasing decisions but also strengthen players' emotional connection to the game, ultimately increasing their intention to repurchase. These results support previous research, which shows that perceived value contributes to the formation of emotional attachment, which then influences consumer behavioural intentions. (Grisaffe, 2011) (Park, 2010). These findings suggest that players who perceive skins as highly valuable for gaming experience, social recognition, and personal satisfaction tend to form stronger emotional attachments to the game. Once an emotional attachment has formed, players become more motivated to repurchase skins to maintain and strengthen their relationship with the game ecosystem.

#### **The Mediating Role of Emotional Attachment between Player Satisfaction and Repurchase Intention**

The results of the study show that Emotional Attachment significantly mediates the influence of Player Satisfaction on Repurchase Intention. These findings indicate that a satisfying gaming experience contributes to the formation of emotional attachments, which in turn increase players' desire to repurchase skins. These results are in line with previous research, which states that satisfaction can form emotional relationships which ultimately influence future purchasing behaviour. (Carroll, 2006) (Li, 2023). These findings indicate that the satisfaction obtained from gameplay, social interactions, and the use of virtual items can strengthen the player's affective relationship with the game. As the emotional attachment grows stronger, players tend to continue purchasing skins to maintain the gaming experience they enjoy.

#### **The Mediating Role of Emotional Attachment between Aesthetic Quality and Repurchase Intention**

The results of the study show that Emotional Attachment significantly mediates the influence of Aesthetic Quality on Repurchase Intention. These findings indicate that the visual appeal of Mobile Legends: Bang Bang skins can strengthen emotional attachment, ultimately increasing players' intention to repurchase the skin. This finding is in line with previous research, which shows that aesthetic experiences can generate emotional value and strengthen consumer attachment to a product. (Hamari, 2015) (Park, 2010). These findings show that attractive skin designs, quality animation effects, and good visual details can create a positive emotional experience for players. As a result, players build stronger emotional connections with the hero, account, and game itself, increasing the likelihood of repeat skin purchases.

#### **The Mediating Role of Emotional Attachment between Fear of Missing Out and Repurchase Intention**

The results of the study show that Emotional Attachment significantly mediates the influence of Fear of Missing Out (FOMO) on Repurchase Intention. These findings indicate that players' fear of missing out on exclusive skins or participating in limited-time events can strengthen their emotional attachment to the game, ultimately driving their intention to repurchase. These results support previous research showing that FOMO can increase users' engagement and emotional connection to the digital platforms they use. (Tandon, 2021) (Dharma, 2025). These findings suggest that limited-time events and exclusive virtual products not only create a sense of urgency but also strengthen players' emotional ties to their virtual identities. As emotional attachments become stronger, players will be more likely to repurchase skins to maintain their engagement and connection with the game.

## **CONCLUSION**

This research indicates that the desire to buy Mobile Legends: Bang Bang skins again is primarily driven by emotional attachments shaped by perceived value, player satisfaction, aesthetic quality, and Fear of Missing Out (FOMO). The research results show that players tend to make repeat purchases when they perceive valuable benefits, have a satisfying gaming experience, enjoy attractive visual quality, and are motivated to stay updated on the development of virtual items in the game. These findings indicate that virtual item repurchase behaviour is not only based on functional considerations but is also influenced by the emotional connection built during the gaming

experience. Therefore, game developers need to develop strategies that focus not only on selling virtual products but also on creating gaming experiences that can strengthen players' emotional connection with the game. Efforts such as improving the quality of skin designs, developing exclusive events, and providing a more engaging gaming experience can help increase player loyalty and encourage continued repeat purchases. In theory, this research enhances the comprehension of digital consumer behavior by demonstrating that emotional attachment plays a crucial role in linking cognitive and psychological factors to the intention to repurchase virtual goods. These findings also strengthen the relevance of the concept of emotional attachment in explaining consumption behaviour in the growing digital gaming industry. However, this study has several limitations. It focused only on Mobile Legends: Bang Bang players, so the results may not be generalizable to other digital games. In addition, the use of cross-sectional data based on respondents' perceptions limits the research's ability to explain causal relationships in more depth. Further research is recommended to expand the research object to various types of digital games, consider other variables such as psychological ownership, social influence, and brand loyalty, and use a longitudinal or experimental approach to gain a more comprehensive understanding of virtual item purchasing behaviour and players' emotional relationships with games.

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