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Influence of Digital Game Influencers on Brand Engagement, Perceived Brand Value, and Purchase Intentions in Recommending Game Top Up Services

ABSTRACT

Maulana Rafi Mahardika^{*}
Istyakara Muslichah

Faculty of Business and
Economics, Universitas Islam
Indonesia, Yogyakarta, 55584,
Indonesia

^{*}Corresponding author e-mail:
20311545@students.uii.ac.id

The influence of influencers has become one of the most effective marketing strategies, where influencers act as trusted figures for their audience when providing recommendations related to products or services. With their ability to shape perceptions, influencers play a key role in strengthening brand engagement, brand expected value, and purchase intention. This study aims to analyze the impact of perceived influence on brand engagement, brand expected value, and purchase intention, as well as examine the effects of brand engagement on brand expected value and purchase intention, and the impact of brand expected value on purchase intention. This research uses a survey method with a purposive sampling technique. A total of 160 respondents, who are active game players on social media and follow one of the game influencers in Indonesia, served as the subjects of the study. The data was analyzed using PLS-SEM, and the results showed a positive impact of perceived influence on brand engagement, brand expected value, and purchase intention. Brand engagement also positively affects brand expected value and purchase intention, while brand expected value has a positive impact on purchase intention. This study offers novelty by exploring the specific role of game influencers in influencing purchasing decisions, which has significant implications for digital marketing strategies.

Keywords: Perceived Influence; Brand Engagement; Brand Expected Value; Purchase Intention

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INTRODUCTION

The gaming industry is one of the fastest-growing economic sectors and is projected to see significant growth over the next five to seven years. According to the Market Analysis Report, the industry's value was recorded at USD 151.06 billion in 2019 and is projected to grow at a CAGR of 12.9% from 2020 to 2027. This growth has been further fueled by the COVID-19 pandemic, which made internet services essential, prompting internet providers to expand their capacities in response to market demand. This creates greater opportunities for the gaming industry to thrive (Primasari, 2021).

According to Newzoo's Global Games Market 2019 report, the global gaming industry generated \$150 billion in revenue, marking significant economic and cultural success for the industry over the past three decades. This elevates gaming from a simple hobby to a giant in the entertainment world (Dubois & Weststar, 2022).

A year later, Newzoo's 2020 Global Games Market report noted that industry revenue increased to \$159.3 billion, a 9.3% rise from the previous year. Indonesia is also a key part of the global gaming market, with revenue reaching \$1.1 billion in 2018, making it one of the largest markets in Southeast Asia (Ahn et al., 2020). The contribution of Indonesia's application and game sectors continues to grow, reaching IDR 31.25 trillion in GDP in 2021 (Kemenparekraf, 2023).

Data from We Are Social shows that Indonesia ranks third in the world for the number of video game players, with 94.5% of internet users aged 16 to 64 engaging in this activity as of January 2022 (Katadata, 2022). This is supported by a statement from the Director of Digital Economy at the Ministry of Communication and Informatics (KOMINFO), revealing that around 133.8 million Indonesians play online games on mobile devices, highlighting the immense potential of Indonesia's gaming market (Kompas, 2022).

Many players are willing to spend millions of rupiah on virtual items like in-game skins, leading to the growth of online game top-up businesses, where players can easily make transactions to obtain premium features like exclusive weapons or costumes (Oktaviansyah & Tutiasri, 2023). These virtual products, including items or digital currencies without physical form, have become one of the main revenue sources for online game developers (Ho et al., 2012).

On the other hand, consumer purchasing decisions are often influenced by influencers, including those in the gaming industry. Influencers have a strong impact on purchasing decisions by providing information, reviews, and recommendations about products or services (Ao et al., 2023). In the online gaming context, influencers help increase player engagement with the game through appealing gameplay experiences and relevant content, ultimately contributing to gaming companies' success (Sari & Aprialita, 2023).

Previous research has shown connections between perceived influence, brand engagement, expected value, and purchase intention. Khasanah & Hidayat (2023) found that influencer influence increases consumer engagement with brands. Jia et al. (2022) stated that influencer influence strengthens consumers' expected value toward a brand, while Castillo & Fernández (2019) showed a positive impact on purchase intention, although Fauziyah (2020) found a negative effect on purchase intention, identifying other factors like price that also affect purchasing decisions. Research by Lefina & Hidayat (2022) revealed that brand engagement affects expected value, while Matroji et al. (2023) showed that brand engagement increases purchase intention. Finally, Erdiyana et al. (2022) demonstrated that expected value affects the intention to buy products.

This research is necessary because the gaming industry holds significant market potential and contributes substantially to Indonesia's economy. Thus, deeper research on the gaming industry's potential in Indonesia is needed. Additionally, this study is crucial because there are still gaps in previous research regarding influencer impact, necessitating further evaluation to test whether the relationships between perceived influence, brand engagement, expected value, and consumer purchase intention have a positive effect. This study aims to explore the impact of influencers on consumer purchasing decisions in the gaming industry more deeply. Although studies on influencer impact exist, few discuss the influence of gaming influencers on brand recommendations for game top-up websites.

LITERATURE REVIEW

Perceived Influence on Brand Engagement

Research by Khasanah and Hidayat (2023) indicates that the influence of digital influencers on brand engagement within followers' self-concept creates a psychological connection between followers and the recommended brand. This influence enhances brand engagement in their self-concept. According to Xuan et al., (2023), the perceived influence on followers refers to their tendency to trust information from influencers viewed as Key Opinion Leaders (KOL) due to their expertise and authenticity. Digital influencers help brands reach customers through branded social media content. Amaldi et al., (2021) confirm that brand engagement is linked to emotional commitment, where attitudes, emotions, and cognition play essential roles. Influencer influence positively impacts brand engagement through expectations and trust. The hypothesis posited is that the perceived influence of influencers has a positive correlation with increased brand engagement.

H1: Perceived influence positively impacts brand engagement.

Perceived Influence on Brand Expected Value

Digital influencers are regarded as effective channels for amplifying electronic Word of Mouth (eWOM) due to their roles as opinion leaders on online platforms based on their expertise, authenticity, and knowledge. Although there is no direct interaction, the psychological connection allows followers to internalize the messages conveyed by influencers, and the perceived influence positively affects the expected value of the recommended brand (Jia et al., 2022). Previous studies indicate that the opinions and actions of others can influence consumer expectations, where eWOM plays a vital role in shaping the perceived value of products in the digital landscape (Erdiyana et al., 2022). Perceived influence is defined as the way individuals assess the impact of others on them, affecting social interactions and brand perceptions. The hypothesis posited is that the perceived influence of digital influencers has a positive relationship with the expected value perceived by consumers.

H2: Perceived influence positively impacts brand expected value.

Perceived Influence on Purchase Intention

The influence of online opinion leaders significantly affects individuals and virtual communities. Influencers can create marketing strategies that encourage positive Word of Mouth (WOM) and enhance consumers' purchase intentions towards recommended products. Followers view the virtual environment and online opinion leaders as trusted sources of information, fostering positive responses to the recommended brands. The stronger the persuasive influence of social media influencers, the greater the followers' intention to spread positive WOM and purchase the recommended products (Castillo and Fernández, 2019). Research also shows that followers' trust in influencers positively correlates with purchase intention. The credibility of influencers, including attractiveness, trustworthiness, and expertise, plays a crucial role in enhancing consumers' purchase intentions (Lefina and Hidayat, 2022). The hypothesis posited is that trust in influencers and perceived influence positively impacts purchase intention.

H3: Perceived influence positively impacts purchase intention.

Brand Engagement on Brand Expected Value

Brand engagement has a significant positive impact on the expected value perceived by consumers. Brand engagement within consumers' self-concept directly predicts brand value, whereby customers actively engaged with a brand can elevate consumer expectations regarding that brand's value (Lefina and Hidayat, 2022). Youssef et al., (2018) found that brand engagement enhances perceived value, quality, and customer loyalty to the brand. Castillo and Fernández (2019) also discovered that brand engagement in consumers' self-concept positively influences brand expected value through improved quality and perceived value. The hypothesis posited is that brand engagement in consumers' self-concept positively affects brand expected value.

H4: Brand engagement positively impacts brand expected value.

Brand Engagement on Purchase Intention

Research indicates that brand engagement has a significant positive impact on consumers' purchase intentions. The stronger the brand engagement, the more likely consumers are to make a purchase, potentially increasing product sales. Strong brand engagement also encourages consumers to recommend products to others, enhancing brand awareness and customer loyalty while driving more premium brand choices (Khasanah and Hidayat, 2023). Khan et al., (2021) confirm that brand engagement within consumers' self-concept influences purchase intention through cognitive, emotional, and behavioral aspects such as attention, interaction, and emotional enjoyment. The hypothesis posited is that brand engagement positively impacts consumers' purchase intention, enhancing loyalty and company revenue.

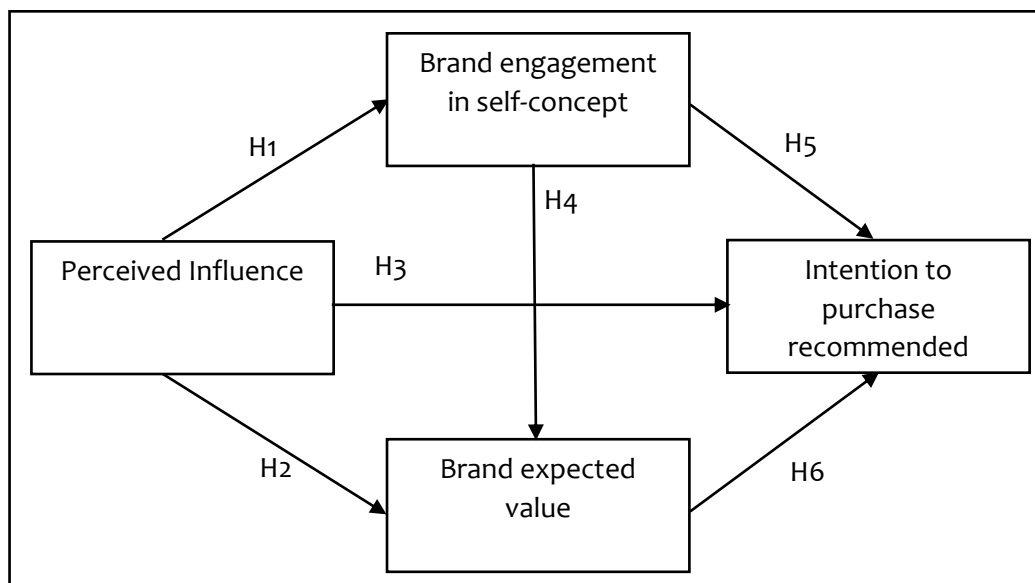
H5: Brand engagement positively impacts purchase intention.

Brand Expected Value on Purchase Intention

Research findings indicate that the expected value of a brand significantly positively impacts consumers' purchase intentions. The higher the perceived value of a brand, the more likely consumers are to make a purchase. In social media marketing through influencers, when followers have high expectations for the recommended products, their purchase intentions increase significantly (Khasanah and Hidayat, 2023). Jia et al., (2022) support this finding, stating that the brand expected value, influenced by information from influencers, positively affects consumers' purchase intentions. The hypothesis posited is that the expected value of a brand positively impacts purchase intention towards products recommended by influencers.

H6: Brand expected value positively impacts purchase intention.

Hypothesis of the research



Source : Figure by authors

Figure 1. Hypothesis of the research

METHODOLOGY

This study will adopt a quantitative approach. A quantitative approach is a research method focused on collecting data in the form of numerical analysis (Creswell, 2018). This research identifies four variables: three dependent variables (brand engagement,

brand expected value, and purchase intention) and one independent variable (perceived influence).

The population in this study consists of gamers who use social media and follow at least one gaming influencer in Indonesia. The age range of these online gamers spans from a minimum of 12 years to over 30 years, with the criteria of having a social media account and following a gaming influencer on that platform. The sample size in this study will be adjusted according to the number of indicators and model complexity. According to Hair et al. (2019), the minimum ratio between respondents and indicators is 5:1 to 10:1, with a ratio of 10:1 being more recommended. In this study, there are 16 indicators, so at least 160 respondents are required, comprising active gamers on social media who follow gaming influencers in Indonesia.

This study uses a survey method with purposive sampling, as the researcher aims to ensure that the respondents completing the questionnaire meet the established criteria. The questionnaire distribution is conducted in regions with the largest gamer populations in Indonesia, such as Jakarta, West Java, Central Java, East Java, Yogyakarta, Sumatra, Kalimantan, and Sulawesi. The researcher conducted validity and reliability tests on all research variables using SmartPLS software, with a total of 160 respondents meeting the criteria. The variables tested include perceived influence, brand engagement, expected value, and purchase intention. The analytical test used aims to identify and ensure that the research instruments, such as the questionnaire, meet validity and reliability standards.

RESULTS

Respondent Profile

The majority of respondents in this study are aged between 21 and 25 years, totaling 68 individuals (42.5%), making this age group the most frequent players of digital games. Most respondents are male, with 107 individuals (66.8%), while female respondents number 53 (33.13%). The majority of respondents come from East Java (44 individuals, 27.5%) and Yogyakarta (39 individuals, 24.38%). This age group, primarily consisting of high school students and university students, tends to spend more time playing games, particularly Mobile Legends, with 74.38% or 119 respondents reporting that they play this game for an average of 2-3 hours per day. Instagram is the most frequently used social media platform by respondents to obtain information from game influencers, with 81.88% or 131 respondents indicating that they use Instagram for 2-3 hours per day. From the collected questionnaires, it was found that 53.13% or 85 respondents follow the influencer Windah Basudara, indicating that a significant amount of information about game top-up websites is obtained through this influencer's social media account.

Validity Testing

Convergent Validity

This convergent validity test assesses whether an indicator correlates positively with other indicators within the same construct (Hair et al., 2014). The parameters for convergent validity testing are the outer loading values and AVE (Average Variance Extracted). The acceptable outer loading for each indicator must be above 0.70 (Valid). Furthermore, construct reliability is assessed for each variable. The parameters used for measuring composite reliability include Cronbach's alpha and composite reliability, both of which should be greater than 0.70 (Hair et al., 2014). In the results of the convergent validity test, each indicator's values demonstrate validity in measuring the variables, with CR values ranging from 0.846 to 0.89.

AVE (Average Variance Extracted) is one of two parameters used in convergent validity testing. The AVE value for each construct should exceed 0.50. When the AVE value is greater than 0.50, it can be concluded that the construct explains at least 50% of the variance in the indicators.

In this study, the AVE values indicate that each variable exceeds 0.50. The *Brand engagement in self-concept* construct shows an AVE of 0.779. Next, the *Brand expected value* variable has a value of 0.763. The *Intention to purchase recommended brands* variable has a value of 0.77. Lastly, the *Perceived influence* variable has a value of 0.761. This means that all variables meet the convergent validity test and can explain at least half of the existing indicators (Hair et al., 2014).

Discriminant Validity

In this discriminant validity test, each construct will be evaluated to ensure that it is significantly different from other constructs. One of the parameters used to assess discriminant validity in this study is the Cross-Loadings value. The cross-loadings value of an indicator on a specific construct must be greater than its cross-loadings value on other constructs. As a benchmark, a good cross-loading value is above 0.70 (Hair et al., 2014).

All variable items were found to be valid as each construct exceeded the threshold of 0.7, which serves as the standard for cross-loading testing. The variable *Brand engagement in self-concept* passed the cross-loading test, with indicator values of BESC1 at 0.875, BESC2 at 0.882, BESC3 at 0.828, and BESC4 at 0.884.

Similarly, the *Brand expected value* variable also passed the cross-loading test, with values of BEV1 at 0.884, BEV2 at 0.87, BEV3 at 0.871, and BEV4 at 0.869. Additionally, the *Intention to purchase recommended brands* variable met the cross-loading test requirements, with indicator values of IPRB1 at 0.879, IPRB2 at 0.868, IPRB3 at 0.885, and IPRB4 at 0.879.

Lastly, the cross-loading test was conducted on the *Perceived influence* variable, which met the requirements as all indicator values were above 0.7. This is demonstrated by indicator values of PI1 at 0.879, PI2 at 0.846, PI3 at 0.884, and PI4 at 0.879.

Therefore, it can be concluded that the latent variables in this study are well-explained by their indicators, and the research variables demonstrate good discriminant validity.

Reliability Test

In this testing phase, the reliability of the constructs will be assessed for each analyzed variable. The main parameters used to measure composite reliability are Cronbach's alpha and composite reliability values, both of which should be greater than 0.70. These two parameters must meet the threshold above 0.70 to indicate that the construct has good reliability (Hair et al., 2014).

Table 1. Results of Reliability Test

Variable	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Brand engagement in self-concept	0.906	0.911	0.934
Brand expected value	0.897	0.9	0.928
Intention to purchase recommended brands	0.901	0.913	0.931
Perceived influence	0.896	0.904	0.927

Source: Primary Data Processed, 2024

The results shown in Table 1 regarding the values of Cronbach's alpha (CA) and composite reliability (CR) have met the established standards, with CA values exceeding 0.70 and CR values also exceeding 0.70. Therefore, the variables of brand engagement, expected value, purchase intention, and perceived influence are considered reliable. In the Cronbach's alpha test, the brand engagement variable achieved the highest score of 0.906, while the perceived influence variable had the lowest score of 0.896. For the composite reliability test, the purchase intention variable showed the highest score of 0.913, while the perceived value variable had the lowest score of 0.900. Thus, it can be concluded that based on this reliability test, all variables are deemed reliable.

Structural Model

In this test, parameters will be utilized from hypothesis testing, the coefficient of determination (R-Squared), and predictive relevance testing (Q² predict).

Hypothesis Testing

In the hypothesis testing phase, the structural model evaluation is conducted using path coefficient analysis and bootstrapping techniques with SmartPLS 4. This analysis tests the positive (0 to 1) or negative (-1 to 0) effects of independent variables on dependent variables. Based on Table 5, brand engagement, expected value, and perceived influence all show a positive relationship with purchase intention. Testing using a p-value < 0.05 as a significance benchmark (Hair et al., 2014) indicates that all hypotheses are supported, meaning these variables have a significant impact on purchase intention.

Table 2. Results of Hypothesis Test

Hypothesis			Original Sample (O)	P Values	Conclusion
Perceived Brand Engagement	Influence on		0.519	0.000*	H1 supported
Perceived Brand Expected Value	Influence on		0.293	0.008*	H2 supported
Perceived Purchase Intention	Influence on		0.250	0.008*	H3 supported
Brand Engagement perceived influence	on		0.285	0.008*	H4 supported
Brand Engagement Purchase Intention	on		0.235	0.012*	H5 supported
Brand Expected Value Purchase Intention	on		0.260	0.002*	H6 supported

Conclusion: *=Sign

Source: Primary Data Processed, 2024

Coefficient of Determination (R-Square)

The R-Square value measures the extent to which variation in the dependent variable can be explained by the independent variables in the structural model (Hair et al., 2014). According to Chin (1998), an R-Square value of 0.19 is considered weak, 0.33 moderate, and 0.66 high. The results of the Coefficient of Determination can be seen in Table 6.

Tabel 3. R-Square

Dependent Variable	R Square
Brand engagement in self-concept (BESC)	0.269
Brand expected value (BEV)	0.254
Intention to purchase recommended brands (IPRB)	0.357

Source: Primary Data Processed, 2024

Based on the results of the coefficient of determination test in this study, the brand engagement variable obtained an R-Square value of 0.269, which is classified as weak, or 26.9% when expressed as a percentage. This indicates that the brand engagement variable can still be explained by 73.1% by other variables not discussed in this study. Furthermore, the expected value variable has an R-Square value of 0.254, also classified as weak, with a percentage of 25.4%, meaning that 74.6% of this variable can still be explained by other variables outside the scope of this research. Meanwhile, the purchase intention variable has an R-Square value of 0.357, classified as moderate, or 35.7%, indicating that 64.3% of this variable is explained by other variables not included in this study.

Predictive Relevance Test

In evaluating predictive relevance or the Q^2 test, according to Chin (1998), the Q^2 value is interpreted as follows: greater than 0.02 for weak predictive relevance, greater than 0.15 for moderate predictive relevance, and greater than 0.35 for strong predictive relevance. The larger the Q^2 value, the better the model's ability to predict observed data.

Tabel 4. PLS-Predict Analysis

Dependent Variable	Q^2 predict
Brand engagement in self-concept (BESC)	0.241
Brand expected value (BEV)	0.160
Intention to purchase recommended brands (IPRB)	0.209

Source: Primary Data Processed, 2024

Based on Table 4, the Q^2 value for the dependent variables obtained through PLS Predict analysis shows a value above 0.15. According to the parameters set by Chin (1998), this value indicates that the model has moderate predictive relevance. This suggests that the endogenous variables in the structural model can be predicted reasonably well using the observational data.

DISCUSSION

Perceived Influence on Brand Engagement

Research by Khasanah and Hidayat (2023) indicates that an influencer's external influence can build brand engagement within followers' self-concept through a psychological connection between followers and the recommended brand. This is supported by Xuan et al. (2023), who revealed that an influencer's influence enhances followers' tendency to trust the information shared by influencers as Key Opinion Leaders (KOLs) with recognized expertise and authenticity. Followers engaged with influencers tend to mimic their behavior, strengthening the relationship with the brand

through social media content. Additionally, Amaldi et al. (2021) emphasize that brand engagement is also influenced by followers' emotional commitment, which includes attitudinal, emotional, and cognitive aspects. This research shows that influencers' opinions and behavior affect followers' expectations and trust, thus positively impacting brand engagement.

Perceived Influence on Brand Expected Value

Digital influencers are considered an effective tool for expanding eWOM reach due to their role as opinion leaders on social media, characterized by expertise, authenticity, and knowledge (Jia et al., 2022). Although direct interactions between followers and influencers are rare, a psychological connection is still formed, allowing followers to identify with and absorb the conveyed messages. Erdiyana et al. (2022) found that eWOM in the digital environment significantly impacts consumers' perception of product value, particularly because consumers' expectations are often shaped by the opinions and decisions of others. Moreover, perceived influence can be understood as an individual's evaluation of how much impact others have on their views, which, in the brand context, can enhance product value perception and strengthen the customer relationship with the company. Research by Matroji et al. (2023) supports this view, concluding that the influence of digital influencers positively affects consumers' expected value toward the endorsed brand.

Perceived Influence on Purchase Intention

As online opinion leaders, influencers have a strong ability to influence virtual community members by creating positive WOM that encourages consumers' purchase intention for the recommended products. Followers often view influencers as a trusted source of information guiding their decisions, aligning with social exchange theory, where followers respond positively to recommended brands (Castillo & Fernández, 2019). The perceived trustworthiness of an influencer, including attractiveness, credibility, and expertise, correlates positively with followers' purchase intentions. Influencers seen as credible and appealing are more successful in driving followers' purchase intent (Lefina & Hidayat, 2022). Research by Astuti et al. (2023) also confirms that followers' perception of product benefits plays a significant role in purchase decisions, where strong influencer impact increases consumer interest in the recommended products.

Brand Engagement on Brand Expected Value

Consumer engagement with a brand has a significantly positive impact on expected value. Customers who actively interact with a brand strengthen their expectations of brand value, creating a more meaningful connection in their self-concept (Lefina & Hidayat, 2022). Youssef et al. (2018) demonstrate that brand engagement enhances consumers' perception of brand quality, value, and loyalty. The higher the engagement,

the higher the expected value for consumers (Castillo & Fernández, 2019). In the digital context, consumer engagement with influencers enables collaborations that enhance brand value perception, deepen expectations for brand quality, and increase engagement (Erdiyana et al., 2022).

Brand Engagement on Purchase Intention

Studies indicate that consumer engagement with a brand positively and significantly impacts purchase intention. Strong engagement increases the likelihood of purchase and encourages consumers to recommend the product to others, thus boosting brand awareness and customer loyalty (Khasanah & Hidayat, 2023). Khan et al. (2021) add that brand engagement, driven by cognitive, emotional, and behavioral aspects, strengthens consumer participation in brand interactions and motivates purchase intention. Bhattacharya and Anand (2016) also found that brand engagement builds a positive association between consumers and the brand, which is crucial in creating a positive attitude toward the brand, especially for online purchases.

Brand Expected Value on Purchase Intention

Research by Khasanah and Hidayat (2023) demonstrates that consumers' perceived brand value significantly positively impacts purchase intention. The higher the perception of brand value, the greater the consumer's tendency to purchase the product, particularly in influencer-based social media marketing. When followers have high expectations for the products recommended by influencers, their purchase intention increases significantly. Jia et al. (2022) support this finding by showing that consumers rely on influencer information to form product value perceptions, which subsequently drives purchase intention. Erdiyana et al. (2022) also affirm that brand expected value plays a major role in increasing online purchase intention, strengthening the argument that high brand value perception increases the likelihood of purchase.

CONCLUSION

The conclusion of this study shows that influencer impact is capable of creating strong brand engagement among followers by building a deep psychological connection between them and the recommended brand. This interaction, through the influencer's expertise and authenticity, encourages followers to emulate their behavior and increases trust in the information provided, making their engagement an essential part of their self-concept in relation to the brand.

Furthermore, engagement with influencers on social media strengthens consumers' perception of brand value through the effects of eWOM, where influencers' opinions play a vital role in shaping consumer views on product quality and value. This influence not only enhances brand perception but also strengthens the emotional bond between consumers and the company, creating higher trust and driving greater purchase intention toward the recommended product.

Overall, consumer engagement with the brand contributes significantly to increasing purchase intention and customer loyalty. Active interaction with the brand through influencers helps consumers form higher expectations for brand value, encouraging them to recommend the product to others and ultimately boosting brand awareness. This positive perception of brand value also strengthens the consumer's relationship with the company, further encouraging purchasing decisions in digital marketing.

Implications of the Research

This research contributes significantly to examining the influence of digital game influencers in recommending top-up website brands, which has been relatively under-researched. The findings are beneficial for top-up website companies that utilize game influencers on social media as a marketing strategy. The results indicate that the perceived influence of influencers has a significant positive impact on brand engagement, expected value, and purchase intention. Therefore, companies are advised to continue leveraging the role of game influencers to enhance consumer purchase interest.

The study also emphasizes that brand engagement positively impacts expected value and purchase intention, while expected value significantly influences purchase intention. Several recommendations for top-up website companies include building strong brand engagement, improving service quality, focusing on value benefits such as security and competitive pricing, and strengthening customer relationships through loyalty programs and responsive service. These strategies can enhance brand engagement, increase expected value, and drive consumer purchase interest.

Limitation and recommendations

This research has several limitations. First, the coefficient of determination for the dependent variables is relatively low, indicating that factors such as brand engagement, expected value, and purchase intention have not been a primary focus in previous studies. This could be due to a limited sample size or the context of data collection. The use of a six-point Likert scale may also affect the accuracy of participants' responses, which could differ if a higher or lower scale were used. Future research is recommended to explore a broader range of variables and expand the sample size to enhance the validity of the results. The use of other data collection methods, such as in-depth interviews or focus groups, can enrich the understanding of the relationships between variables. Additionally, cross-cultural research or studies in broader contexts would provide more comprehensive insights into brand engagement, expected value, and their impact on consumer purchasing decisions.

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