

Influence of Electronic Trust, Satisfaction, and Engagement on Consumption Behavior in Mobile Legends Players

*Trust, Satisfaction,
Engagement, and
Consumption*

Indra Eka Wardana Toii
Universitas Cenderawasih; Jayapura, Indonesia
E-Mail: indra.toii@feb.uncen.ac.id

3855

Nur Mila Sari
Universitas Tadulako; Palu, Indonesia
E-Mail: nurmilasari@untad.ac.id

Xenia Irene Sandy Landjang
Universitas Cenderawasih; Jayapura, Indonesia
E-Mail: xenia.landjang@feb.uncen.ac.id

Submitted:
JULY 2025

Accepted:
SEPTEMBER 2025

Yuni Riskita Mangopo
Universitas Cenderawasih; Jayapura, Indonesia
E-Mail: yuni.mangopo@feb.uncen.ac.id

Alfani Laura Harikedua
Universitas Cenderawasih; Jayapura, Indonesia
E-Mail: alfaniharikedua@feb.uncen.ac.id

ABSTRACT

The rapid rise of electronic sports, particularly Mobile Legends: Bang Bang, has reshaped digital consumption behavior in regional areas like Jayapura City. This study investigates the influence of electronic trust, electronic satisfaction, and consumer electronic sport engagement on electronic consumption behavior among Mobile Legends players. Using a quantitative causal research design, data were collected from 150 active players aged 18 years or older in Jayapura through purposeful sampling. An online questionnaire with a five-point Likert scale was distributed via WhatsApp, and data were analyzed using SmartPLS software to evaluate direct relationships. The results show that electronic trust significantly enhances electronic satisfaction, which in turn drives consumer electronic sport engagement and electronic consumption behavior. Consumer electronic sport engagement also directly influences electronic consumption behavior. However, electronic trust does not directly affect engagement or consumption. These findings highlight the critical roles of satisfaction and engagement in encouraging digital purchases in electronic sports. Game developers and local organizers in Jayapura should enhance platform usability and host community events to boost satisfaction and engagement, thereby fostering greater consumption among players in regional markets.

Keywords: *Consumer Behavior, Consumer E-Sport Engagement, E-Consumption Behavior, E-Satisfaction, E-Sport, Technology Adoption.*

ABSTRAK

Pesatnya perkembangan olahraga elektronik, khususnya Mobile Legends: Bang Bang, telah membentuk kembali perilaku konsumsi digital di wilayah regional seperti Kota Jayapura. Studi ini

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 13 No. 5, 2025
pp. 3855-3866
IBI Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v13i5.3771

menyelidiki pengaruh kepercayaan elektronik, kepuasan elektronik, dan keterlibatan konsumen dalam olahraga elektronik terhadap perilaku konsumsi elektronik di kalangan pemain Mobile Legends. Dengan menggunakan desain penelitian kausal kuantitatif, data dikumpulkan dari 150 pemain aktif berusia 18 tahun ke atas di Jayapura melalui pengambilan sampel yang bertujuan. Kuesioner daring dengan skala Likert lima poin didistribusikan melalui WhatsApp, dan data dianalisis menggunakan perangkat lunak SmartPLS untuk mengevaluasi hubungan langsung. Hasil penelitian menunjukkan bahwa kepercayaan elektronik secara signifikan meningkatkan kepuasan elektronik, yang pada gilirannya mendorong keterlibatan konsumen dalam olahraga elektronik dan perilaku konsumsi elektronik. Keterlibatan konsumen dalam olahraga elektronik juga secara langsung memengaruhi perilaku konsumsi elektronik. Namun, kepercayaan elektronik tidak secara langsung memengaruhi keterlibatan atau konsumsi. Temuan ini menyoroti peran penting kepuasan dan keterlibatan dalam mendorong pembelian digital dalam olahraga elektronik. Pengembang gim dan penyelenggara lokal di Jayapura harus meningkatkan kegunaan platform dan menyelenggarakan acara komunitas untuk meningkatkan kepuasan dan keterlibatan, sehingga mendorong konsumsi yang lebih besar di antara para pemain di pasar regional.

Kata kunci: Perilaku Konsumen, Keterlibatan Konsumen E-Sport, Perilaku Konsumsi Elektronik, Kepuasan Elektronik Ep Sport, Adopsi Teknologi.

INTRODUCTION

The rapid advancement of technology has transformed various aspects of human life, including the entertainment and sports sectors, with electronic sports (e-sports) emerging as a significant global phenomenon (Fizi et al., 2021). E-sports, defined as competitive video gaming conducted via digital platforms such as smartphones, tablets, and laptops, has gained immense popularity, particularly among millennials, due to widespread internet access and the rise of streaming platforms like YouTube Gaming (Yuliawan & Beki, 2021; Elvinokio et al., 2024). In Indonesia, e-sports has evolved from a casual pastime into a professional industry, supported by national and international tournaments, government recognition, and growing sponsorships (Mulyadi et al., 2023). Games like Mobile Legends: Bang Bang have driven the formation of vibrant e-sports communities, fostered professional athletes, and contributed to the digital culture of the younger generation (Kurniawan, 2019). This growth is evident in Jayapura City, a developing hub for e-sports in eastern Indonesia, where local communities actively engage in competitive gaming despite limited infrastructure compared to larger cities (Idhohuddin & Wahyudi, 2020).

E-sports offers both opportunities and challenges. It provides economic benefits, such as income generation for players and the development of soft skills through competitive engagement, while also serving as a platform for social interaction and stress relief (Sehabudin et al., 2023; Iqbal et al., 2024). However, excessive time and financial expenditure on e-sports can lead to negative perceptions, with some viewing it as a non-productive activity (Toii et al., 2024). The increasing use of e-payment methods in e-sports transactions reflects changing consumer behaviors, driven by the convenience of digital platforms (Toii et al., 2025). In Jayapura, the enthusiasm for e-sports, particularly Mobile Legends, has spurred the growth of local communities, attracting young talents eager to compete at national and international levels (Pratama et al., 2024). This phenomenon underscores e-sports' role as a dynamic component of the creative and digital economy, even in regions that have emerged from less accessible areas (Mokodenseho et al., 2024).

Despite the growing body of research on e-sports, significant gaps remain in understanding consumer behavior within this industry, particularly in regional contexts like Jayapura. According to Idhohuddin and Wahyudi (2020), while interest in e-sports like Mobile Legends is increasing among Indonesian youth, studies on consumer engagement and consumption behavior are predominantly focused on urban centers, leaving regional cities underexplored. Mulyadi et al. (2023) highlight the social and economic impacts of e-sports but note a lack of research on how trust and satisfaction

influence consumer engagement in specific games like Mobile Legends. Existing studies on e-commerce consumer behavior, such as those by Akbar and Endayani (2022) and Safitri et al. (2023), emphasize e-trust and e-satisfaction but rarely apply these concepts to e-sports, particularly in the context of digital consumption behaviors like in-game purchases. This research gap is critical, as e-sports platforms rely heavily on digital transactions and user engagement to drive revenue, yet little is known about these dynamics in less-developed regions like Jayapura.

The objective of this study is to examine the direct and indirect effects of e-trust, e-satisfaction, and consumer e-sport engagement (CeSE) on e-consumption behavior among Mobile Legends: Bang Bang players in Jayapura City. By focusing on this specific game, which dominates the Indonesian e-sports market, and a regional context, the study aims to address the lack of localized research on e-sports consumer behavior. On prior studies, such as those by Suprpti and Suparmi (2020) and Liani and Yusuf (2021), which highlight the importance of trust and satisfaction in digital platforms, this research investigates how these factors influence engagement and purchasing decisions in the e-sports ecosystem. The findings are expected to contribute to both theoretical insights into e-sports consumer behavior and practical strategies for enhancing player trust and satisfaction in regional markets.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

E-Trust and Its Influence on E-Satisfaction

E-trust represents consumers' confidence in online platforms, based on their belief that service providers will fulfill promises and meet expectations (Liani & Yusuf, 2021). According to Roisah et al. (2022), e-trust is a critical factor in enhancing e-satisfaction, as it fosters a sense of security in digital transactions, particularly in e-commerce platforms like Shopee. Trust is built on dimensions such as integrity, competence, consistency, loyalty, and openness, which reassure users about the reliability of the platform (Pramuditha et al., 2021). In the context of e-sports, where players engage in frequent digital interactions, including in-game purchases, trust in the platform's security and service quality is paramount. For instance, Safitri et al. (2023) found that e-trust significantly influences user satisfaction by ensuring secure transactions and reliable service delivery. Similarly, Dewi and Ramli (2023) argue that higher levels of trust lead to increased consumer satisfaction, as users feel confident in the platform's ability to meet their needs. In e-sports, such as Mobile Legends: Bang Bang, trust in the game's ecosystem (e.g., payment systems for in-game items) can enhance players' satisfaction with their overall experience. Research by Putri et al. (2024) further supports this, noting that trust directly impacts satisfaction by creating a comfortable transaction environment. The growing e-sports community in regions like Jayapura relies on trusted platforms to sustain engagement, making e-trust a foundational element for e-satisfaction (Mulyadi et al., 2023). Therefore, based on the literature, it is hypothesized that:

H1: E-trust has a significant and positive effect on E-satisfaction.

E-Trust and E-Satisfaction as Drivers of Consumer E-Sport Engagement

Consumer E-Sport Engagement (CeSE) reflects players' active involvement in e-sports activities, encompassing physical, emotional, and social interactions with the game or its community (Kenzie & Arafah, 2024). According to Chairunnisa and Ruswanti (2023), frequent interactions between brands and consumers foster trust, which enhances engagement by convincing users of the platform's reliability. In e-sports, trust in the game's ecosystem can encourage players to participate more actively in tournaments or community events, as noted by Elvira and Budiono (2023), who found that trust mediates the relationship between engagement and loyalty. Esa (2025) emphasizes that brand trust strengthens long-term customer engagement in interactive settings. However, e-satisfaction also plays a crucial role in driving CeSE. Susilawati et al. (2024) argue that satisfied consumers are more likely to engage with online platforms, as satisfaction reflects

the fulfillment of expectations from digital services. In the e-sports context, players' satisfaction with game features, such as interface design or transaction ease, can increase their involvement in gaming communities (Abbasi et al., 2023). For example, in Mobile Legends, satisfaction with gameplay and in-game purchases can lead to higher engagement in competitive play or social interactions (Nasrullah & Saputro, 2024). Research by Islami and Winata (2024) further supports that satisfied users exhibit stronger engagement due to positive experiences with the platform. In Jayapura, where e-sports communities are growing, both trust and satisfaction are essential for fostering engagement among players (Pratama et al., 2024). Thus, the literature suggests the following hypotheses:

H2: E-trust has a significant and positive effect on consumer e-sport engagement.

H3: E-satisfaction has a significant and positive effect on consumer e-sport engagement.

Consumer E-Sport Engagement, E-Trust, and E-Satisfaction

E-consumption behavior, particularly e-repurchase intention, reflects consumers' willingness to make repeated purchases online due to positive experiences (Duary et al., 2023). According to Saputra and Khasanah (2022), consumer e-sport engagement (CeSE) significantly influences e-consumption behavior by enhancing brand equity and repurchase intention. In e-sports, engaged players are more likely to purchase in-game items or participate in paid events, as demonstrated by Imanuella and Ferdinand (2024), who found that higher engagement increases repurchase intention in digital platforms like Netflix, a principle applicable to e-sports. Sari and Padmantyo (2023) note that active engagement in online communities drives consumers' interest in repurchasing, particularly in interactive environments like Mobile Legends. E-trust also plays a vital role in shaping e-consumption behavior. Aprianti et al. (2022) argue that trust in online platforms enhances consumers' confidence in making repeated purchases, a finding supported by Milah and Putra (2024), who highlight e-trust's role in fostering repurchase intention on platforms like Tokopedia. In e-sports, trust in secure payment systems can encourage players to invest in virtual goods (Toii et al., 2025). Furthermore, e-satisfaction significantly influences e-consumption behavior by meeting users' expectations, as noted by Prasetiadi and Oktafani (2023). Satisfied players are more likely to make repeat purchases, such as in-game skins, due to positive experiences with the platform (Fadhli et al., 2024). In Jayapura's e-sports scene, where digital transactions are increasingly common, satisfaction and trust drive consumption behaviors (Toii & Pardede, 2019). Based on these insights, the following hypotheses are proposed:

H4: Consumer e-sport engagement has a significant and positive effect on e-consumption behavior.

H5: E-trust has a significant and positive effect on e-consumption behavior.

H6: E-satisfaction has a significant and positive effect on e-consumption behavior.

Figure 1 explains the framework in this study. This study consists of seven hypotheses covering the influence of e-trust on e-satisfaction (H1). In addition, this study also looks at the direct influence of e-trust and e-satisfaction on consumer e-sport engagement (H2 and H3) and e-consumption (H5 and H6). In addition, the fourth hypothesis (H4) aims to determine the direct influence of consumer e-sport engagement variables on e-consumption behavior.

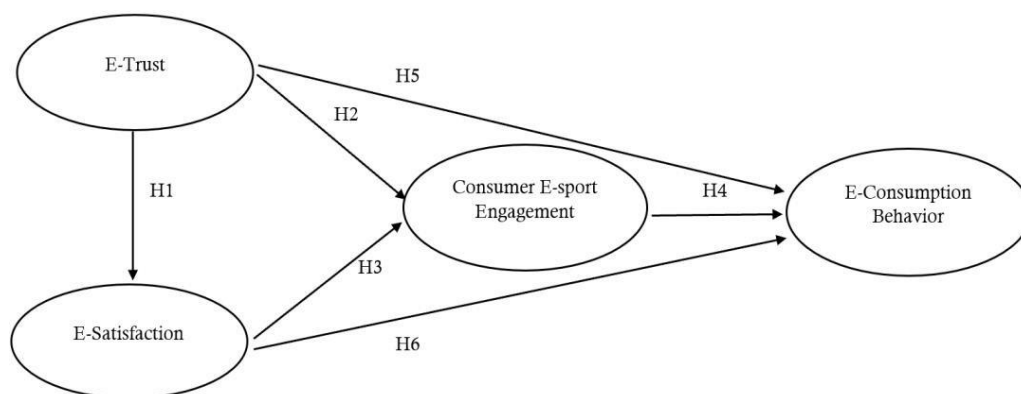


Figure 1. Research Model

RESEARCH METHOD

This study adopts a causal research design to investigate the cause-and-effect relationships between e-trust, e-satisfaction, Consumer E-Sport Engagement (CeSE), and e-consumption behavior among Mobile Legends: Bang Bang players in Jayapura City. A quantitative approach is employed, utilizing primary data collected through an online questionnaire distributed via Google Forms on WhatsApp Messenger to reach active players in local e-sports communities. The target population in this study comprises Mobile Legends players aged 18 years or older who have actively participated in the game for at least six months. This criterion ensures that respondents are sufficiently familiar with in-game transactions, purchasing mechanisms, and community interactions, making them suitable for evaluating the constructs under study. A non-probability purposeful sampling technique was employed, targeting individuals who met the specific inclusion criteria. This method was chosen due to its effectiveness in selecting knowledgeable participants relevant to the research objectives. The sample size of 150 respondents aligns with Hair et al. (2019), who recommend a minimum sample size for SEM analysis to ensure sufficient statistical power and robustness in model testing.

A structured questionnaire utilizing a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) was used to measure the constructs. Each construct was operationalized using validated dimensions: e-trust (integrity, competence, consistency, loyalty, openness) from Roisah et al. (2022); e-satisfaction (convenience, merchandising, site design, security, service ability) also from Roisah et al. (2022); CeSE (identification, enthusiasm, attention, absorption, interaction) from So et al. (2014); and e-consumption behavior, specifically e-repurchase intention (interest, consideration, trial, curiosity, desire) from Liu (2021). These dimensions ensure a comprehensive assessment of the constructs, aligning with the study's focus on e-sports consumer behavior in a digital context.

Data analysis is conducted using SmartPLS software, following a two-stage approach as recommended by Ghozali (2018). The first stage involves the outer model evaluation, assessing convergent validity through outer loading values (>0.70) and average variance extracted (AVE) (>0.50), as well as discriminant validity to ensure distinct constructs. Reliability is tested using composite reliability and Cronbach's alpha, with a threshold of 0.70 (Hair et al., 2019). The second stage evaluates the inner model, examining R-square values (0.75, 0.50, and 0.25 for strong, moderate, and weak models, respectively) and path coefficients, with hypotheses considered significant if the T-statistic exceeds 1.96 and the p-value is less than 0.05. To address potential biases in non-probability sampling, the study ensured diverse respondent representation from Jayapura's e-sports communities, though limitations such as restricted internet access in the region may affect generalizability (Pratama et al., 2024). This methodological framework provides a robust basis for analyzing the relationships between the study's variables in the context of Mobile Legends players.

RESULTS

This study examines the relationships between e-trust, e-satisfaction, Consumer E-Sport Engagement (CeSE), and e-consumption behavior among Mobile Legends: Bang Bang players in Jayapura City, using a quantitative approach with SmartPLS software. The analysis includes descriptive statistics of respondents, evaluation of the measurement model (outer model), structural model (inner model), hypothesis testing, and indirect effects. Data were collected from 150 respondents, and the results provide insights into the dynamics of e-sports consumer behavior in a regional context. The following sections present the findings, supported by tables and figures, to ensure clarity and alignment with the study's objectives (Hair et al., 2019).

Table 1. Demographic Profile of Respondents

Characteristic	Category	Percentage (%)
Gender	Male	62
	Female	38
Age	18-25 years	70
	26-35 years	25
	>35 years	5
Duration of Play	<1 year	20
	>1 year	80
Monthly In-Game Spending	<IDR 50,000	15
	IDR 50,000-200,000	65
	>IDR 200,000	20

The descriptive analysis of respondents provides context for the sample characteristics. Table 1 presents the demographic profile of the 150 respondents. The sample comprises 62% male and 38% female players, reflecting the male-dominated nature of e-sports communities in Jayapura (Pratama et al., 2024). The age distribution shows that 70% of respondents are aged 18-25 years, 25% are 26-35 years, and 5% are above 35 years, indicating a predominantly young player base. Most respondents (80%) have played Mobile Legends for over a year, ensuring familiarity with in-game transactions. Additionally, 65% reported monthly in-game spending of IDR 50,000-200,000, highlighting significant e-consumption behavior. These demographics align with the findings of Mulyadi et al. (2023), who noted high engagement among young e-sports players in Indonesia.

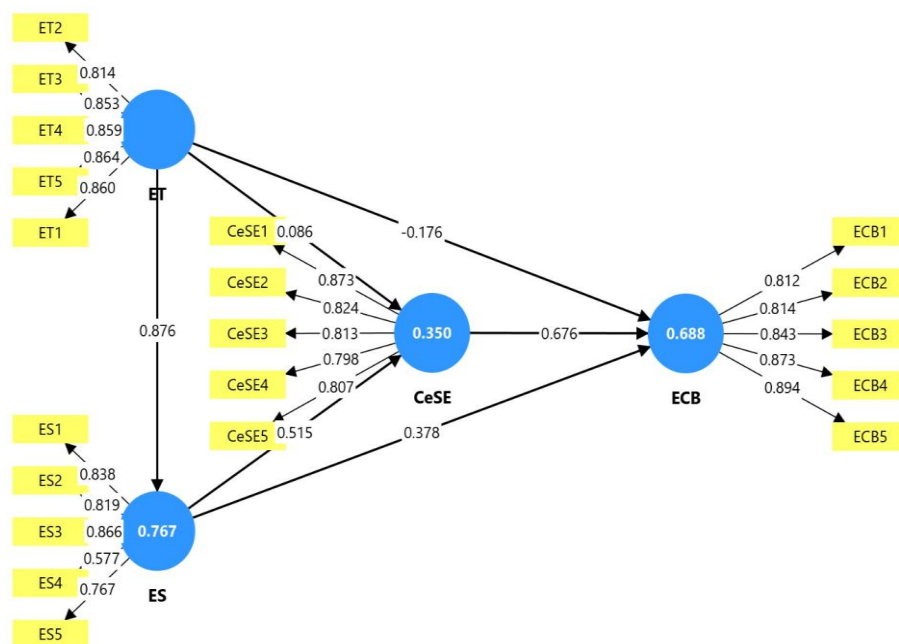


Figure 1. Outer Model with Loading Factors

The outer model evaluation assesses the validity and reliability of the measurement model. Convergent validity was tested using outer loading values and average variance extracted (AVE), as recommended by Ghozali (2018). Figure 1 illustrates the outer model, showing that most indicators have outer loadings above 0.70, indicating strong item reliability. However, the indicator ES4 (e-satisfaction: site design) was removed due to an outer loading of 0.577, below the threshold, to ensure model robustness (Hair et al., 2019). This removal was necessary to improve convergent validity, as low-loading indicators can distort construct measurement (Roisah et al., 2022).

Table 2. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
E-Trust	0.723
E-Satisfaction	0.609
Consumer E-sports Engagement (CeSE)	0.678
E-Consumption Behavior	0.719

The AVE value indicates that the explanatory power of the indicator measuring the latent variable increases. The AVE threshold value is usually 0.50, with a minimum AVE value of 0.50 to indicate good convergent values. Table 2 shows that all constructs are > 0.5, which shows that they meet the requirements for convergent validity and reliability.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
E-Trust	0.904	0.929
E-Satisfaction	0.836	0.884
Consumer E-sports Engagement (CeSE)	0.881	0.913
E-Consumption Behavior	0.902	0.927

Reliability tests are carried out to find out whether the measuring instrument really has consistency and can be used at the next stage. The reliability test results presented in Table 3 indicate that all constructs in this study have excellent internal consistency. The E-Trust construct obtained a Cronbach's Alpha value of 0.904 and a Composite Reliability of 0.929, indicating high reliability. The E-Satisfaction construct showed a Cronbach's Alpha value of 0.836 and a Composite Reliability of 0.884, which also met the instrument's eligibility criteria. For the Consumer E-sports Engagement (CeSE) construct, the Cronbach's Alpha value was recorded at 0.881 with a Composite Reliability of 0.913, indicating a consistent and stable instrument. Meanwhile, the E-Consumption Behavior construct had a Cronbach's Alpha value of 0.902 and a Composite Reliability of 0.927, further confirming that all indicators in the construct are capable of measuring the intended variables reliably. Thus, all constructs in this study can be declared to meet reliability requirements, so they are suitable for use in further analysis.

Table 4. R-Square Values

Construct	R-Square	Interpretation
E-Satisfaction	0.52	Moderate
Consumer E-Sport Engagement	0.68	Strong
E-Consumption Behavior	0.71	Strong

The inner model evaluation examines the structural relationships and model fit. Table 4 presents the R-square values, indicating the explanatory power of the model. The R-square for e-satisfaction is 0.52, suggesting that 52% of its variance is explained by e-trust. CeSE has an R-square of 0.68, indicating that e-trust and e-satisfaction explain 68% of its variance. E-consumption behavior has an R-square of 0.71, showing strong explanatory power from CeSE, e-trust, and e-satisfaction. These values align with Ghozali's (2018) criteria for moderate to strong models (0.50 and 0.75, respectively). The model's predictive relevance was confirmed with Q-square values above 0, indicating good predictive accuracy (Hair et al., 2019). These results suggest that the model effectively

captures the relationships among the variables in the context of Mobile Legends players in Jayapura.

Table 5. Hypothesis Testing Results

Hypothesis	Path	T-Statistic	P-Value	Result
H1	E-Trust → E-Satisfaction	4.82	<0.001	Supported
H2	E-Trust → CeSE	1.12	0.263	Not Supported
H3	E-Satisfaction → CeSE	5.67	<0.001	Supported
H4	CeSE → E-Consumption Behavior	6.34	<0.001	Supported
H5	E-Trust → E-Consumption Behavior	1.45	0.147	Not Supported
H6	E-Satisfaction → E-Consumption Behavior	4.95	<0.001	Supported

Hypothesis testing was conducted to evaluate the proposed relationships, as shown in Table 5. The results indicate that H1 (e-trust → e-satisfaction) is supported with a T-statistic of 4.82 ($p < 0.001$), confirming that e-trust significantly enhances e-satisfaction, consistent with Safitri et al. (2023). H2 (e-trust → CeSE) was not supported ($T = 1.12$, $p = 0.263$), suggesting that e-trust does not directly influence engagement in e-sports, possibly due to the unique nature of gaming communities (Susilawati et al., 2024). H3 (e-satisfaction → CeSE) is supported ($T = 5.67$, $p < 0.001$), indicating that satisfied players are more engaged, aligning with Abbasi et al. (2023). H4 (CeSE → e-consumption behavior) is supported ($T = 6.34$, $p < 0.001$), showing that engaged players are more likely to make in-game purchases (Imanuella & Ferdinand, 2024). H5 (e-trust → e-consumption behavior) was not supported ($T = 1.45$, $p = 0.147$), suggesting that trust alone does not drive purchases in this context. H6 (e-satisfaction → e-consumption behavior) is supported ($T = 4.95$, $p < 0.001$), highlighting the role of satisfaction in encouraging repeat purchases (Prasetiadi & Oktafani, 2023).

The results provide valuable insights into e-sports consumer behavior in Jayapura. The significant role of e-satisfaction and CeSE in driving e-consumption behavior underscores the importance of user experience and engagement in the e-sports ecosystem (Kenzie & Arafah, 2024). The non-significant effect of e-trust on CeSE and e-consumption behavior may reflect the unique dynamics of e-sports, where engagement is driven more by gameplay satisfaction than trust in the platform (Fadhli et al., 2024). These findings contribute to understanding regional e-sports markets and inform strategies for enhancing player satisfaction and engagement.

DISCUSSION

This study provides valuable insights into the dynamics of electronic trust, electronic satisfaction, and consumer electronic sport engagement influencing electronic consumption behavior among Mobile Legends: Bang Bang players in Jayapura City. The significant positive effect of electronic trust on electronic satisfaction (H1) aligns with the notion that trust in a platform's reliability fosters positive user experiences. According to Safitri et al. (2023), trust in secure digital transactions enhances user satisfaction, a finding particularly relevant in Jayapura, where players rely on dependable payment systems for in-game purchases. Similarly, Roisah et al. (2022) emphasize that dimensions like integrity and competence in electronic platforms build confidence, which translates into higher satisfaction. In the context of Mobile Legends, players who trust the game's ecosystem, including its payment security and service quality, report greater satisfaction with their gaming experience, reinforcing the importance of trust in regional electronic sport markets (Pratama et al., 2024).

The non-significant effect of electronic trust on consumer electronic sport engagement (H2) and electronic consumption behavior (H5) is an intriguing finding. According to Susilawati et al. (2024), trust typically drives engagement in digital platforms, but in electronic sports, other factors may take precedence. In Jayapura, tight-knit gaming communities and the social appeal of Mobile Legends may drive engagement more than trust in the platform, as players prioritize interactions over technical reliability (Mulyadi et al., 2023). The lack of a direct effect on consumption behavior suggests that trust alone

does not prompt in-game purchases, possibly due to economic constraints or cultural preferences in Jayapura, where players may value gameplay over spending (Toii et al., 2025). This contrasts with findings in urban contexts, where trust directly influences purchases, highlighting the unique dynamics of regional electronic sport markets (Kwee & Aruan, 2024).

Electronic satisfaction significantly influences both consumer electronic sport engagement (H3) and electronic consumption behavior (H6), underscoring its central role in the electronic sport ecosystem. According to Imanuella and Ferdinand (2024), satisfied users are more likely to engage actively with digital platforms, a trend evident among Mobile Legends players in Jayapura who value user-friendly interfaces and seamless transactions. Abbasi et al. (2023) further note that satisfaction with platform features encourages participation in community events and tournaments. Satisfaction also drives electronic consumption behavior, as players satisfied with their gaming experience are more inclined to purchase in-game items like skins or battle passes (Prasetiadi & Oktafani, 2023). In Jayapura's growing electronic sport scene, satisfaction enhances players' willingness to invest financially, reflecting the importance of positive user experiences (Fadhli et al., 2024).

The significant effect of consumer electronic sport engagement on electronic consumption behavior (H4) highlights the critical role of active participation in driving purchases. According to Rizaldi et al. (2024), engaged consumers in digital platforms exhibit stronger repurchase intentions due to emotional and social connections. In Jayapura, where Mobile Legends fosters vibrant communities, engaged players are more likely to spend on in-game items to enhance their experience, as supported by Putri et al. (2024). These findings align with Ghozali (2018) and Hair et al. (2019), who emphasize the importance of engagement in consumer behavior models. The results suggest that fostering engagement through community events and interactive features is essential for electronic sports platforms. The study's implications are significant. Theoretically, it extends the understanding of electronic sport consumer behavior by highlighting the dominant roles of satisfaction and engagement in regional contexts like Jayapura, where infrastructure limitations shape user experiences (Pradnyani et al., 2024). Practically, game developers should enhance platform usability and payment reliability to boost satisfaction, while local organizers can host tournaments and collaborate with influencers to increase engagement, thereby encouraging purchases (Salsabila & Pudjoprastyono, 2025). Despite its contributions, the study's reliance on non-probability sampling and focus on one game limits generalizability. Future research should explore diverse electronic sport titles and incorporate cultural or motivational factors to deepen insights into regional consumer behavior (Ardani & Subarjo, 2025).

CONCLUSION

This study shows that e-satisfaction and consumer engagement in e-sports significantly drive e-consumption behavior among Mobile Legends: Bang Bang players in Jayapura City. E-trust positively impacts e-satisfaction, enhancing players' overall experience with the gaming platform, which in turn drives greater engagement in e-sports activities such as tournaments and community interactions. The pivotal role of electronic satisfaction in boosting engagement and consumption highlights the importance of a positive user experience in the electronic sport ecosystem. These findings emphasize the need for a satisfying and engaging platform to encourage digital spending among players in regional contexts like Jayapura.

Theoretically, this study contributes to electronic sport consumer behavior research by highlighting the dominant roles of satisfaction and engagement in a regional setting with unique infrastructure challenges. Practically, game developers should focus on improving platform usability and transaction reliability to enhance satisfaction, while local organizers in Jayapura can promote engagement through tournaments and community events to stimulate purchases. The study's reliance on non-probability sampling and focus on a single game limits its generalizability. Future research should investigate other

electronic sport titles, employ random sampling, and explore cultural or motivational factors to deepen understanding of consumer behavior in diverse regional markets.

REFERENCES

- [1] Abbasi, A. Z., Asif, M., Shamim, A., Ting, D. H., & Rather, R. A. (2023). Engagement and consumption behavior of eSports gamers. *Spanish Journal of Marketing-ESIC*, 27(2), 261–282.
- [2] Akbar, R. N., & Endayani, F. (2022). Pengaruh e-trust dan e-satisfaction terhadap meningkatnya e-loyalty pada pengguna aplikasi e-commerce di kalangan generasi milenial. *Competence: Journal of Management Studies*, 16(1), 35–49.
- [3] Aprianti, V., Musadat, I. A., & Khoirunnisa, I. (2024). Pengaruh prior online purchase experience dan e-trust terhadap online repurchase intention pada layanan aplikasi belanja retail online Alfagift. *Jurnal Ilmiah Manajemen Forkamma*, 8(1), 24–39.
- [4] Ardani, M., & Subarjo. (2025). Pengaruh e-service quality, e-trust, dan e-satisfaction terhadap e-loyalty pengguna e-wallet Dana di Yogyakarta. *HEMAT: Journal of Humanities Education Management Accounting and Transportation*, 2(1), 152–163.
- [5] Chairunnisa, A., & Ruswanti, E. (2023). The impact of customer engagement on brand loyalty: The mediation roles of brand attachment and customer trust. *Jurnal Multidisiplin Madani (Mudima)*, 3(4), 789–801.
- [6] Dewi, N. P. K., & Ramli, A. H. (2023). E-service quality, e-trust dan e-customer satisfaction pada e-customer loyalty dari penggunaan e-wallet OVO. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 321–338.
- [7] Duary, G., Waloejo, H. D., & Purbawati, D. (2023). Pengaruh electronic-word of mouth dan electronic-service quality terhadap electronic-repurchase intention pada PT Rosalia Indah Transport. *Jurnal Ilmu Administrasi Bisnis*, 12(1), 60–69.
- [8] Elvinokio, A. J. S., Ngini, G., & Harysakti, A. (2024). Perancangan arena e-sports di Kota Palangka Raya. *Jurnal Perspektif Arsitektur*, 19(2), 1–14.
- [9] Elvira, & Budiono, H. (2023). Pengaruh customer brand engagement terhadap brand loyalty dengan brand trust sebagai variabel mediasi penumpang maskapai penerbangan Super Air Jet. *Jurnal Manajerial dan Kewirausahaan*, 5(4), 927–934.
- [10] Esa, A. Z. (2025). Pengaruh tanggung jawab sosial perusahaan terhadap loyalitas pelanggan dengan mediasi kepercayaan merek dan keterlibatan pelanggan. *PENG: Jurnal Ekonomi dan Manajemen*, 2(11), 1461–1464.
- [11] Fadhli, M., Farida, N., & Nugraha, H. S. (2024). Pengaruh e-wom dan e-satisfaction terhadap e-repurchase intention melalui e-trust sebagai variabel intervening (studi pada pengguna marketplace Blibli Semarang). *Jurnal Ilmu Administrasi Bisnis*, 13(2), 373–383.
- [12] Fizi, R. M., Suherman, W. S., & Nanda, F. A. (2021). Is e-sport part of sports? *Jurnal SPORTIF: Jurnal Penelitian Pembelajaran*, 7(2), 147–158.
- [13] Ghozali, I. (2018). *Aplikasi multivariete dengan program IBM SPSS 19* (edisi 5). Semarang: Badan Penerbit Universitas Diponegoro.
- [14] Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24.
- [15] Idhohuddin, M., & Wahyudi, A. (2020). Minat siswa terhadap e-sport (electronic sport/olahraga elektronik) divisi Mobile Legends Bang-Bang. *Indonesian Journal for Physical Education and Sport*, 1(1), 41–49.
- [16] Imanuella, G. D., & Ferdinand, A. T. (2024). Pengaruh perceived usefulness, service quality, dan customer engagement terhadap repurchase intention dengan customer experience sebagai mediasi (studi pada pengguna Netflix). *Diponegoro Journal of Management*, 13(3), 331–345.
- [17] Iqbal, M., Simamora, Y., Insani, K., & Padli. (2024). Analisis trend perkembangan e-sport dalam pendidikan olahraga. *Jurnal Tunas Pendidikan*, 6(2), 451–457.
- [18] Islami, H. W., & Winata, A. Y. S. (2024). Peran customer engagement terhadap customer satisfaction dan brand trust pada produk skincare Skintific. *Jurnal Kajian Ilmu Manajemen*, 4(4), 534–540.
- [19] Kenzie, M. H. M., & Arafah, W. (2024). Pengaruh consumer e-sports engagement terhadap consumption behaviour pemain e-sports. *Budgeting: Journal of Business, Management and Accounting*, 6(1), 343–353.
- [20] Kurniawan, F. (2019). E-sport dalam fenomena olahraga kekinian. *JORPRES (Jurnal Olahraga Prestasi)*, 15(2), 61–66.
- [21] Kwee, E. A. N., & Aruan, D. T. H. (2024). The effect of customer engagement on repurchase intention among Indonesia's digital banks. *Jurnal Ekonomi dan Bisnis*, 27(1), 183–208.
- [22] Liani, A. M., & Yusuf, A. (2021). Pengaruh e-trust terhadap e-loyalty dimediasi oleh e-satisfaction pada pengguna dompet digital Gopay. *Yume: Journal of Management*, 4(1), 138–149.

- [23] Liu, H. (2021). Perceived value dimension, product involvement and purchase intention for intangible cultural heritage souvenir. *American Journal of Industrial and Business Management*, 11(1), 76–91.
- [24] Milah, I. S., & Putra, H. T. (2024). Pengaruh dimensi e-service quality dan e-trust terhadap repurchase intention pada pelanggan Tokopedia di Kota Cimahi. *Costing: Journal of Economic, Business and Accounting*, 7(4), 1423–1436.
- [25] Mokodenseho, M. M., Hadjarati, H., & Haryani, M. (2024). Analisis tingkat stress, cemas, dan depresi pada atlet esport selama pertandingan esport Mobile Legends Kota Gorontalo. *Jambura Sports Coaching Academic Journal*, 3(2), 69–78.
- [26] Mulyadi, D. V., Fitri, M., & Williyanto, S. (2023). The influence of esports on adolescents' social skills. *Jp.jok (Jurnal Pendidikan Jasmani, Olahraga dan Kesehatan)*, 7(1), 27–38.
- [27] Nasrullah, A. I. S., & Saputro, Y. D. (2024). Analisis pengaruh e-sports divisi Mobile Legends terhadap literasi digital siswa SMPN 13 Malang. *SPRINTER: Jurnal Ilmu Olahraga*, 5(2), 360–366.
- [28] Pradnyani, N. P. D., Widagda, I. G. N. J. A., & Giantari, I. G. A. K. (2024). Analisis peran pengaruh customer engagement memediasi content marketing terhadap purchase intention. *E-Jurnal Manajemen Universitas Udayana*, 13(3), 346–360.
- [29] Pramuditha, R., Hidayah, S., & Indriastuti, H. (2021). Pengaruh service quality, e-trust terhadap e-satisfaction dan e-loyalty konsumen (studi pada konsumen marketplace Shopee di Kalimantan Timur). *Jurnal Sketsa Bisnis*, 8(2), 123–134.
- [30] Prasetiadi, M. R. P., & Oktafani, F. (2023). Pengaruh e-service quality terhadap e-repurchase intention dengan e-consumer satisfaction sebagai variabel intervening pada e-commerce Bukalapak. *Jurnal Ilmiah Universitas Batanghari Jambi*, 23(3), 3314–3320.
- [31] Pratama, L. A. N., Suwarlan, E., & Nursetiawan, I. (2024). Pengembangan komunitas elektronik sport di Kabupaten Ciamis. *Journal of Indonesian Rural and Regional Government*, 8(1), 1–9.
- [32] Putri, R. M., Zulkarnain, & Samsir. (2024). Pengaruh e-trust dan e-service quality terhadap e-satisfaction dan e-loyalty konsumen Gen Z pada e-commerce Tokopedia. *Jurnal Manajemen DayaSaing*, 26(1), 21–41.
- [33] Rizaldi, Muzakir, Ponirin, & Anisah. (2024). Pengaruh e-service quality dan e-trust terhadap e-satisfaction dengan keputusan pembayaran elektronik sebagai variabel moderasi (studi pada pengguna e-commerce Shopee di Kota Palu). *Costing: Journal of Economic, Business and Accounting*, 7(6), 6342–6357.
- [34] Roisah, R., Ahha, Z. A., & Angliawati, R. Y. (2022). Upaya meningkatkan e-satisfaction melalui e-trust dan e-service quality pada pengguna Shopee Kota Bandung. *Jurnal Sains Manajemen*, 4(2), 65–76.
- [35] Safitri, I., Ningsih, H. W. A., & Hawignyo. (2023). Pengaruh e-trust dan e-satisfaction terhadap e-loyalty (studi: pengguna Flip.id). *Jurnal Ilmiah Manajemen dan Bisnis*, 6(2), 457–466.
- [36] Salsabila, A., & Pudjoprastyono, H. (2025). Pengaruh e-service quality dan e-trust terhadap repurchase intention pada pengguna Tiket.com di Surabaya. *Jurnal Riset Pendidikan Ekonomi (JRPE)*, 10(1), 28–37.
- [37] Saputra, S. E., & Khasanah, I. (2022). Analisis pengaruh customer engagement terhadap repurchase intention dengan brand equity dan social media agility sebagai variabel intervening (studi pada pengguna smartphone iPhone Apple). *Diponegoro Journal of Management*, 11(4), 420–432.
- [38] Sari, L. N., & Padmanty, S. (2023). The effect of customer experience on repurchase intention with customer engagement as an intervening variable. *Jemsi (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 9(2), 514–522.
- [39] Sehabudin, A., Sjachro, D. W., & Masrina, D. (2023). Pengalaman komunikasi pemain e-sport Kabupaten Pangandaran dalam menghadapi stigma orang tua. *Comdent: Communication Student Journal*, 1(1), 61–74.
- [40] So, K. K. F., King, C., & Sparks, B. (2014). Customer engagement with tourism brands: Scale development and validation. *Journal of Hospitality and Tourism Research*, 38(3), 304–329.
- [41] Suprapti, S., & Suparmi. (2020). Membangun e-loyalty dan e-satisfaction melalui e-service quality pengguna Goride Kota Semarang. *JKBM (Jurnal Konsep Bisnis dan Manajemen)*, 6(2), 240–255.
- [42] Toii, I. E. W., & Pardede, C. R. M. U. (2019). *Pengaruh perceived quality, brand image, brand trust dan satisfaction yang dimoderasi oleh gender terhadap repurchase intention (studi pada pembelian online sepatu olahraga merek Adidas di JaBoDeTaBek)* (Thesis, Tangerang: Universitas Pelita Harapan).
- [43] Toii, I. E. W., Edwar, R. C., Landjang, X. I. S., Mangopo, Y. R., & Damanik, L. G. S. (2024). Pengaruh content marketing dan brand image Theyuji terhadap keputusan pembelian. *Bussman Journal: Indonesian Journal of Business and Management*, 4(3), 1023–1043.
- [44] Toii, I. E. W., Landjang, X. I. S., Edwar, R. C., Harikedua, A. L., & Sari, N. M. (2025). The use of e-payment method and its influences on student's payment transaction method in Jayapura City. *Jurnal Ilmu Manajemen, Ekonomi dan Kewirausahaan*, 5(1), 185–195.
- [45] Yuliawan, D., & Bakti, R. A. (2021). Legitimasi esports dalam kecabangan olahraga: Studi literature review. *Jurnal Literasi Olahraga*, 2(2), 90–95.

*Trust, Satisfaction,
Engagement, and
Consumption*

3866
