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The Role of Customer Satisfaction as A Mediator In The Influence of Game Habits, Event Marketing, and Perceived Price Fairness on Customer Loyalty Among Pubg Mobile Players in Indonesia.

Nicholas Rivelino [1] ✉, Wenny Pebrianti[2], Erna Listiana[3] Harry Setiawan[3]
[1,2,3] Faculty of Economics and Business, Universitas Tanjungpura, Indonesia

Abstract
The rapid development of the mobile gaming industry has made PUBG Mobile one of the most popular games in Indonesia. However, in recent years, the game has faced a decline in in-app purchases and a potential decline in player loyalty. This study aims to analyze the influence of Game Habits, Event Marketing, and Perceived Price Fairness on Customer Loyalty, with Customer Satisfaction as a mediating variable, on PUBG Mobile users in Indonesia. The research model is based on the post-adoption behavior framework and customer loyalty theory, which emphasizes that satisfaction is a key mechanism in shaping user continuance intentions and loyalty. An online survey was conducted on 200 active PUBG Mobile players who had played for at least the past three months and had participated in in-game events. Data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The results show that Game Habits, Event Marketing, and Perceived Price Fairness have a positive and significant effect on Customer Satisfaction and Customer Loyalty. Furthermore, the mediation test confirmed that Customer Satisfaction significantly mediated the influence of the three variables on Customer Loyalty, in line with Expectation–Confirmation Theory and Oliver's loyalty model, which places satisfaction as a prerequisite for loyalty. These findings confirm that consistent playing habits, the quality of in-game event experiences, and the perceived fairness of virtual item prices are key factors in building player satisfaction and loyalty. This research provides practical implications for game developers in designing experience-based marketing strategies and fair pricing policies to retain a long-term player base amidst the increasingly competitive mobile gaming industry.

Keywords: Game Habits, Event Marketing, Perceived Price Fairness, Customer Satisfaction, Customer Loyalty.

✉ Corresponding author :
Email Address : rivelinonicholas@gmail.com

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INTRODUCTION

The mobile gaming industry continues to show significant growth worldwide, including Indonesia, which is one of the largest markets for games like PUBG Mobile. In 2025, PUBG Mobile in Indonesia had around 30–40 million monthly active players, making it one of the largest player communities in Southeast Asia. However, despite the high player base, recent trends indicate a decline in both the number of active players and revenue generated from this market. Data from the PUBG Mobile Super League (PMSL) SEA Fall 2025 tournament also shows the dominance of Indonesian players, with nearly half of the total participants coming from this country, illustrating Indonesia's continued influence in the regional PUBG Mobile ecosystem. This declining trend highlights the challenges developers face in maintaining the appeal and sustainability of games in key markets like Indonesia (DailySpin, 2025; PUBG Mobile Instagram, 2025; VivaNews, 2025).

PUBG Mobile's declining revenue has become a significant concern in the global mobile gaming industry, particularly in the Indonesian market, one of the largest with millions of active users. Although PUBG Mobile is recorded as being able to generate monthly revenues of up to millions of US dollars, the latest trend data from 2024 to mid-2025 shows a significant decline. Based on data from the Udonis Blog (2025), the decline in the number of active PUBG Mobile players in Indonesia contributed to a 5% decline in the game's revenue in 2023. This phenomenon impacts not only game developers and publishers but also reflects the challenges in the increasingly competitive mobile gaming ecosystem, where many new game titles are emerging and consumer behavior continues to change dynamically.

In 2025, PUBG Mobile's revenue decline in Indonesia became increasingly evident and became a concern for the mobile gaming industry. According to data from Udonis Blog (2025), this revenue decline was not due to a decline in the number of downloads, as PUBG Mobile's download numbers remained high, averaging 8 to 10 million new downloads per month and a total of over 1.2 billion lifetime downloads. The revenue decline was more due to a decrease in in-game item purchases, particularly by existing players, who had been the primary source of revenue from in-app purchases. These purchased items consisted of various digital products such as weapon skins, character outfits, and vehicle skins. Weapon skins provide a different aesthetic appearance to weapons without changing performance, character outfits add variety to the appearance of player avatars, and vehicle skins enhance the appearance of in- game vehicles, enhancing the player's visual experience. Although the number of new users continues to grow, they have not yet contributed significantly to in-app purchase transactions, so the decline in purchase rates by existing players is a major factor in the revenue decline (Udonis Blog, 2025).

This revenue decline raises the urgency of understanding the underlying fundamental factors. One crucial aspect is customer loyalty, which is the foundation of the long-term sustainability of digital products. In Indonesia, mobile game penetration is very high, but player engagement levels vary, influenced by changes

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in technology and content trends. PUBG Mobile's revenue decline is suspected to be closely related to changes in gaming habits, event marketing strategies, and perceived price fairness. These three factors significantly influence customer satisfaction levels, which ultimately determine customer loyalty (Ghazali et al., 2019; Hamari, Hanner, & Koivisto, 2020).

Game habits, as a key variable, encompass playing patterns, from frequency and duration to player interaction with in-game features. Changes in these patterns are highly relevant in terms of their impact on in-app purchase intensity and player retention. A study by Liao et al. (2020) showed that strong gaming habits increase players' motivation to achieve gameplay goals and influence perceptions of fairness in-game item pricing. This suggests that gaming habits directly linked to the game experience play a more significant role in shaping player loyalty than the service quality itself.

In a business context, PUBG Mobile's declining revenue in Indonesia is inextricably linked to the crucial role of event marketing as a strategy for building emotional connections and increasing customer loyalty. In Indonesia, various in-game events, such as collaborations with local brands, esports tournaments, and birthday celebrations, provide live experiences that enrich player interactions. This strategy is specifically designed to maintain player engagement and satisfaction in a highly competitive market, while increasing their participation and loyalty to the game (Setiawan et al., 2022; PUBG Mobile Indonesia, 2025).

Furthermore, *Perceived Price Fairness* is an important variable for understanding how players assess the fairness of in-game item and feature prices. This perception is related to the appropriateness of price and perceived benefits. Research shows that price fairness contributes significantly to increasing player satisfaction and loyalty, while price unfairness is a major factor in churn or decreased in-app purchasing activity [Liao et al., 2020; Chen et al., 2017; Zietsman et al., 2019]. Research conducted in the context of the online gaming industry in the Philippines revealed that perceived game quality significantly influences consumer satisfaction with a p value of 0.010, while perception of crunch time did not have a significant effect ($p = 0.718$). The study also showed that the combination of perceived crunch time and game quality still has a significant positive relationship with consumer satisfaction ($p = 0.048$).

In this research model, *Customer Satisfaction* acts as a mediating variable that connects external factors such as *Game Habits, System Quality,* and *Perceived Price Fairness* with *Customer Loyalty* . Customer satisfaction is a subjective evaluation of the gaming experience from a functional and emotional perspective. As a foundation for sustainable loyalty, satisfaction influences players' intentions to remain loyal and make repeat purchases in the game. Previous research on Grab Food Jabodetabek showed that product and service quality significantly influenced customer satisfaction and loyalty. Product and service quality influenced customer satisfaction positively and significantly with a p-value <0.05, where customer satisfaction mediated the relationship between product/service quality and customer loyalty.

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Finally, *Customer Loyalty,* as the dependent variable, measures the level of player engagement with PUBG Mobile, as reflected in the intention to use, recommend, and make repeat purchases. Many studies confirm the positive relationship between loyalty and revenue through in-app purchases. Research on mobile game addiction in Indonesia shows that flow and escapism experiences have a significant positive effect on game addiction. This game addiction then contributes significantly to game loyalty and in-app purchase intention, with a significance value of $p < 0.001$ for most of these relationship paths.

The key variables mentioned in the research model are expected to provide a comprehensive overview of the mechanisms behind PUBG Mobile's revenue decline. This study serves as a strategic reference for game developers, mobile gaming industry players, and academics studying digital marketing and consumer behavior in the rapidly changing digital economy.

METHOD

This research uses a quantitative approach with a survey strategy and falls into the category of causal associative research. The objective of the study is to analyze the influence of Game Habits, Event Marketing, and Perceived Price Fairness on Customer Loyalty and to examine the role of Customer Satisfaction as a mediating variable in this relationship among PUBG Mobile players in Indonesia. This approach was chosen because it is able to explain the causal relationship between latent variables based on user perceptions in the context of digital consumer behavior.

The research instrument was a structured questionnaire developed based on theories and previous research findings relevant to the mobile gaming industry and consumer behavior. All statement items were measured using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). The Game Habits variable indicator was adapted from Liao et al. and Teng, Event Marketing refers to the event-based marketing strategy model by Setiawan et al., Perceived Price Fairness was adapted from Senali and Fadillah, Customer Satisfaction refers to Hidayat and Idrus and Bayuardie et al., while Customer Loyalty was adapted from Ghazali et al. and Hamari, Hanner, and Koivisto. The questionnaire was prepared in an online format using Google Forms to facilitate distribution and increase respondent reach.

The study population was PUBG Mobile players who were students (student gamers). The sampling technique used purposive non-probability sampling with the criteria of respondents being active PUBG Mobile players for at least the last three months, having participated in in-game events, and having made in-app purchases in the last three months. The determination of the minimum sample size refers to the Cochran formula, with a minimum target of more than 150 respondents. This study successfully collected data from 200 respondents, thus meeting the sample size requirements for SEM-based structural model analysis.

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Data collection was conducted online through the distribution of online questionnaires to the PUBG Mobile player community and various social media channels relevant to the target population. Respondent participation was voluntary and anonymous to maintain objectivity. The collected data were then analyzed using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software. This method was chosen because it is suitable for predictive research with multiple latent constructs, mediation models, and medium sample sizes.

The analysis process was conducted through two main stages: measurement model evaluation and structural model evaluation. Measurement model evaluation was conducted to ensure the validity and reliability of the instrument through convergent validity, discriminant validity, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted tests. Furthermore, structural model evaluation was conducted to assess the strength of the relationships between constructs through path coefficients, R-square values, effect sizes, and predictive relevance models.

The significance test of the relationship between constructs and the testing of the mediation effect of Customer Satisfaction were conducted using a bootstrapping procedure using 5,000 resamplings. The relationship is declared significant if the t-statistic value is greater than 1.96 and the p-value is less than 0.05. Determination of the type of mediation is done by comparing the significance of the direct and indirect paths in the model. Mediation is categorized as partial mediation if the direct path between the independent variable and Customer Loyalty remains significant after the mediator is entered into the model, while full mediation occurs if the direct path is insignificant but the indirect path is significant. This approach is used to interpret the role of Customer Satisfaction in bridging the influence of Game Habits, Event Marketing, and Perceived Price Fairness on Customer Loyalty.

FINDING AND DISCUSSION

Characteristics respondents

Analysis profile respondents in survey This based on on demographics following:

Table 1. Characteristics Respondents

Category	Items	f	%
Gender	Woman	29	14.5 %
	Man	171	85.5 %
	Total	200	100%

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Age	18 – 25 Years	189	94.5 %
	26 – 35 Years	10	5.0%
	36 – 45 Years	1	0.5%
	Total	200	100%
Domicile	Java	58	29.0 %
	Kalimantan	115	57.5 %
	Sumatra	12	6.0%
	Sulawesi	10	5.0%
	Papua	5	2.5%
	Total	200	100%
Last education	High School/Vocational School/Equivalent	187	93.5 %
	Diploma (D1/D2/D3/D4)	1	0.5%
	Bachelor degree)	12	6.0%
	Total	200	100%
Work	Students	17	8.5%
	Students	168	84.0 %
	Private	4	2.0%
	civil servant	7	3.5%
	Self-employed	3	1.5%
	Other:	1	0.5%
	Total	200	100%
Time Active	Active users of the PUBG Mobile game for at least the last 3 months	200	100%

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Playing	Have participated in events in the PUBG Mobile game in the last 3 months.	200	100%
	Total	200	100%

on the characteristics of the respondents, the majority of PUBG Mobile users in this study were male, 171 people (85.5%), while females numbered 29 people (14.5%) out of a total of 200 respondents. In terms of age, the majority of respondents were in the 18–25 year range, namely 189 people (94.5%), followed by 26–35 year olds with 10 people (5.0%) and 36–45 year olds with 1 person (0.5%). All respondents resided in Kalimantan (100%). In terms of their last education, the majority were high school/vocational high school/equivalent graduates with 187 people (93.5%), followed by Bachelor (S1) graduates with 12 people (6.0%) and Diploma graduates with 1 person (0.5%).

Based on occupation, the majority of respondents were students (168 people) (84.0%), followed by students (17 people) (8.5%), civil servants (7 people) (3.5%), private employees (4 people) (2.0%), self-employed (3.5%), and other categories (1 person) (0.5%). In addition, all respondents (100%) were active PUBG Mobile users for at least the last three months and had also participated in PUBG Mobile in-game events during the same period. This indicates that respondents have a high level of involvement in the PUBG Mobile game, making it relevant to use in analyzing the influence of game habits, event marketing, and perceived price fairness on customer satisfaction and loyalty.

Table 2. Descriptive Statistics

	Mean	**Standard Deviation**	**N**
Game Habits	3,3413	0.91922	200
Event Marketing	3,3583	0.91999	200
Perceived Price Fairness	3,0800	0.95003	200
Customer Satisfaction	3,3450	0.87549	200
Customer Loyalty	3.4525	0.90448	200

Based on the descriptive statistics presented in Table 4.2, all variables have an average value above 3.00, indicating that respondents' perceptions of each research construct tend to be positive. Customer Loyalty has the highest mean value of 3.4525, followed by Event Marketing at 3.3583, Customer Satisfaction at 3.3450, Game Habits at 3.3413, and Perceived Price Fairness at 3.0800, which is the

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lowest mean value, but still in the fairly good category. The standard deviation value for all variables ranges from 0.87549 to 0.95003, which is relatively close to 1, indicating that respondents' answers are quite varied or heterogeneous but remain within reasonable limits. Overall, these results illustrate that respondents have good gaming habits, assess event marketing activities positively, consider prices relatively fair, feel satisfied with the user experience, and demonstrate a fairly high level of loyalty.

Measurement Models

Results test suitability, test validity And reliability is as following:

Table 2. Convergent Validity And Composite Reliability

Variables	**Items**	**Loading Factor**	***Cronbach's Alpha***	**CR**	**AVE**	**Mean**
Game Habits	Playing PUBG Mobile has become my daily habit.	0.869	0.868	0.910	0.717	3,311
	Playing PUBG Mobile for me is something that is done automatically without having to think much.	0.817				
	Playing PUBG Mobile for me is something that is done automatically without having to think much.	0.861				
	My repetitive playing behavior helps me get closer to achieving my in-game goals.	0.838				
Event Marketing	I feel entertained when I participate in events in the PUBG Mobile game.	0.868	0.845	0.906	0.762	3,338

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	I feel excited and challenged every time I participate in an official PUBG Mobile event.	0.894				
	I had a pleasant interaction experience with other features or players during the PUBG Mobile event.	0.858				
Perceived Price Fairness	The price of playing PUBG Mobile is in line with the performance I experienced.	0.847	0.789	0.875	0.701	3,048
	PUBG Mobile in-game item prices met my expectations.	0.864				
	PUBG Mobile in-game item prices provide appropriate value when compared to other games.	0.800				
Customer Satisfaction	I feel happy and satisfied with the experience of playing PUBG Mobile.	0.842	0.806	0.886	0.721	3,325
	I enjoy every session of playing PUBG Mobile.	0.838				
	Overall, I am satisfied with the features, services, and quality of PUBG Mobile game.	0.866				
Customer Loyalty	I am not interested in trying other online games like PUBG Mobile.	0.857	0.736	0.882	0.789	3,385

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	I will continue to come back and play PUBG Mobile regularly.	0.918

Source: *Processed Researchers, 2025*

Based on Table 2, all indicators in *the Game Habits* , *Event Marketing* , *Perceived Price Fairness* , *Customer Satisfaction* , and *Customer Loyalty constructs* have met the validity and reliability criteria. The test results show that *the loading factor values* of all indicators are above 0.70, which indicates a good level of convergent validity. In addition, the Cronbach's Alpha values for each construct are in the range of 0.736 to 0.868, while *the Composite Reliability* (CR) values range from 0.875 to 0.910, so all have exceeded the minimum limit of 0.70. *The Average Variance Extracted* (AVE) value also shows adequate results, namely between 0.701 to 0.789, which means that each construct is able to explain more than 50% of the variance of its indicators. Thus, it can be concluded that the research instrument used has a high level of internal consistency and reliability and is able to measure the constructs accurately.

Judging from the mean values, all variables have an average value above 3.00, indicating that respondents tend to give a positive assessment of their experience in playing PUBG Mobile. *Customer Loyalty* has the highest mean value of 3.385, followed by *Event Marketing* (3.338), *Customer Satisfaction* (3.325), and *Game Habits* (3.311), indicating that loyalty, event experience, satisfaction, and playing habits are at a relatively good level. Meanwhile, *Perceived Price Fairness* has a mean value of 3.048, indicating a fairly fair price perception but relatively more moderate compared to other constructs. These findings illustrate that respondents generally have a positive attitude towards PUBG Mobile, both in terms of playing experience, satisfaction, and loyalty.

Table 3. *Discriminant Validity - Fornell Lacker*

	CL	**CS**	**EM**	**GH**	**PPF**
Customer Loyalty	0.888				
Customer Satisfaction	0.643	0.849			
Event Marketing	0.374	0.362	0.873		
Game Habits	0.424	0.509	0.205	0.847	
Perceived Price Fairness	0.356	0.407	0.041	-0.010	0.837

Source: *Processed Researchers, 2025*

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Table 3. shows that *the Fornell–Larcker Criterion value* for each construct is greater than the correlation value between other constructs, thus meeting the *discriminant validity criteria* . The √AVE values for each construct are *Customer Loyalty* (0.888), *Customer Satisfaction* (0.849), *Event Marketing* (0.873), *Game Habits* (0.847), and *Perceived Price Fairness* (0.837). All of these values are higher than the correlations between related constructs, such as the correlation between *Customer Loyalty* and *Customer Satisfaction* (0.643), *Event Marketing* (0.374), *Game Habits* (0.424), and *Perceived Price Fairness* (0.356). Thus, it can be concluded that each construct has an adequate level of distinction and does not overlap conceptually, so that discriminant validity in this study has been met in accordance with the recommendations of Hair et al. (2021).

Table 4. ***R Square***

	R-square	***R-square adjusted***
Customer Loyalty	0.473	*0.463*
Customer Satisfaction	*0.488*	*0.480*

Source: *Processed Researchers, 2025*

In the structural model test (*inner model*), the R-Square value for *the Customer Loyalty construct* of 0.473 indicates that 47.3% of the variability *of Customer Loyalty* can be explained by the independent variables in the model, with an *adjusted R-Square value* of 0.463 indicating the level of stability of the model after considering its complexity. Furthermore, *the Customer Satisfaction construct* has an R-Square value of 0.488, which means that 48.8% of the variability *of Customer Satisfaction can be explained by the research model, with an adjusted R-Square* value of 0.480.

Referring to the criteria proposed by Hair et al. (2021), an R-square value of 0.25 is categorized as weak, 0.50 as moderate, and 0.75 as high. Thus, the R-square values for the *Customer Loyalty* and *Customer Satisfaction constructs* are in the near-moderate category, indicating that the structural model has fairly good predictive ability in explaining variations in both constructs, making it suitable for analyzing the relationships between variables in this study.

Examination The Inner Model or Structural Model

Testing influence direct intervariable in structural model done For To determine the direction of the relationship and the level of significance of the influence between exogenous and endogenous variables formulated in the research hypothesis. This analysis uses the *direct effect method* through the *bootstrapping procedure* in SmartPLS 3 to obtain path coefficient estimates, *t-*

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statistic values , and *p-values* as a basis for decision making. against the hypothesis research. Complete results The results of testing the direct influence between these variables are presented in the following table.

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Table 4 *Direct Effect*

PATH	ORIGINAL *Sam* (O)	SAMPLE MEAN (M)	STANDARD DEVIATION (STDEV)	T STATISTICS (|O/STDEV|)	P VALUES	RESULT
CUSTOMER SATISFACTION -> CUSTOMER LOYALTY	0.412	0.413	0.071	5.819	0.000	**DITERIMA**
EVENT MARKETING -> CUSTOMER LOYALTY	0.181	0.182	0.050	3.605	0.000	**DITERIMA**
EVENT MARKETING -> CUSTOMER SATISFACTION	0.251	0.251	0.052	4.826	0.000	**DITERIMA**
GAME HABITS -> CUSTOMER LOYALTY	0.179	0.179	0.062	2.906	0.004	**DITERIMA**
GAME HABITS -> CUSTOMER SATISFACTION	0.461	0.462	0.050	9.275	0.000	**DITERIMA**
PERCEIVED PRICE FAIRNESS -> CUSTOMER LOYALTY	0.183	0.184	0.058	3.153	0.002	**DITERIMA**
PERCEIVED PRICE FAIRNESS -> CUSTOMER SATISFACTION	**0.401**	**0.402**	**0.054**	**7.359**	**0.000**	**DITERIMA**

Source: *Processed Researchers, 2025*

the direct effect analysis in Table 4.6, all relationships between variables in the model show a positive and significant influence, as indicated by a *p-value* <0.05 and *a t-statistic value* that exceeds the critical limit of 1.96. *Customer Satisfaction* is proven to have a positive and significant influence on *Customer Loyalty* (β = 0.412; t = 5.819; p = 0.000). Furthermore, *Event Marketing* has a positive and significant influence on both *Customer Loyalty* (β = 0.181; t = 3.605; p = 0.000) and *Customer Satisfaction* (β = 0.251; t = 4.826; p = 0.000).

In addition, *Game Habits* also showed a positive and significant influence on *Customer Loyalty* (β = 0.179; t = 2.906; p = 0.004) and on *Customer Satisfaction* (β = 0.461; t = 9.275; p = 0.000). The *Perceived Price Fairness variable* also had a positive and significant influence on *Customer Loyalty* (β = 0.183; t = 3.153; p = 0.002) and *Customer Satisfaction* (β = 0.401; t = 7.359; p = 0.000). These findings indicate that improving the quality of in-game events, playing habits, and perceptions of price fairness can increase customer satisfaction, which in turn has an impact on increasing customer loyalty to PUBG Mobile. In addition to the direct effect, this study also tests the indirect effect *to* assess the role of the mediating variable *Customer Satisfaction* in

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explaining the relationship between the independent variable and *Customer Loyalty* , which will be discussed in the next section.

Table 9. ***Indirect Effect***

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
Event Marketing -> *Customer Satisfaction* -> *Customer Loyalty*	0.103	0.104	0.030	3,391	0.001	Accepted
Game Habits -> *Customer Satisfaction* -> *Customer Loyalty*	0.190	0.191	0.040	4,727	0.000	Accepted
Perceived Price Fairness -> *Customer Satisfaction* -> *Customer Loyalty*	0.165	0.167	0.039	4,238	0.000	Accepted

Source: *Processed Researchers, 2025*

indirect effect test show that *Customer Satisfaction* is proven to significantly mediate the influence of *Event Marketing* , *Game Habits* , and *Perceived Price Fairness* on *Customer Loyalty* . This is indicated by the mediation coefficient value for the *Event Marketing* → *Customer Satisfaction* → *Customer Loyalty path* of 0.103 (t = 3.391; p = 0.001), *the Game Habits* → *Customer Satisfaction* → *Customer Loyalty path* of 0.190 (t = 4.727; p = 0.000), and the *Perceived Price Fairness* → *Customer Satisfaction* → *Customer Loyalty path* of 0.165 (t = 4.238; p = 0.000). All *t-statistic* values exceed 1.96 and *p-values* are below 0.05, thus concluding that *Customer Satisfaction* acts as a significant mediator variable in the relationship between the independent variables and *Customer Loyalty* . Thus, all hypotheses related to the indirect effect in this study are accepted.

CONCLUSION

This study aims to analyze the influence of Game Habits, Event Marketing, and Perceived Price Fairness on Customer Loyalty, with Customer Satisfaction as a mediating variable among PUBG Mobile players in Indonesia. Based on the results of structural analysis using PLS-SEM, all independent variables were proven to have a positive and significant effect on Customer Satisfaction and Customer Loyalty.

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The study's key findings indicate that Game Habits is the most dominant factor in increasing player satisfaction and loyalty, followed by Perceived Price Fairness and Event Marketing. Furthermore, Customer Satisfaction was shown to act as a significant mediator in all relationships between the independent variables and Customer Loyalty, thus confirming that player loyalty is formed through the process of evaluating the overall gaming experience.

This research makes a theoretical contribution by strengthening the customer loyalty model in the context of the mobile gaming industry, specifically by emphasizing the central role of customer satisfaction as a psychological mechanism that bridges the influence of behavioral, marketing, and price factors on loyalty. This model enriches the literature on digital marketing and consumer behavior in digital service-based products and virtual goods.

Practically, the results of this study show that the sustainability of PUBG Mobile's revenue and player base depends not only on adding new users, but more on the developer's ability to maintain the satisfaction and loyalty of existing players through forming playing habits, organizing quality events, and fair pricing policies.

Based on the results of hypothesis testing, all research hypotheses (H1–H10) were accepted. Game Habits, Event Marketing, and Perceived Price Fairness significantly influence Customer Satisfaction (H1–H3) and Customer Loyalty (H4–H6). Customer Satisfaction significantly influences Customer Loyalty (H10) and mediates all relationships between independent variables and Customer Loyalty (H7–H9).

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