

## ***ABSTRAC***

Mobile Legends, as one of the most popular mobile multiplayer online games, has become a phenomenon among mobile gamers. It boasts a large player base, and event marketing can serve as an effective tool to introduce new features, heroes, or the latest game updates to both existing and potential players. Event marketing in Mobile Legends can be utilized as a means to enhance brand awareness, especially in the competitive mobile gaming market, and it can have an impact on the decision to purchase virtual items. This research aims to investigate the influence of Event Marketing and Brand Awareness in Mobile Legends on the decision to purchase in-game skins. The study employs an explanatory research design with a quantitative approach.

Based on hypothesis testing, event marketing significantly and positively influences purchasing decisions, as does brand awareness in the context of virtual item purchases in Mobile Legends. Regression analysis results indicate that event marketing and brand awareness collectively have a significant impact on the decision to purchase virtual items in the game Mobile Legends in the city of Bandung.

***Keywords:*** *Event Marketing, Brand Awareness, Purchase Decision, Virtual Items, Mobile Legends.*