ABSTRACT

Review content is a form of content that conducts product reviews, by providing reviews or reviews. Especially prada game review content in Indonesia, there have been many accounts that discuss virtual skin review content. One of them is the mobile legends game review content. With this content, you can find out various information, such as knowing the price and how to buy virtual skins via YouTuber, and how to use hero skins, skill recall effects, elimination effects, character skin effects, and many others. Especially through YouTube, one of the platforms most often used by YouTubers. The aim of this research is to find out how much influence review content on YouTube accounts that viewers often watch has on decision making in choosing character skins. This research uses explanatory quantitative methods. The sampling technique in this research uses non-probability, namely quota sampling with a sample of 100 respondents distributed through a questionnaire. The results of the correlation coefficient test found a strong, significant and unidirectional relationship with the calculated t value which had a significant influence of 0.758 > t table 1.660. The conclusion of this research is that there is an influence of Mobile Legends virtual skin review content on YouTube on decision making in choosing skin characters in the gaming community in Bandung City. Through a determination coefficient test of 5.7% of decision making and the rest is influenced by other factors outside of other studies.

Keywords: *Review content, Mobile Legends skins, Youtube, decision making.*