

ABSTRACT

The lottery system in Mobile Legends has become a popular monetisation strategy but has been controversial due to its speculative and non-transparent nature. This phenomenon raises the question of what psychological factors drive players to repurchase skins through a lottery system. This research is important as gacha systems continue to grow amidst a lack of academic understanding of digital consumer behaviour in the context of virtual goods. Using a quantitative approach, this study used a survey method of 240 Mobile Legends players who had participated in a lottery system, analysed using multiple linear regression. The three independent variables tested were trust, satisfaction and value received on the dependent variable of repeat purchase intention. The results show that trust and satisfaction have a partially significant positive effect on repeat purchase intention, while value received has no significant effect. Simultaneously, the three variables have a significant effect on repeat purchase intentions with an R^2 value of 44.3%. This finding indicates that trust and positive user experience are more decisive than perceived value of benefits in repurchase decisions. This research provides a practical contribution for game developers to improve satisfaction and transparency of the sweepstakes system to encourage user loyalty.

Keywords: Trust, Satisfaction, Perceived Value, Repeat Purchase Intention, Gacha