

Analysis Influence Dynamics Request to Sustainability Mobile Legends Jockey Business in the E-sports Industry

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Abstract

Study This aiming For analyze potential business jockey *Mobile Legends* as sector sustainable business in esports industry , with focus on dynamics request service said . Along with increasing popularity *Mobile Legends* among players and development esports ecosystem , services jockey has be one of a business that is of interest to players who want to climb the ranks in a way fast . This study use approach quantitative through survey questionnaire For identify factors that influence request to service jockey , including level competition in games , price services , and engagement player in the game. Research results show that request to service jockey driven by the height competition at a higher level of play height and needs player For increase ranking they with fast . Findings This indicates that business jockey own potential For develop become sector sustainable business in esports industry , during e-sports trends and competitions in *Mobile Legends* Keep going increased . Research This give contribution to literature about market dynamics in esports industry and potential business new emerging in competitive gaming ecosystem .

Keywords : *Mobile Legends* , jockey , esports, business sustainable , dynamic request , rating

BACKGROUND

1.1 Background

Online games are type video games that use internet network for connect players in various location in real-time. In the academic world , online games are often identified as games involving Lots player in a way simultaneous in one server or platform , often in form multiplayer games like *Massively Multiplayer Online Role-Playing Games* (MMORPG). This game allow interaction , collaboration , to competition between players in the virtual world.

Mobile Legends: Bang Bang (MLBB) is a *multiplayer online battle arena* (MOBA) game developed by Moonton and released in 2016 for Android and iOS platforms. In the game This , two teams each consisting of of five players fight For reach and destroy headquarters enemy , while maintain headquarters they myself . Every player control characters called " heroes" with ability unique , and battle happened in three paths (top, middle, and bottom) that connect headquarters second Team. Mobile Legends is one of the best-selling games all the time because a number of reason main based on research . First , the game it's very easy accessed Because available on mobile platforms, making it popular among smartphone users . In addition , this game using a freemium model, which allows user For play for free but offer purchase in application For cosmetics or additional items , which improve income company . Mobile Legends also has Exciting multiplayer online battle arena (MOBA) features Lots player from various circles . This feature allow player For play in team , compete globally , and feel experience exciting competitive . Availability e-sports tournaments also increase its popularity , with a growing community rapidly in Southeast Asia in particular

The history of Mobile Legends begins when this game developed by Moonton , a company origin China , and released first time in 2016. Mobile Legends was designed as a *Multiplayer Online Battle Arena* (MOBA) game for device mobile , a genre that is popular among strategy game fans . With adapt a number of element from big MOBA game like *League of Legends* and *Dota 2* , Mobile Legends succeeded integrate more control simple and friendly For device screen touch , so that making it very popular among user mobile phone smart . In time short , this game succeed interesting attention big because of its competitive and collaborative gameplay , where

two teams consists of of five players fight For destroy the enemy base . Its popularity is also supported by a system that allows game cross platform with latency low , making it a perfect fit For players in various countries, especially in Southeast Asia. One of factor main Mobile Legends success is Moonton's strategy in build strong eSports community , hosting tournament big like *Mobile Legends: Bang Bang Southeast Asia Cup (MSC)* and *Mobile Legends Professional League (MPL)*. Tournaments This increase involvement players and power pull This game is competitive , making it become one of the most successful games in the world.

The rank jockey is services offered by players professional For raise ranking other players in the game. This is often seen as part from a growing e-sports ecosystem Because Lots players who want increase ranking they with fast , good For improve social status in the community or For open more Lots feature in the game. A studies show that The increasing popularity of Mobile Legends increase during The COVID-19 pandemic has had an impact on increasing request service jockey . The players often feel frustration when lost in match or face player with more skills high , so that they use service jockey For increase ranking they with more fast and easy. In addition that , the existence element competitive in games like Mobile Legends is interesting Lots player For Keep going try reach higher ranking high , which in the end open opportunity for business rank jockey . Existence business This utilise motivation player For Keep going play , even though service This often considered No fair by the community gaming. In overall , services rank jockey in Mobile Legends is one of the sector growing business in gaming ecosystem , driven by motivation player For speed up progress they in game.

Conclusion from study I about service business Mobile Legends jockey is based on interest deep towards the world of e-sports and its relationship with sector business that continues developing . E-sports has become global phenomenon with ecosystem increasingly competitive strong , no only interesting interest of the players , but also open various opportunity business new . One of the growing sector significant is service jockey , where the player professional offer service For help other players improve ranking they in game. Phenomenon This show strong relationship between interest individual to game competitive and opportunities business that is growing around industry This .

Study This aiming For understand more in How business Mobile Legends jockeys operate , factors that influence request to service this , and how motivation player in increasing their status

in the virtual world correlates with market dynamics . Focus I is For explore How digital economy , in particular in gaming and e-sports, creating business models new unique and potential become a promising business field in the future . With so , research This No only will to reveal aspect technical and social from service jockey , but also its impact to e-sports industry in general overall .

1.2 Formulation problem

Based on description of the background back , then can found formulation problem in study This is as following :

1. Whether potential business Mobile Legends jockey as sector sustainable efforts in the e-sports industry ?
2. How dynamics request to service Mobile Legends jockey among player ?

1.3 Research Objectives

Research purposes This is For explore potential business Mobile Legends jockey as sector sustainable business in e-sports industry and analyze dynamics request to service jockey among Players . Research This aiming For identify factors that influence decision player For use service jockey , including motivation , perception about profit competitive , and impact to experience play . In addition , research this will also researching sustainability of business models jockey in the middle development fast growing gaming industry as well as response from developers and community to practice this . With approach qualitative and quantitative research This expected can give outlook deep about connection between request service jockeys and the growth of e-sports, as well the implications for perpetrator industry .

1.4 Benefits of Research

Benefits of research This is For give more insight deep about potential business Mobile Legends jockey as sector sustainable business in e-sports industry , as well as understand dynamics request to service this is among players . First , the results study can help game developers and stakeholders interest For understand motivating factors player use service jockey , so that they can develop a more comprehensive strategy Good in respond market needs and maintaining integrity competition in the game. With Thus , research This No only will give benefit for the gaming industry , but also for community player in increase awareness will practice jockey and its

implications to experience play , and give guide for the perpetrators business in developing innovative and sustainable business models in the world of e-sports.

THEORETICAL BASIS

2.1 Theoretical Study

1. Mobile Legends

Game *Mobile Legends* is example from online games that utilize smartphone technology , which has revolutionize how people interact and socialize in context digital entertainment . With features that enable communication between Players , *Mobile Legends* No only become means game but also virtual social media that strengthens interaction between player (Mawalia , 2020).

Theory of determinism technology is also relevant in context this , where technology No only functioning as tools , but also form behavior and interaction social (Saefullah , 2007). In this case this , *Mobile Legends* create virtual space where players can to form their digital identity and interact with other players without limitation geographically . In addition , the game this also creates community where players can share experience and strategy, increasing the sense of togetherness among they (Achmad, 2020).

2. e-sports industry

Mobile Legends: Bang Bang (MLBB) is one of the most successful games in the MOBA (Multiplayer Online Battle Arena) category released by Moonton in 2016. In 2016, short , this game succeed interesting global attention and become phenomenon in many countries, especially in Southeast Asia. MLBB has to form a strong e-sports ecosystem , with tournaments big such as the exciting Mobile Legends Professional League (MPL) and M-Series World Championships millions audience . Since the M1 World Championship in 2019 , MLBB's popularity in the world of e-sports has continued to grow. increased , driven by support extensive community and innovation interesting content .

One of factors that contribute to the success of MLBB are his ability For create experience easy play accessed However still challenging , enabling player from various background behind For compete at a high level . This game also presents characters inspired by culture local , which is increasingly strengthen connection between players and games.

3. Mobile Legend Jockey Business

Business Mobile Legends jockey , also known as as boosting service , is a form business that utilizes popularity Mobile Legends: Bang Bang (MLBB) game among gamers. This service provide service for players who want increase ranking or their rank in game without must through the process of playing in a way directly . In the context of Here , " jockey " refers to an individual or the team that will play account other players for reach desired rating . Research show that phenomenon This develop along with increasing interest towards e-sports and online competitions , where high rankings become symbol prestige and ability in games .

Service Mobile Legends jockey is not only about increase rating , but it also works as method For fulfil expectation social and pressure from gamer community . Business This can categorized in industry digital services , where services given through online platforms and can accessed by players from various circles . This is create potential and sustainable markets , especially in areas with large gamer population . According to study , existence service This show How business can adapt with the growing gaming trend and accommodating need users who want to more fast reach objective in games .

4. Sustainability in Business

Sustainability in business refers to the ability company For operate in a way efficient in term long without damage environment or sacrifice welfare social . Concept This covers management source wise power , bear it answer social company (CSR), and creation mark for all stakeholders interests . In the context of Here , CSR works as tool For integrate consideration social and environmental to in business strategy company . Research show that a committed company to sustainability No only create reputation positive in the eyes public , but also achieve superiority competitive through savings costs and improvements loyalty customer .

Business Mobile Legends jockey can implement various practice sustainable , such as utilise source efficient power , reducing footsteps carbon , and participate in the responsibility program answer social . This includes give support to community local , educational user about importance fair play , and ensure that all activity business run with transparency . With Thus , business This No only focused on profitability , but also on impact social and environmental .

In general economy , sustainability in the e-sports industry including challenge in find a stable and profitable business model . This is important for companies that want to still relevant and competitive in the midst of change fast in technology and preferences users . For example , business Mobile Legends jockey must consider How guard consistent income and reduce risk market uncertainty , considering request that can be changed along time .

In terms of social , sustainability covers aspect player mental health and inclusivity . Many players e-sports professionals face burn-out problem or mental fatigue due to intensity competition and a busy schedule . Therefore that , sustainability in e-sports also emphasizes importance create supportive environment welfare player , good in a way physique both mentally and physically. While in context sustainability environment , e-sports more focus on impact digitalization and how manage source Power technology in a way effective without damage digital ecosystem or increase footsteps carbon from infrastructure used in tournament big . With consider all factor this , business Mobile Legends jockey can play a role as part from sustainable e-sports industry , provided that they capable balancing between growth economy , welfare players , and adaptations friendly technology environment .

5. Dynamics Request

Dynamics request in economy refers to changes request goods or services that are influenced by various factors , such as preference consumer , income , price goods related , and factors external others . In the context of service jockey *Mobile Legends* , dynamics demand is also influenced by the e-sports trend , the increase level competition between players , and improvements popularity game . High demand to service This show that There is a number of big players who want increase ranking they with method fast , which is direct create opportunity significant business .

2.2. Hypothesis Study

Hypothesis in study This that is :

H1 : Request to service jockey *Mobile Legends* increase along with height level competition in the game.

H2 : Players *Mobile Legends* with level involvement tall more tend use service jockey For increase ranking they .

H3 : Service price jockey own influence significant to decision player in use service the .

H4 : Players who want to speed up increase ranking more potential use service jockey compared to player casual .

H5 : Services jockey *Mobile Legends* more Lots in demand in areas with growing e-sports community rapidly .

H6 : Customers service jockey tend own income more tall compared to with non-subscriber players .

H7 : Increasingly tall the popularity of e-sports in a region, the more big request to service jockey .

2.3 Connective Theory

1. Connection between request to service Mobile legend jockey with height level competition in the game.

The height level competition in *Mobile Legends* in a way direct influence improvement request to service jockey . In the game this , player compete For reach higher ranking tall use get awards , recognition in the community , and access to more features exclusive . Intense competition especially occurs at the highest level , where it is increasingly Lots player feel difficult For achieve their targets Alone without help external . In the situation this , service jockey offer solution for players who want increase ranking they with more fast . Factors like limitations time , skill , and frustration consequence lost repeatedly push request to service this . As response to competition tight , the player who

has Power buy will tend use jockey For get more results fast , avoid grind load or training long .

Study on economy request show that when There is improvement pressure competitive , service that can speed up or make it easier achievement objective will experience surge request,On basically , business jockey act as *market-driven service* that responds need consumer in the game is getting more and more competitive , where the results fast is much appreciated .

2. Connection involvement mobile legends players with trend use service jockey For increase ranking they .

Involvement player *Mobile Legends* relate close with trend use service jockey For increase ranking . Players who have level involvement tall usually more competitive and tend to more often play For achieve higher ranking targets high . Level of involvement This covers time spent play , number matches participated in , and participation in e-sports community .

High involvement often results in pressure For keep climbing the rankings use obtain status or confession between other players . Players with involvement tall Possible feel more motivated For use service jockey Because they want to avoid time required for the process of increasing slow ranking . Additionally , with the more the difficulty reach ranking high in the game, players tend look for road shortcut through service jockey For get results more fast .

3. Connection price service jockey to interest to decision use service the .

Service price jockey *Mobile Legends* play role important in influence decision player For use service said . The relationship between price and interest to decision use service This can explained through theory request price-elastic , which states that the more tall price a services , increasingly low interest consumers , especially If service the considered substitutive or No essential .

In context service jockey , the price is too high tall Possible lower interest player For use it , because they Possible more choose For play Alone or look for a better alternative affordable . On the other hand , competitive prices or discount can increase interest players , especially among those who want raise ranking with more fast without too burdensome financial they .

Other factors that influence decision is perception value . If the player feel price jockey comparable with time and effort saved , they more tend For pay service For example , players who have difficulty climbing to the ranking certain Possible willing pay higher price tall For service jockey If they feel opportunity victory they will increase in a way significant .

4. Connection potential players who use service jockey more quickly climb the ranks in the game compared to player casual .

Potential players who use service jockey to rank up in *Mobile Legends* more fast compared to player casual can explained through a number of factor key . First , service jockey allow player get access to player professionals who have skills high level , advanced strategy , and experience more Good in overcome difficulty at higher levels of the game high . Player jockey This capable play at a competitive level with more effective and efficient , so that can speed up increase ranking with more fast than player casual as possible Still Study or experience difficulty at a certain level .

Second , players who use service jockey reduce time required For pass "grinding" phase or collection points that eat time . Player casual , which is not use service jockey , must pass the whole game process yourself , which often requires time and effort more big For reach ranking high , especially If they play in a way sporadic or without an optimal strategy.

In context this , decision For use service jockey become possible solutions player For reach objective they more fast , without must face frustration or challenges that are generally experienced by the player casual . According to theory economy , things This reflect request

to services that offer savings time and improvement efficiency in reach results certain , which are direct influence success more fast compared to method conventional .

5. Relationship Between Services jockey *Mobile Legends* is more Lots in demand in areas with growing e-sports community rapidly .

Service jockey *Mobile Legends* own Power pull more large in areas with growing e-sports community rapid . One of the the reason is Because height culture competition in the community said . Players in the area This tend more focus on improvement ranking they are good For show ability they are in front other players as well For get ready face tournament . Therefore that , they more often look for solution fast , like use service jockey , to be able to move up in ranking with more efficient without need try in a way independent .

In addition , the area with active e-sports community tend more open to trend industry Supporter like service jockey . Players in the community This more easy get information about service and tends to more interested For follow the current trend thrive in the environment them . Effects network This make service jockey as solution popular among players who want compete more strict .

Another factor is increasing amount tournaments and competitive events in the region with a growing e-sports community . Players who want to follow as well as in competition This often feel need reach ranking tall with fast so you can follow competition . With Thus , the service jockey become more in demand in these areas Because help player reach objective the more fast , appropriate with need competitive community . In overall , the area with advanced e-sports community show correlation positive with height request to service jockey , because dynamics growing competitive push player For look for method fast and effective For still competitive .

6. Connection between Customer service jockey who tends to own income more tall compared to with non- subscriber players .

First , the use of service jockey need costs that are not a little , which shows that customer with income more tall more Possible use service This . They usually own Power buy more big and prioritize efficiency time . Player This choose For pay to be able to save time required to move up in rank in a way independent , because time they considered more valuable and wanted allocate it For other activities that are considered more productive or important .

Second , the players with income more tall often have higher expectations big to experience play their games . They tend look for quick results and view the game as form premium entertainment . In terms of this , service jockey give solution practical For reach ranking tall without must use up Lots time play . With Thus , they willing pay For reach achievement This more fast , because matter the can improve their status in the community *Mobile Legends* .

Third , from corner view behavior consumers , more customers capable in a way financial tend use service jockey as method For increase experience play their games . They see it as investment For get satisfactory result without involved in a time consuming process time . On the other hand , non- subscriber players , who may own limitations budget , more tend play alone and move up the ranks with business personal Because they No want to or No capable spend extra money For service kind of This .

7. Connection between The more tall the popularity of e-sports in a region, the more big request to service jockey .

The more tall the popularity of e-sports in a region, the more big demand too to service jockey . This happened Because increasing exposure towards e- sports often encourages more Lots player For compete in a way seriously . Along with development e-sports community , more Lots players who want reach ranking tall in popular games like *Mobile Legends* For follow as well as in competition or just get recognition among Friend or community they . This is create improvement request to service jockey , who offers solution fast for players who want speed up progress they are inside games . In addition , the area with strong e-sports community tend own more many events, tournaments , and activities that foster culture competitive , so that strengthen need player For look for help

external , such as jockey , for increase ability they in a way instant . Service jockey become popular among players who want compete in a way more competitive and efficient in the growing e-sports ecosystem develop .

2.4 Framework Conceptual

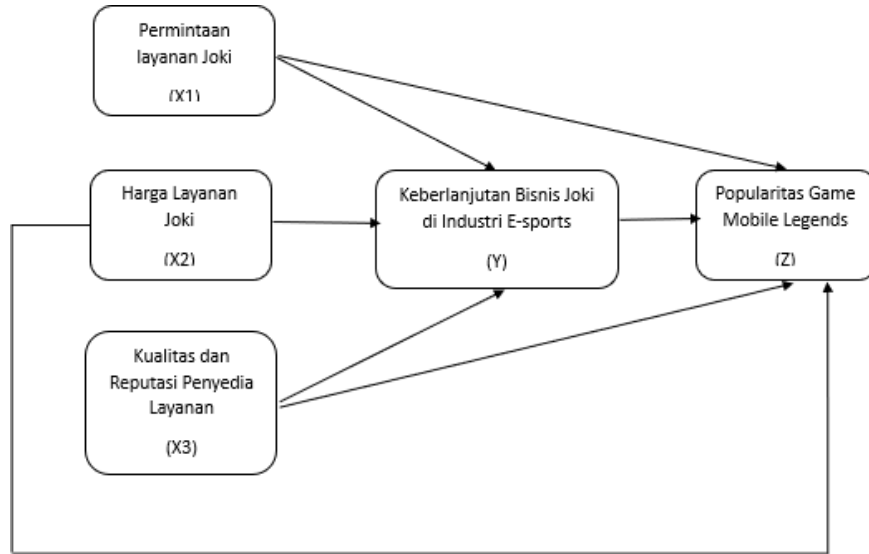


Figure 1 Framework Conceptual

RESEARCH METHODOLOGY

3.1 Research Time

Study entitled " Analysis Influence Dynamics Request to Sustainability "Mobile Legends Jockey Business in the E-sports Industry" is scheduled in progress during One month , namely from October 15 to November 15. Period This designed For allow sufficient data collection about pattern request service Mobile Legends jockey and identify contributing factors to sustainability business said . Range time One month This is also considered ideal for get consistent response from respondents in the e-sports community , as well as reduce potential fluctuation seasonal that can influence request service .

With the data collected in period this , researcher expected can analyze connection between selected factors , such as dynamics price request service , and reputation provider jockey , against sustainability sector business this is in the e-sports industry .

3.2 Research Design

Study This adopt design study quantitative with approach survey . With use method this , researcher aiming For collect relevant data from user service jockey *Mobile Legends* , use dig factors that influence decision they in choose service The questionnaire was designed use Likert scale will help measure perception Respondent to variables like price , quality services , and dynamics request .

Through quantitative data analysis , research This will identify patterns request to service jockey as well as analyze How factors the influence sustainability business jockey in e-sports industry . With method this , research aiming For give more insight clear about How market dynamics and decisions user can influence business strategies in the sector This .

3.3 Population and Sample

3.3.1 Population

According to Sugiyono (2007), as quoted in Maulana Firli et al . (2021), population refers to a group of object or the subject that has quality and characteristics certain , determined by the researcher For studied and concluded . In the research special this , the

population consists of from individuals who have ever utilizing *Mobile Legends* Jockey Services . Research This involving 100 respondents who complied criteria certain , including measure perception Respondent to variables like price , quality services , and dynamics request .

3.3.2 Sample

In the research this , method sample used is non- probability sampling with purposive sampling technique . This technique chosen For ensure that sample taken own relevant characteristics with the topic being researched , namely user service *Mobile Legends* jockey who has sufficient experience and knowledge about e - sports industry . Selected respondents is player active *Mobile Legends* which has use service jockey or own understanding about practice This .

Samples will be consists of from individuals who can give in- depth information about dynamics demand and factors influencing it decision they in use service jockey . Number sample determined based on consideration availability respondents who meet the requirements criteria the as well as For ensure results representative research . Selection sample This allow researcher For dig more views and experiences specific from users services , which will help in analysis influence dynamics request to sustainability business *Mobile Legends* jockey .

3.4 Data and Data Types

In research this , the data used consists of from primary data and secondary data . Primary data is obtained direct from Respondent through distribution designed questionnaire special For gather information related dynamics request to service jockey *Mobile Legends* and the factors that influence it decision Customers . Questionnaire the use Likert scale for measure perceptions , attitudes and experiences of players to service jockey . Secondary data in the form of information additional taken from various literature , reports industry , as well as study relevant previous with Topic business jockey in e-sports industry .

Types of data collected in study This is quantitative data , which will later will analyzed in a way statistics For see connection between variables that have been determined , such as dynamics

price request service , quality services , and sustainability business jockey . Quantitative data This allow researcher For make generalization based on findings obtained from samples studied . Research This rely on quantitative data For give better understanding clear and objective about factors that influence sustainability business jockey *Mobile Legends* in the e-sports industry .

3.5 Definitions Operational Variables Study

Variables	Reference	Indicator	Statement
Request Jockey Service (X1)	Imam Suzzai (2018)	<ul style="list-style-type: none"> • Difficulty Level and Experience Player • Accessibility and convenience service 	<ol style="list-style-type: none"> 1. I use service jockey Because height competition in <i>Mobile Legends</i> that makes I want to fast rank up 2. Service jockey is very helpful I For reach ranking more tall without use up Lots time play 3. I use service jockey Because want to get confession and status in the community <i>Mobile Legends</i> . 4. I am more choose use service jockey compared to use up long time to rank up Alone .
Service Price (X2)		<ul style="list-style-type: none"> • Community Economy 	<ol style="list-style-type: none"> 1. I am willing emit cost more For use service jockey who can help I reach ranking more fast .

			<ol style="list-style-type: none"> 2. I feel that cost service jockey comparable with benefits obtained in games . 3. Income I influence decision I For use service jockey in <i>Mobile Legends</i>
<p>Quality and Reputation Provider Service (X3)</p>		<ul style="list-style-type: none"> • Quality • Efficient 	<ol style="list-style-type: none"> 1. I am more choose provider service jockey with good reputation in the gaming community . 2. Reputation provider service jockey influence decision I For use service they . 3. I feel more safe use service jockey from providers who have review positive from other users .
<p>Sustainability Jockey Business in the E-Sports Industry (Y)</p>	<p>Moh. Yasin Al-Muhib (2024)</p>	<ul style="list-style-type: none"> • Reviews / Testimonials consumer • Purchase rate service repetitive 	<ol style="list-style-type: none"> 1. I believe that request service jockey <i>Mobile Legends</i> will Keep going There is in a number of year to front . 2. Quality provider service professional jockey

			<p>influence interest I For use it return .</p> <p>3. Experience I use service jockey make I more satisfied with progress ranking I'm in the game.</p> <p>4. Sustainability business jockey will influenced by ability provider service For offer competitive prices .</p> <p>5. Business jockey will more last long if provider can ensure security and privacy account player .</p>
Popularity (Z)		<ul style="list-style-type: none"> • Level of gamers in society 	<p>1. Improvement the popularity of e-sports in general overall potential support sustainability service jockey .</p> <p>2. Sustainability business jockey <i>Mobile Legends</i> is very dependent on how long the game is still popular .</p>

RESULTS AND DISCUSSION

4.1 Results

4.1.1 Analysis Descriptive Variables

4.1.1.1 Variables Request Jockey Services

Request service jockey be one of variable in study this is what loads four question in questionnaire as research data sources . Statistics descriptive For variable request service jockey can seen in table 4.1 below .

Table 4.1 Statistics Descriptive Variables Request Jockey Services

Item	Statement	Mean	TCR
X1.1	I use service jockey Because height competition in Mobile Legends that makes I want to fast rank up	3.71	74.28
X1.2	Service jockey is very helpful I For reach ranking more tall without use up Lots time play	3.61	72.14
X1.3	I use service jockey Because want to get recognition and status in the Mobile Legends community .	3.25	65
X1.4	I am more choose use service jockey compared to use up long time to rank up Alone .	2.97	59.46
Average		3.38	67.72

The data in table 4.1 shows variable request service jockey own average of 3.38 and TCR of 67.72. This is show that variable the classified as in category currently as well as describe existence influence variable request service jockey to popularity *game* “Mobile Legends”. Of the four items, item X1.1 received average highest . Therefore that , it happened competition in *the game* “Mobile Legends” which makes service jockey as his choice .

4.1.1.2 Jockey Service Price Variable

Service price jockey be one of variable in study this is what loads three question in questionnaire as research data sources . Statistics descriptive For variable price service jockey can seen in table 4.2 below .

Table 4.2 Statistics Descriptive Jockey Service Price Variable

Item	Statement	Mean	TCR
X2.1	I am willing emit cost more For use service jockey who can help I reach ranking more fast .	2.72	54.46
X2.2	I feel that cost service jockey comparable with benefits obtained in games .	3.47	69.46
X2.3	Income I influence decision I For use service jockey in <i>Mobile Legends</i>	3.69	73.92
Average		3.29	65.95

The data in table 4.2 shows variable price service jockey own average of 3.29 and TCR of 65.95. This is show that variable the classified as in category currently as well as describe existence influence variable price service jockey to popularity *game* “*Mobile Legends*”. Of the three items, item X2.3 received average highest . Therefore that , income from someone influence decision For use service jockey *Mobile Legends* .

4.1.1.3 Variables Quality and Reputation Provider Service

Quality and reputation provider service jockey be one of variable in study this is what loads three question in questionnaire as research data sources . Statistics descriptive For variable quality and reputation provider service jockey can seen in table 4.3 below .

Table 4.3 Statistics Descriptive Variables Quality and Reputation Provider Service

Item	Statement	Mean	TCR
X3.1	I am more choose provider service jockey with good reputation in the gaming community .	2.89	57.85

X3.2	Reputation provider service jockey influence decision I For use service they .	3.58	71.78
X3.3	I feel more safe use service jockey from providers who have review positive from other users .	3.69	73.92
Average		3.33	66.61

The data in table 4.3 shows variable quality and reputation provider service jockey own average of 3.33 and TCR of 66.61. This is show that variable the classified as in category currently as well as describe existence influence variable quality and reputation provider service jockey to popularity *game* “Mobile Legends”. Of the three items, item X3.3 received average highest . Therefore that , someone will feel safe when use service jockey *Mobile Legends* which has review positive .

4.1.1.4 Variables Sustainability Jockey Business in the *E-Sports Industry*

Sustainability business jockey in the industry *e-sport* be one of variable in study This contains five questions in questionnaire as research data sources . Statistics descriptive For variable sustainability business jockey in the industry *e-sport* can seen in table 4.4 below .

Table 4.4 Statistics Descriptive Variables Sustainability Jockey Business in the *E-Sports Industry*

Item	Statement	Mean	TCR
Y.1	I believe that request service jockey <i>Mobile Legends</i> will Keep going There is in a number of year to front .	3.14	62.85
Y.2	Quality provider service professional jockey influence interest I For use it return .	3.26	65.35
Y.3	Experience I use service jockey make I more satisfied with progress ranking I'm in the game.	3.15	63.03
Y.4	Sustainability business jockey will influenced by ability provider service For offer competitive prices .	3.78	75.71

Y.5	Business jockey will more last long if provider can ensure security and privacy account player .	4.21	84.11
Average		3.51	70.21

The data in table 4.4 shows variable sustainability business jockey in the industry *e-sport* own average of 3.51 and TCR of 70.21. This is show that variable the classified as in category reasonable tall as well as describe existence influence variable sustainability business jockey in the industry *e-sport* to popularity *game* “Mobile Legends”. Of the five items, item Y.5 received average highest . Therefore that , service jockey *Mobile Legends* which has guarantee security related privacy user will can long- lasting .

4.1.1.5 Variables Game Popularity

The popularity of the game is one of the variable in study This contains two questions in questionnaire as research data sources . Statistics descriptive For variable game popularity can seen in table 4.5 below .

Table 4.5 Statistics Descriptive Variables Game Popularity

Item	Statement	Mean	TCR
Z.1	Improvement the popularity of e-sports in general overall potential support sustainability service jockey .	2.72	54.46
Z.2	Sustainability business jockey <i>Mobile Legends</i> is very dependent on how long the game is still popular .	3.21	64.11
Average		2.96	59.28

The data in table 4.5 shows variable the popularity of the game has average of 2.96 and TCR of 59.28. This is show that variable the classified as in category currently as well as describe existence popularity of the game against service jockey *game* “Mobile Legends”. Of the two items, item Z.2 obtained average highest . Therefore that , sustainability business jockey depends how long is the game can endure .

4.1.2 Data Analysis

4.1.2.1 Outer Model

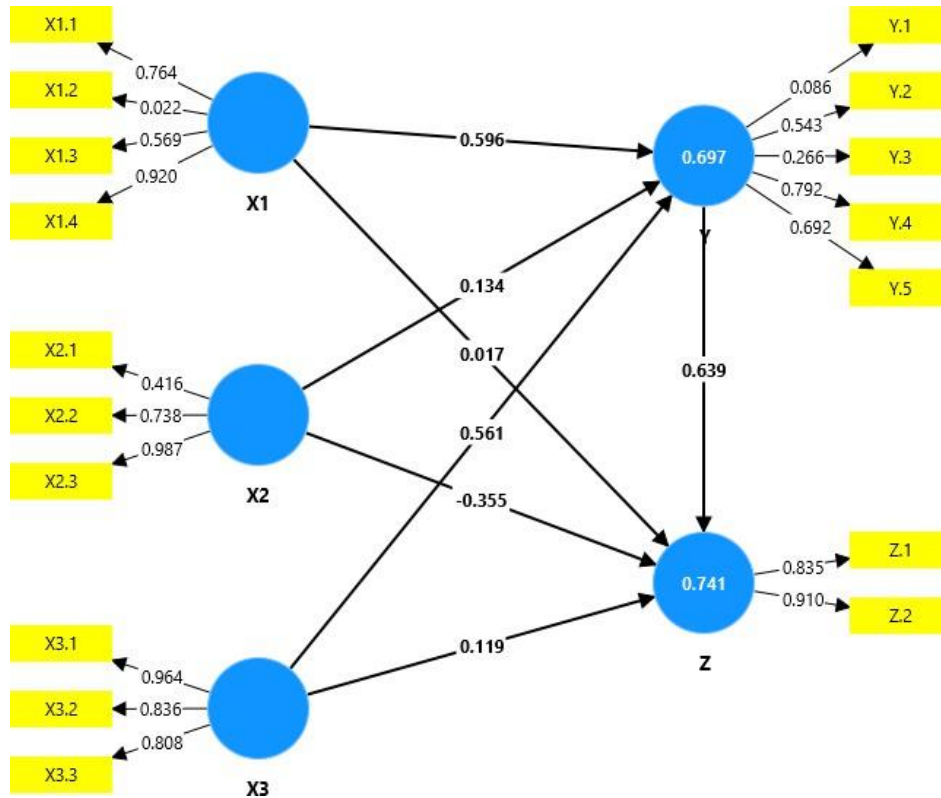


Figure 4.1 Analysis Path Model using SmartPLS

4.1.2.2 Validity Convergent

Outer Loadings is a table containing *loading factors* to display a comparison of cause and effect between indicators and latent variables. The *loading factor number* must exceed 0.7 so that it can be concluded that the convergent value is good.

Table 4.6 *Outer Loading*

	X1	X2	X3	Y	Z
X1.1	0.764				
X1.2	0.022				
X1.3	0.569				
X1.4	0.920				
X2.1		0.416			

X2.2		0.738			
X2.3		0.987			
X3.1			0.964		
X3.2			0.836		
X3.3			0.808		
Y.1				0.086	
Y.2				0.543	
Y.3				0.266	
Y.4				0.792	
Y.5				0.692	
Z.1					0.835
Z.2					0.910

Based on table 4.6 above , can concluded that variable request service jockey (X1) has 2 statements high /valid, variable price service jockey (X2) has 2 statements high /valid, variable quality and reputation provider service jockey (X3) has 3 statements high /valid, variable sustainability business jockey in the industry *e-sport* (Y) has 2 statements high /valid, and variable game popularity (Z) has 2 statements high /valid.

4.1.2.3 *Construct Reliability and Validity*

Table 4.7 *Construct Reliability and Validity*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1	0.646	0.608	0.697	0.438
X2	0.690	2,791	0.778	0.564
X3	0.867	1,540	0.904	0.760
Y	0.350	0.411	0.617	0.296
Z	0.694	0.733	0.865	0.763

a. Cronbach's Alpha

Variables it is said reliable or fulfil condition if mark *Cronbach's alpha* more from 0.7. Based on the data in table 4.7 above can concluded that only variable quality and reputation provider service reliable jockey (X3) .

b. Composite Reliability

Validity composite is a reliability test indicators on variables . Variables that can fulfil composite is If variable own mark composite more from 0.6. Based on the data in table 4.7 above can known that variable request service jockey (X1), price service jockey (X2), quality and reputation provider service jockey (X3), and game popularity (Z) have fulfil *composite reliability* .

c. Average Variance Extracted (AVE)

Apart from using mark *cross-loading* , validity discriminant can also determined with use another method is *Average Variant Extracted* (AVE) whose value is must more from 0.5 to get a good model . If the AVE value is more big from 0.5 then indicators in the developed model truly measure targeted latent constructs . Based on the data in table 4.7 above show that variable price service jockey (X2), quality and reputation provider service jockey (X3), and game popularity (Z) have good validity .

4.1.2.4 Validity Discriminant (*Fornell-Larcker Creterion*)

Discriminant validity is the level of difference of an indicator point marker in measuring the instrument construct. *Discriminant validity* is tested by trying to check *cross loading* where the indicator correlation coefficient is related to the association construct (*loading*) compared to other constructs (*cross loading*).

Table 4.8 Formell - Larcker Creterion

	X1	X2	X3	Y	Z
X1	0.662				
X2	-0.203	0.751			
X3	0.121	-0.266	0.872		
Y	0.637	-0.136	0.598	0.544	
Z	0.511	-0.477	0.598	0.769	0.873

4.1.2.5 Goodness of Fit

Based on data processing carried out using Smart PLS 4. The R-Square results are as follows:

Table 4.9 *R-Square*

	R-Square	R-Square adjusted
Y	0.697	0.689
Z	0.741	0.731

Based on the data in table 4.9 above, it can be seen that the *R-Square value* for the variables sustainability business jockey in the industry *e-sport* (Y) of 0.697 . Obtaining this value explains that simultaneously the percentage of influence of the variables request service jockey (X1), price service jockey (X2), and quality and reputation provider service jockey (X3) on the variable sustainability business jockey in the industry *e-sport* (Y) of 69.7 % and the remaining 30.3 % is influenced by other variables. Then , the *R-Square* value for the game popularity variable (Z) is 0.741. This value explains that simultaneously the percentage of influence variable request service jockey (X1), price service jockey (X2), and quality and reputation provider service jockey (X3) on the game popularity variable (Z) by 74.1 % and the remaining 25.9 % is influenced by other variables.

4.1.2.6 Testing Hypothesis

Table 4.10 *Hypothesis Testing Based on t Statistics*

<i>Hypothesis</i>	<i>Influence</i>	<i>T statistics</i> (O/STDEV)	<i>P values</i>	<i>Results</i>
H1	X1 →Y	8,195	0,000	<i>Accept</i>
H2	X2 →Y	1,042	0.297	<i>Reject</i>
H3	X3 →Y	4,858	0,000	<i>Accept</i>
H4	X1 →Z	0.073	0.942	<i>Reject</i>

H5	X2 →Z	1,042	0.297	<i>Reject</i>
H6	X3 →Z	0.841	0.401	<i>Reject</i>
H7	Y →Z	2,978	0.003	<i>Accept</i>
H8	X1 →Y →Z	2,659	0.008	<i>Accept</i>
H9	X2 →Y →Z	0.931	0.352	<i>Reject</i>
H10	X2 →Y →Z	3,636	0,000	<i>Accept</i>

Based on the data in table 4.10 above, it can be seen that there are 10 hypotheses analyzed. H1, H3 , H7, H8 , and H10 are accepted because they have P-Values of less than from , 05. Meanwhile, H2, H4 , H5 , H6 and H9 are not accepted because they have higher P-Values. from 0.05 . Therefore , it can be concluded that some of the independent variables have a significant influence on the dependent variable.

4.2 Discussion

4.2.1 Relationships Request Jockey Services As Variable X1 Against Sustainability Jockey Business in the E-Sports Industry As Variable Y

The first test was conducted to assess the effect of demand service jockey for sustainability business jockey in the industry *e-sports* . The results of the study show that the demand variable service jockeys have a significant influence on sustainability business jockey in the industry *e-sports* , because it produces a *p-value* of 0.000 which is smaller than the significance level of 0.05 . Therefore That , request service jockeys influence sustainability business jockey in the industry *e-sports* . Apart from that, it also has a positive slope because the T-Statistic value is greater . from 1,96 .

4.2.2 Relationship between Jockey Service Prices as Variable X2 Against Sustainability Jockey Business in the E-Sports Industry As Variable Y

second test was conducted to assess the effect of price service jockey for sustainability business jockey in the industry *e-sports* . The results of the study show that the price variable service jockey

No have a significant influence on sustainability business jockey in the industry *e-sports* , because it produces a *p-value* of 0.297 which is greater than the significance level of 0.05 . Therefore That , price service jockey No impact on sustainability business jockey in the industry *e-sports* . Apart from that, it also has a negative slope because the T-Statistic value is less from 1 , 96

4.2.3 Relationships Quality and Reputation Provider Jockey Services As Variable X3 Against Sustainability Jockey Business in the E-Sports Industry As Variable Y

third test was conducted to assess the influence of quality and reputation. provider service jockey for sustainability business jockey in the industry *e-sports* . The results of the study show that the variables of quality and reputation provider service jockeys have a significant influence on sustainability business jockey in the industry *e-sports* , because it produces a *p-value* of 0.000 which is smaller than the significance level of 0.05 . Therefore That , quality and reputation provider service jockeys influence sustainability business jockey in the industry *e-sports* . Apart from that, it also has a positive slope because the T-Statistic value is greater . from 1,96 .

4.2.4 Relationships Request Jockey Services As Variable X1 Against Popularity of Mobile Legends Game As Variable Z

fourth test was conducted to assess the effect of demand service jockey on the popularity of the mobile legends game . The results of the study showed that the demand variable service jockey No has a significant influence on the popularity of the mobile legends game , because it produces a *p-value* of 0.942 which is greater than the significance level of 0.05 . Therefore That , request service jockey No influence the popularity of the mobile legends game. Apart from that, it also has a negative slope because the T-Statistic value is less from 1 , 96 .

4.2.5 Relationship of Jockey Service Prices as Variable X2 Against Popularity of Mobile Legends Game As Variable Z

fifth test was conducted to assess the effect of price service jockey on the popularity of the mobile legends game . The results of the study showed that the demand variable service jockey No has a significant influence on the popularity of the mobile legends game , because it produces a *p-value* of 0.297 which is greater than the significance level of 0.05 . Therefore That , price service jockey No influence the popularity of the mobile legends game. Apart from that, it also has a negative slope because the T-Statistic value is less from 1 , 96 .

4.2.6 Relationships Quality and Reputation Provider Jockey Services As Variable X3 Against Popularity of Mobile Legends Game As Variable Z

sixth test was conducted to assess the influence of quality and reputation. provider service jockey on the popularity of the mobile legends game . The results of the study showed that the variables of quality and reputation provider service jockey No has a significant influence on the popularity of the mobile legends game , because it produces a *p-value* of 0.401 which is greater than the significance level of 0.05 . Therefore That , price service jockey No influence the popularity of the mobile legends game. Apart from that, it also has a negative slope because the T-Statistic value is less from 1 , 96 .

4.2.7 Relationships Sustainability Jockey Business in the E-Sports Industry As Variable Y Against Popularity of Mobile Legends Game As Variable Z

seventh test was conducted to assess the impact of sustainability business jockey in the industry *e-sports* on the popularity of the mobile legends game . The results of the study show that the sustainability business jockey in the industry *e-sports* has a significant influence on the popularity of the mobile legends game , because it produces a *p-value* of 0.003 which is smaller than the significance level of 0.05 . Therefore That , sustainability business jockey in the industry *e-sports* influence the popularity of the mobile legends game. Apart from that, it also has a positive slope because the T-Statistic value is greater . from 1,96 .

4.2.8 Relationship Between Demand Jockey Services As Variable X1 and Popularity of Mobile Legends Game As Variable Z Can Influenced By Sustainability Jockey Business in the E-Sports Industry As Variable Y

eighth test was conducted to assess the effect of demand service jockey for the popularity of the mobile legends game through sustainability business jockey in the industry *e-sports* . The results of the study show that demand service jockeys have a significant influence on the popularity of the mobile legends game through sustainability business jockey in the industry *e-sports* , because it produces a *p-value* of 0.008 which is smaller than the significance level of 0.05 . Therefore That , request service jockeys have an influence on the popularity of the mobile legends game through sustainability business jockey in the industry *e-sports* . Apart from that, it also has a positive slope because the T-Statistic value is greater . from 1,96 .

4.2.9 Relationship Between Jockey Service Prices As Variable X2 and Popularity of Mobile Legends Game As Variable Z Can Influenced By Sustainability Jockey Business in the E-Sports Industry As Variable Y

ninth test was conducted to assess the effect of price service jockey for the popularity of the mobile legends game through sustainability business jockey in the industry *e-sports* . The results of the study show that the price service jockey No has a significant influence on the popularity of the mobile legends game through sustainability business jockey in the industry *e-sports* , because it produces a *p-value* of 0.352 which is greater than the significance level of 0.05 . Therefore That , price service jockey No has an impact on the popularity of the mobile legends game through sustainability business jockey in the industry *e-sports* . Apart from that, it also has a negative slope because the T-Statistic value is less . from 1,96 .

4.2.10 Relationship Between Quality and Reputation Provider Jockey Services As Variable X3 and Popularity of Mobile Legends Game As Variable Z Can Influenced By Sustainability Jockey Business in the E-Sports Industry As Variable Y

tenth test was conducted to assess the influence of quality and reputation provider service jockey for the popularity of the mobile legends game through sustainability business jockey in the industry *e-sports* . The results of the study show that the quality and reputation provider service jockeys have a significant influence on the popularity of the mobile legends game through sustainability business jockey in the industry *e - sports* , because it produces a *p -value* of 0.000 which is smaller than the significance level of 0.05 . Therefore That , quality and reputation provider service jockeys have an influence on the popularity of the mobile legends game through sustainability business jockey in the industry *e-sports* . Apart from that, it also has a positive slope because the T-Statistic value is greater . from 1,96 .

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Study This to study influence dynamics request to sustainability business jockey *Mobile Legends* in the e-sports industry . Research results show that request service jockey own influence significant to sustainability business jockey . Request This driven by need user For compete in game , achieve ranking tall with fast , and get recognition in the community *Mobile Legends* . However , the request the No in a way direct influence popularity of the game. While that , variable price service jockey No show significant influence to sustainability business and also popularity of the game. Although cost can influence decision part user , factor price is not determinant main sustainability business .

On the contrary , quality and reputation provider service jockey play role important in sustainability business . Users tend more choose providers who have reputation good and reviews positive Because factor This increase the sense of security and trust . Quality and reputation this also contributes in a way No direct to game popularity through sustainability business jockey . In addition , the sustainability business jockey is very much influenced by ability provider service For offer competitive prices , maintaining security , as well as protect privacy account user . Guarantee security and privacy This become element important For guard trust users and continuity business in term long .

Popularity of *Mobile Legends* game become factor important to support sustainability business jockey . Sustainability business jockey influence the popularity of the game, especially as long as the game remains relevant and popular in the e-sports community . Although variable like demand , price and quality service jockey No influence popularity of the game in general directly , they give impact through sustainability business jockey . With Thus , sustainability service jockey play a role important in support *Mobile Legends* game ecosystem , where providers capable service guard quality , reputation , security and relevance his business own opportunity more big For endure in competitive e-sports industry .

5.2 Suggestions

Based on results study this , there is some suggestions that can given For guard sustainability business jockey *Mobile Legends* in the e-sports industry . First , the provider service

jockey need Keep going increase quality service they , including ensure speed and accuracy in help user achieve their targets . In addition , building good reputation through transparency , professional service , and obtaining review positive from Customers are very important For maintain trust User . Provider service is also recommended For prioritize security and privacy account users , remembering matter This become factor main in sustainability business . With ensure user data security , provider can build loyalty more customers strong .

Next , the provider service jockey is also needed do innovation to stay relevant in the middle dynamics fast growing gaming industry change . Innovation This can covers development service new , like game strategy consultation , package subscriber with competitive prices , or

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