

**PLAYERS' SATISFACTION AS THE FACTOR OF ONLINE GAME MARKETING
SUCCESS**

(Case Study on PUBG and Mobile Legend Players)

Muhammad Dimas Saputro¹ and Ahmad Ikhwan Setiawan²

¹Master of Management of Universitas Sebelas Maret, Surakarta

²Lecturer of Faculty of Economy and Business of Universitas Sebelas Maret, Surakarta

ABSTRACT

This research aims to find out and analyze graphic qualities, players' involvement, characters attractiveness, plots, access speeds, and cheater handlings towards players' satisfaction. This research is a descriptive quantitative research. There were 225 respondents. The data were collected using questionnaires in order to get the responds toward players' satisfaction from playing online game.

The results show that there are positive and significant effects among graphic qualities, players' involvement, characters' attractiveness, plots, access speed, and cheater handling towards game online players' satisfactions partially and simultaneously.

KEYWORDS: satisfaction, gamers, online game.

INTRODUCTION

Online game is widely known as a game where players need internet connections to play with. Online game is very influential towards human brain which is absorbed by seeing and listening (Im Hong, et., al., 2016). In Indonesia, online game developed in the mid 90's. One of the most favorite games is Ragnarok. According to Juho, et. al., players can create characters based on their will. Moreover, players' characteristics sometimes could resonate through the characters they made. (Juho, et., al., 2015).

The development of internet is in line with the development of online game. It is proven by the emergence of various online game such as Counter Straight, Point Blank, Three Kingdom Online, PUBG and Mobile Legend (Juho, et., al., 2015). The opportunity to meet other players is one of the allure of online game.

The users of online game are not only kids but also from teenagers. By playing online game, they do not only seek for winner but also to make friends. (Searle, et., al., 2008). The behavior of playing online game starts from playing online game in a group of people or players being asked by their peers to play together in a game center (Jurate and Agne, 2015). That behavior causes teenagers being attracted to enjoy different atmospheres and challenges from offline game which is

monotonous into more interactive and interesting game to play continuously. (Zhengchuan, et., al., 2012).

A finding shows that major activity of the society through smartphones is playing game (25%). In average, they play online mobile game around 53 minutes. The other findings are (17%) smartphones users use their smartphones for surfing in social media; video streaming (12%), browsing (10%), and online shopping (7%) (<https://www.tek.id/insight/jumlah-gamer>, retrieved in 1st August 2019, at 02.13). It is interesting that online game is also popular among girls. Pokkt research with Decision Lab show that basically online game players in Indonesia are 49% male and 51% female. It means mobile game popularity is also known by female also (<https://www.tek.id/insight/jumlah-gamer>, retrieved in 1st August 2019, at 02.13).



Figure I. 1. Smartphone users' activity in Indonesia

Based on the age, online game players in Indonesia do not only come from youngsters only. The results show that a quarter of total online game players aged between 16-24 years old and 25-34 years old (27%). The other 24% aged between 35-44 years old. Smartphone users aged between 45-54 years old contribute 17% from all online game players in Indonesia. The other interesting fact is that there is 5% smartphone users are under ten years old who play online mobile game. Those findings show that mobile game becomes a source of advertising placement because it reaches users from all age. (<https://www.tek.id/insight/jumlah-gamer>, retrieved in 1st August 2019, at 02.13).

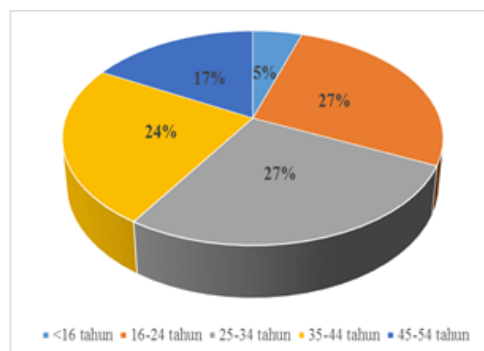


Figure II. 2. Range of age of smartphones users who play online mobile game

On the other hand, players' satisfaction is supported by a better server form online game provider. A good server is very necessary for most online mobile game players (Ching, 2010). Although the internet connection is quite fast, when the server down it will be a problem and become disturbance while playing online game.

This research combines some previous researches conducted by Yavas, et al (2008), Li, et al (2013), Qureshi and Sajjad (2015), Jochen, et al (2017), Moon and Hur (2011), and Karatepe (2013), using variable includes graphic qualities, players' involvements, characters' attractiveness, plots, access speed, cheater handling, and online game players' satisfaction. There are only view researchers who take game online, specifically PUBG and Mobile Legend as topic of discussion. From the above explanation, researcher took a research entitled "*Players' Satisfaction as The Factor of Online Game Marketing Success (Case Study on PUBG and Mobile Legend Players)*".

The purpose and research problem of the research are to find out and analyze the relation among graphic qualities, players' involvement, characteristic attractiveness, plots, access speed, and cheater handling towards online game players' satisfaction.

LITERATURE REVIEW

1. Online Game

Online Game is a game which can be accessed by many players where the devices are linked through a connection. (Im Hong, et., al., 2016). Online game does not only provide entertainment but also interesting challenges to finish. Therefore, players do not mind about the time to finish their goal in order to get satisfied. (Jurate and Agne, 2015).

2. Product Quality

Kotler (2014) states a product quality is a capability of certain product to produce as expected or exceed expectation from the customers want. The definitions of product quality are varied. According to Boetsh and Denis in Tjiptono (2015), quality is a dynamic conditions which relates to product, service, human, process and environment that fulfill the expectations. It can be assumed that the more game could fulfill the consumers' hope, the better quality of the products is. From the above theories, those show that products quality could determine customer satisfaction which relate to the hope of customers towards the quality they get.

3. Graphic Quality

One of the allures from online gaming is good visual or graphics. The more realistic displays such as postures, facial expressions, and hands movements, it will give certain stimulus on online game players. One of the supports for good displays is a good graphic cards beside a fast processor on the personal computer (Roger, 2012).

4. Players Involvement

Involvement describes how players attach to a game they played (Sutbari, 2017). Players' involvement usually will shape a communal involvement whether based on clan in the game or based on the origin of the players from.

Communal involvement shapes a fanaticism which is stronger compared to involvement based on the origin of the players. Furthermore, players' involvement will be more beneficial for game developer than the players themselves.

By the existence of this group based on clan in game, it will indirectly help in promoting the game without giving promotion expenses (Gultom, 2012).

5. Characteristics' Attractiveness

Characters in game have the main role in pushing players to play. A characters at least are easy to remember, have specific characteristic compared to the other characters and have a simple and unique name. (<https://www.idntimes.com/tech/games/abraham-herdyanto/tips-membuat-nama-karakter-game-online/full>, retrieved on Wednesday, 4th September 2019, at 01.30). The development of online game is not limited only by making a series of the game but also plots development, shortcut, and different ending for certain game. Those developments will make the game more attractive and hard to predict (Ladjamudin, 2012). Ladjamudin (2012) also states that local culture elements will make character within the game more realistic and accepted by the players fast.

6. Plots

Plot is a story line which leads narration from the beginning until the end of the game therefor what is told is delivered well. In literature, there are three types of plots namely chronological, reverse and combined plot. However, it should be underlined which plot is in certain game even though it refers to one of those plots. (<https://www.duniaku.net/2013/05/16/kuliah-om-jas-alur-cerita-game-single-player/>, retrieved on Monday, 26th August 2019, at 22.35).

7. Access Speed

Access speed is a capability of a Personal Computer to open, prepare and show the home of certain game and there is no lag while the game is being played. Access depends on internet connection speed, server capability, hardware quality and the number of players during the game.

Internet connection speed is how fast data being transmitted from a network until being received by users. It depends on data quality, the network, distance between server and PC and weather. (<https://www.telkom.net/2013/05/16/kuliah-om-jas-alur-cerita-game-single-player/>, retrieved on Sunday, 26th August 2019, at 22.35).

8. Cheater Handling

The handling on cheat code which is entered by players can be anticipated by:: (<http://tugaskelcybercrime.blogspot.com/2015/04/blog-post.html>, retrieved on Sunday 26th Auguts 2019, at 03.59):

- a. Updating the game version periodically;
- b. Giving keycode in every game which is downloaded and installed by players.
- c. Updating keycode periodically towards game software which is installed.

9. Players' Satisfaction

Online game players' satisfaction is a feeling of being satisfy of disappointed which emerge after comparing the performance (results) of products thought to the expected performance (Tambunan and Suryawardani, 2015). The point of a business is creating online game players to be satisfied. Players' satisfaction could give benefit for game developer such as good relations between online game players and game developer, players' loyalty, and indirect beneficial testimonials from players (Forsythe, 2016).

RESEARCH METHODOLOGY

Types of Research

This research uses descriptive qualitative approach which data were collected in the form of numbers. The data are being processed and analyzed to get connections from the variables used in this research (Babbie, 2014). This research is a descriptive research because researcher tries to give detail depictions towards respondents' characteristics which are used in the research (Creswill, 2016).

Research Time and Place

This research was conducted in August 2019 by taking samples from game online spots in Surakarta city.

Research Population and Sampling

Populations of this research were respondents who played PUBG and Mobile Legend in the time this research was conducted. The number of populations in this research is unknown.

Crotty (2018) states that sample for unknown number of population should use samples about 5-10 times of question numbers therefore from 27 sample questions used being multiplied 5-10 times equals 135-270 respondents. This research used 225 respondents.

Sampling technique in this research is purposive sampling. Purposive sampling is one of nonrandom sampling in which researcher took sample by defining certain characteristics in order to find the finding and resolve the research question. (Crotty, 2018)

Procedure

This research is completed by deciding the samples, making questionnaires, distributing the questionnaires to respondents, tabulating data, validity and reliability test and analyzing data to answer the research question.

Data, Instrument, and Technique of Collecting Data

The data used in this research is a primer data which was from PUBG and Mobile Legend players as respondents with certain criteria by distributing questionnaires. The scale used in this research is Likert's. This scale is used to measure attitudes, perceptions, and opinions of a person or community towards social phenomenon (Kothari, 2014)

Data Analysis Technique

This research used software Smart PLS 2.0 version to analyze the data. PLS (Partial Least Square) is equivalent with structural (SEM) which simultaneously can examine structural measurement model. Measurement model is used for reliability and validity test. Meanwhile structural model is used for causality test (Hypothesis test by using prediction model). Moreover, Hair, et., al., (2011) explained that PLS IS an analysis method which has soft modeling characteristic because it does not assume the data have to be in certain scale which means the number of sample is small (less than 100 samples).

Data analysis was done by validity and reliability tests. Then, it was followed by hypothesis test. Those tests were done using SEM PLS.

FINDINGS AND DISCUSSION

1. Respondent Description

According to Craswell (2018) sample is part of the number and characteristics which is owned by a population. The number that is used in this research was taken from Crotty's (2018) that sample for unknown number of population should be 5-10 times the number of questionnaires. Therefore from 30 questions, there are 150-300 respondents. This research used 225 respondents. The table below shows the description of respondents.

Table 1 Respondents Description

| Group | | Σ | % |
|-------|-----------------|----------|-------|
| Sex | Male | 88 | 39,20 |
| | Female | 137 | 60,80 |
| age | < 21 years old | 86 | 38,00 |
| | 21-30 years old | 92 | 40,80 |

| | | | |
|--------|-----------------|-----|-------|
| | >= 31 years old | 107 | 21,20 |
| Marita | Married | 57 | 25,20 |
| | | | |
| status | Not married yet | 168 | 74,80 |

Source: Processed primary data, 2019

2. Validity and Reliability Test

There are 7 variables and 24 question indicators in this research. Convergent validity is obtained if two different instruments measure a similar construct that has high correlation. According to Jörg, et., al., (2016), an indicator is valid if it has correlation value higher than 0,7. However, for loading at 0,5-0,6 is still acceptable with average variance extracted (AVE) > 0.5 and communality > 0.5. However discriminant validity is a value of cross loading factor which is used to find out that a construct has an adequate discrimination or not.

The result of questionnaires validity analysis using Factor Loading and Average Variance Extracted) shows that the AVE value of all variables are higher than 0,50, therefore the variables in this research are valid.

3. Hypothesis Test

The value of *original sample t-statistic, path coefficients are as follows:*

Table 2 Hypothesis Test Result

| Variables | Original Sample (O) | T Statistics |
|---|---------------------|--------------|
| Graphic quality=>Satisfaction | 1,1351 | 4,5133 |
| Players Involvement => Satisfaction | 1,3315 | 4,5151 |
| Characteristic’s attractiveness => Satisfaction | 3,5869 | 3,5555 |
| Plots=> Satisfaction | 2,8935 | 3,8521 |
| Access speed=> Satisfaction | 3,1893 | 4,0103 |
| Cheater handling=> Satisfaction | 1,4345 | 4,4311 |

Source: Processed primary data, 2019

1. The Result of the Influence of Graphic Quality towards Gamers Satisfaction Test

The result of the first hypothesis test shows that the relation between graphic quality variable towards gamers satisfaction is 1,1351 path coefficient value with t value is 4,5133 which is higher than t table (1,578) which means the relation of graphic quality and gamers satisfaction is positive and significant. Therefore it suits with the first hypothesis and it can be mentioned that **H₁ is fulfilled.**

2. The Result of the Influence of Players Involvement towards Gamers Satisfaction Test

The result of the second hypothesis shows that the connection between players involvement variable and gamers satisfaction is 1,3315 path coefficient value with t value is 4,5151 which is higher from t table (1,578) which means the relation between players involvement and players satisfaction is positive and significant. It is suitable with the second hypothesis therefore **H₂ is fulfilled.**

3. The Result of the Influence of Characteristics Attractiveness towards Players Satisfaction

The result of the third hypothesis shows that the connection between Characters attractiveness variable and players satisfaction is 3,5869 path coefficient value with t value is 3,5555 which is higher than t table (1,578) that shows the relation between characteristic attractiveness and players satisfaction is positive and significant. It is suitable with the third hypothesis therefore **H₃ is fulfilled.**

4. The Result of the Influence of Plots towards Players Satisfaction Test

The result of the fourth hypothesis shows that the connection between game plots variable and players satisfaction is 2,8935 path coefficient value with t value is 3,8521 which is higher than t table (1,578) that shows the relation between game plots and players satisfaction is positive and significant. It is suitable with the fourth hypothesis therefore **H₄ is fulfilled.**

5. The Result of the influence of Access Speed towards Players Satisfaction Test

The result of the fifth hypothesis shows that the connection between access speed variable and players satisfaction is 3,1893 path coefficient value with t value is 4,0103 which is higher than t table (1,578) that shows the relation between access speed and players satisfaction is positive and significant. It is suitable with the fifth hypothesis therefore **H₅ is fulfilled.**

6. The Result of Influence of Cheater Handling towards Players Satisfaction Test

The result of the sixth hypothesis shows that the connection between cheater handling variable and players satisfaction is 1,4345 path coefficient value with t value is 4,4311 which is higher

than t table (1,578) that shows the relation between cheater handling and players satisfaction is positive and significant. It is suitable with the sixth hypothesis therefore **H₆ is fulfilled.**

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the analysis above it shows that there is a positive relation among free variables (graphic quality, players' involvement, characteristics attractiveness, plots, access speed and cheater handling) towards players' satisfaction variable. The findings also show that based on the value of t statistic, players' involvement has the stronger influence towards players' satisfaction.

Suggestions

It is suggested for the future research to compare players' satisfaction on online game and offline game players by adding other variables that has not used in this research.

Implication and Complications

The existence of this research shows that players' satisfaction while playing online game is in the capability of interactions among players.

The complication of this research is the limit of game online number which is popular therefore the result of this research has not been able to be generalized as players' satisfaction in general.

BIBLIOGRAPHY

Books

Agyapong, Gloria K.Q. (2011). The Effect of Service Quality on Customer Satisfaction in the Utility Industry—A Case of Vodafone (Ghana). www.ccsenet.org/ijbm International Journal of Business and Management, 6 (5), 203-210.

Akter S, Ambra JD, Ray R. (2011). An evaluation of PLS based complex models: the roles of power analysis, predictive relevance and GoF index. Proceedings of the 17th Americas Conference on Information Systems (AMCIS '11). Detroit: Mich, USA.

Babbie, Earl. (2014). The Basics of Social Research (6th ed.). Belmont, California: Wadsworth Cengage

Ching-I Teng. (2010). Customization, immersion satisfaction, and online gamer loyalty. Computers in Human Behavior 26 (2010) 1547–1554

Creswell, John. (2016). Qualitative Inquiry and Research Design: Choosing among Five Approaches. Sage

Creswell, John. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage

Crotty, M. (2018). The Foundations of Social Research: Meaning and Perspective In The Research Process. London: Sage

- Fisk Peter, (2014). *Marketing Genius*. Jakarta: PT. Elex Media Komputindo
- Forsythe, Perry John. (2016). *Counstruction Service Quality and Satisfaction for a Targeted Housing Customer*. *Enggenering Construction and Architectural Management*, Vol 23 Iss 3-pp-1-33
- Gujarati, Damodar N. (2015). *Basic Econometrics, International Edition, Ed 4th*. New York: McGraw-Hill Higher Edocation.
- Gultom, Manorang (2012), *Audit Tatakelola teknologi informasi pada PTPN 13 Pontianak Menggunakan Framwork COBIT'*. *Socioscieta. Jurnal ilmu-ilmu sosial*
- Hair JF, Ringle CM, dan Sarstedt M. (2011). *PLS-SEM: Indeed a Silver Bullet*. *Journal of Marketing Theory and Practice*. 2011;19(2):139–151.
- Im Hong Lai, Dan J. Kim, dan Eui Jun Jeong. (2016). *Online Digital Game Addiction: How Does Social Relationship Impact Game Addiction*. *Twenty-second Americas Conference on Information Systems, San Diego*.
- Jörg Henseler, Geoffrey Hubona , dan Pauline Ash Ray. (2016). *Using PLS path modeling in new technology research: updated guidelines*. *Industrial Management & Data Systems*, Vol. 116 Iss 1 pp.2 – 20.
- Juho Hamari, Lauri Keronen, dan Kati Alha. (2015). *Why Do People Play Games? A Review of Studies on Adoption and Use*. *48th Hawaii International Conference on System Sciences*
- Jurate Banyte dan Agne Gadeikiene. (2015). *The effect of consumer motivation to play games on video gameplaying engagement*. *Procedia Economics and Finance* 26 (2015) 505 – 514.
- Katt Soff Louis. O, (2013), *Elements of Philosophy*. New York: The Ronald Press Company.
- Kothari C., R. (2014). *Research Methodology: Methods and Techniques*. New Delhi. New Age International (P) Limited, Publishers
- Ladjamudin, Al-Bahra. (2012). *Analisis Dan Desain Sistem Informasi*. Penerbit Graha Ilmu, Yogyakarta
- Mastuti, Putrisari. (2013). *Service Quality dan Pelayanan Publik*. Bandung: Era Pustaka
- Merikivi J., Tuunainen V. Dan Duyen N. (2017). *What makes continued mobile gaming enjoyable? Computers in Human Behavior*, doi: 10.1016/j.chb.2016.11.070.
- Mokhlis, Safiek. (2012). *The Influence of Service Quality on Satisfaction: A Gender Comparison*. *Public Administration Research*; Vol. 1, No. 1; 2012. ISSN 1927-517x E-ISSN 1927-5188, 103-112.
- Nur dan Rini Risnawati. (2011). *Teori-Teori Psikologi*. Jakarta: Ar-ruzz
- Panuju, Panut dan Ida Umami. 2017. *Psikologi Remaja*. Bandung: Remaja Rosdakarya
- Poespoprodjo. W. (2016). *Filsafat Moral: Kesusilaan dalam Teori dan Praktek*. Bandung: Remadja Karya.
- Roger, S. Pressman. (2012). *Rekayasa Perangkat Lunak (Pendekatan. Praktisi) Edisi 7 : Buku 1 “*, Yogyakarta: Andi
- Ruslan Rosady, (2002), *Etika Kehumasan Konsepsi dan Aplikasi*, Jakarta: PT. Raja Grafindo Persada.
- Sarwono Prawirohardjo. (2013). *Metode Penelitian*. Yogyakarta: Pustaka Belajar.

Searle Huh, Nicholas David Bowman, and Michigan State University. (2008). Perception of and Addiction to Online Games as a Function of Personality Traits. *Journal of Media Psychology*, V 13, No. 2, Spring, 2008

Sumarno, Kismiyati El Kariman, Ninis Agustini Damayani, (2004), *Filsafat dan Etika Komunikasi*, Jakarta: Pusat Penerbitan Universitas Terbuka

Sutabari, Tata. (2017), *Analisis Sistem Informasi*. Andi Offset. Yogyakarta

Sutisna. (2012). *Perilaku Konsumen dan Komunikasi Pemasaran*, Edisi kedua. Bandung: Remaja Rosdakarya

Tambunan, Putri Rahmayanti dan Suryawardani, Bethani. (2015). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada PT. JNE Perwakilan Kawalayaan Tahun 2014. ISSN 2252-8520. *Jurnal Banking and Management Review*, 4(2).

Yong-Qiang Sun, Yang Zhao, Shi-Qi Jia, dan Ding-Yi Zheng. (2017). Understanding The Antecedents Of Mobile Game Addiction: The Roles Of Perceived Visibility, Perceived Enjoyment And Flow. http://www.gameres.com/msg_250452.html

Zhengchuan Xu, Ofir Turel, dan Yufei Yuan. (2012). Online game addiction among adolescents: motivation and prevention factors. *European Journal of Information Systems* (2012) 21, 321–340
Internet

<https://www.dictio.id>.

<https://www.belajar-komputer-mu.com>.

<https://www.duniaku.net>.

<https://www.duniaku.net>.

<http://tugaskelcybercrime.blogspot.com>.