

Identifikasi faktor-faktor penyebab online gaming enjoyment dan dampaknya terhadap niat untuk terus bermain online game = Online gaming enjoyment antecedents and effect toward intention to replay online game

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Abstrak

Online game merupakan hiburan teknologi yang semakin maju dan berkembang di era digital saat ini dan sangat digemari masyarakat luas. Di jaman sekarang online game hadir tidak hanya pada komputer saja, tapi sudah menyebar ke segala jenis platform, baik tablet, smartphone, dan game console lainnya. Dengan begitu banyak online game yang hadir, ini menunjukkan bahwa tidak hanya teknologi yang berkembang pesat, tetapi juga berkembangnya peluang bisnis yang dapat dilirik para pelaku bisnis yang memiliki keinginan untuk terjun ke dalam industri kreatif.

Permasalahan dalam penelitian ini diajukan untuk mengetahui intention gamers untuk bermain kembali pada online game yang mereka mainkan. Untuk memiliki minat tersebut, sebelumnya gamers harus merasakan enjoyment bermain online game, sehingga untuk melihat hal ini ditinjau dari lima faktor penting yaitu, online game story, online game graphic, online game sound, online game length, dan online game control. Selain itu digunakan dua variabel yang dikembangkan berdasarkan Theory Reasoned of Action, yaitu attitude toward playing online game dan subjective norms untuk mendapatkan gambaran yang lebih jelas terhadap intention to replay online game.

Model teoritis dalam penelitian ini disampaikan dengan enam hipotesis yang akan diuji menggunakan Structural Equation Model. Sampel penelitian ini terdiri dari 180 responden yang pernah bermain online game dalam tiga bulan terakhir. Kuesioner online didesain untuk mengumpulkan informasi dari para gamers se-Indonesia.

Hasil analisis menunjukkan bahwa online game graphic dan online game length memberikan pengaruh positif terhadap online gaming enjoyment, namun sangat disayangkan online game story, online game sound, dan online game control tidak memberikan pengaruh terhadap online gaming enjoyment, sehingga dalam penelitian ini online gaming enjoyment tidak memberikan pengaruh terhadap intention to replay online game.

Online game is an entertainment technology and growing in today's digital era and also very popular with the public. In this days, online gaming is present not only on the computer, but has spread to all types of platforms, in tablets, smartphones, and other game consoles. With so many online games are present, this indicates that not only the technology is rapidly evolving, but also the development of business opportunities that can be glimpsed by business people who have a desire to plunge into the creative industries.

Problems in this study proposed are to determine the intention of gamers to replay on an online game that they play. Of course, to have such an interest, they should feel an enjoyment from playing online games first. To see this, it is reviewed from five important factors, namely, online game story, online game graphics, online game sound, online game length, and online game control. Moreover, this study used two variables that were developed based on the Theory of Reasoned Action, attitude toward playing online games and subjective norms to get a clearer picture of the intention to replay online games.

The theoretical model in this study presented with six hypotheses is tested using Structural Equation Model. The study sample consisted of 180 respondents who have ever played online games in the last three months. Online questionnaire designed to collect information from the gamers in Indonesia.

Results of the analysis showed that online game graphic and online game length had a positive influence on online gaming enjoyment, but it is unfortunate online game story, online game sound, and online game control does not give effect to online gaming enjoyment, because there are only two factor that gave the influence to online gaming enjoyment, then this will make the online gaming enjoyment does not give effect to the intention to replay online games.</i>