

## Mendorong pertumbuhan game mobile: Faktor-faktor engagement = Driving mobile game growth: Factors of engagement

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### Abstrak

#### <b>ABSTRAK</b><br>

Pasar game mobile berkembang dengan sangat cepat, berkontribusi lebih dari setengah pangsa pasar industri game. Dengan model bisnis freemium yang mendominasi pasar game mobile, persaingan menjadi sangat ketat dan kebutuhan untuk bisnis yang berkesinambungan menjadi tinggi. Engagement adalah salah satu elemen penting dalam membuat game mobile yang berkesinambungan. Akan tetapi, masih belum ada kesepakatan yang jelas untuk faktor-faktor engagement. Penelitian ini bertujuan untuk mengidentifikasi metode-metode yang dapat mendorong pertumbuhan engagement dari game mobile dengan mengeksplorasi faktor-faktor yang mempengaruhi engagement melalui tinjauan teori, interview dengan ahli, dan menemukan faktor-faktor tersebut menggunakan Exploratory Factor Analysis. Data yang digunakan dalam penelitian ini dikumpulkan menggunakan survei dari pemain game mobile oleh Cv. x, sebuah game idle clicker. Penelitian ini menghasilkan empat faktor dari engagement: yaitu aesthetic, absorption, game mechanic, dan retainability. Penelitian ini juga menunjukkan bahwa ada hubungan antar variabel, yaitu aesthetic, game mechanic, absorption mempengaruhi retainability.

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#### <b>ABSTRACT</b><br>

The mobile games market is growing fast, contributing more than half of the game industry market share. With the freemium business model dominating the mobile games market, competition is fierce and the need to be sustainable is high. Engagement is one of the most important element to create a sustainable mobile freemium game. However, there have been no clear consensus as of what factors affect engagement. This study aims to identify methods to drive engagement by exploring the factors that affects it using Exploratory Factor Analysis and Multiple Linear Regression. The data collected for this study is survey from the mobile game's players of Cv. X, a casual idle clicker game. This study yields the result that there are four factors of engagement: aesthetic, absorption, game mechanic, and retainability. It is also confirmed that there are relationship between the variables, aesthetic affecting absorption and game mechanic, game mechanic affecting absorption and retainability, and absorption affecting retainability. Managers can drive engagement through creating aesthetic aimed for usability of game, having customization options, create a cycle of goals and achievement to keep players interested, and create mechanics that are interesting but not limited to unique and new designs.