

Penggunaan theory of consumption value untuk meningkatkan online gamer loyalty dengan mediasi expectancy for character growth (studi kasus game genre MOBA) = The Use of theory of consumption value to increase online gamer loyalty with mediating expectancy for character growth (research study MOBA genre game).

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Abstrak

ABSTRAK

Online game telah menjadi salah satu jenis permainan yang banyak dimainkan oleh orang-orang baik anak muda maupun orang dewasa. Salah satu jenis online game yaitu multiplayer battle online arena atau disebut MOBA merupakan salah satu yang memiliki basis pemain paling banyak di dunia dan di Indonesia sendiri genre MOBA menjadi salah satu jenis game yang paling banyak di mainkan. Online game MOBA sendiri memiliki level di dalam permainanya yang berbentuk level profil pemain game tersebut dan setiap pemain pasti memiliki harapan untuk meningkatkan level tersebut. Dalam penelitian ini harapan tersebut disebut variabel expectancy for character growth dan variabel tersebut diharapkan menjadi mediasi dalam membentuk online gamer loyalty yang dipengaruhi oleh theory of consumption values. 208 responden dianalisis jawabanya menggunakan metode SPSS dan Structural equation modelling dan variabel learning, audio visual value, dan value for money memiliki pengaruh positif terhadap expectancy for character growth dan commitment to virtual community memiliki pengaruh positif terhadap online gamer loyalty.

ABSTRACT

Online games have become one of the types of games that are mostly played by people both young people and adults. One type of online game that is multiplayer online battle arena or called MOBA is one that has the most player base in the world and in Indonesia the MOBA genre is one of the most played types of games. Online game MOBA itself has a level in its game in the form of a player's profile level and each player must have hope to increase that level. In this study the expectation is called the expectancy variable for character growth and the variable is expected to be a mediation in forming online gamer loyalty that is influenced by the theory of consumption values. 208 respondents analyzed their answers using the SPSS method and the Structural equation modeling and learning, audio visual value, and value for money variables had a positive influence on expectancy for character growth and commitment to virtual community had a positive influence on online loyalty gamers.