

# Analisis faktor-faktor yang memengaruhi expectancy for character growth pada game online dan pengaruhnya terhadap online gamer loyalty = Factors that influence expectancy for character growth in online games and their influence on online gamer loyalty

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## Abstrak

Penelitian ini bertujuan untuk memahami pengaruh expectancy for character growth (learning, novelty, escapism, enjoyment, social value, audio-visual value, dan value for money) pada game online terhadap online gamer loyalty. Penelitian kuantitatif ini menggunakan metode purposive sampling dengan jumlah sampel 375 responden. Data diolah dengan menggunakan metode Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa learning, escapism, audio-visual value dan value for money berpengaruh positif terhadap expectancy for character growth. Sedangkan novelty, enjoyment dan social value tidak memiliki pengaruh terhadap expectancy for character growth. Selanjutnya, expectancy for character growth memiliki pengaruh positif terhadap online gamer loyalty.

This study aims to understand the influence of expectancy for character growth (learning, novelty, escapism, enjoyment, social value, audio-visual value, and value for money) on online games to online gamer loyalty. This quantitative research uses a purposive sampling method with a sample of 375 respondents. Data is processed using the Structural Equation Modeling (SEM) method. The results showed that learning, escapism, audio-visual value and value for money had a positive effect on expectancy for character growth. While novelty, enjoyment and social value do not have an influence on expectancy for character growth. Furthermore, expectancy for character growth has a positive influence on online gamer loyalty.