Social affiliation as the intention of multiplayer online gaming: a TPB model = Afiliasi sosial sebagai intensi dari multiplayer online gaming: sebuah model TPB

Jasmine Sariskawinda Sutarman, author

Abstrak

Tujuan penelitian ini untuk mengetahui intensi dari bermain multiplayer online games. Sebanyak 160 mahasiswa dari University of Queensland berumur 18 hingga direkrut sebagai partisipan. Partisipan diberikan kuesioner mengenai komponen Theory of Planned Behavior yang diadaptasi dari Ajzen (2006) dan skala mengenai social affiliation diadaptasi dari Koo (2008). Kuesioner tersebut digunakan untuk mengukur komponen TPB yang terdiri dari attitudes, subjective norm, dan perceived behavioral control, sementara skala social affiliation digunakan untuk mengukur kenikmatan bermain multiplayer online games dari interaksi sosial. Hasil penelitian ini menunjukkan bahwa model TPB beserta social affiliation ada hubungan yang positif dengan intensi untuk bermain multiplayer online games, terkecuali untuk komponen perceived behavioral control. Implikasi dari studi ini menunjukkan bahwa sebagai tambahan komponen TPB, social affiliation berkontribusi dalam meningkatnya penggunaan multiplayer online games sebagai platform untuk bersosialisasi yang menguatkan intensi di balik bermain multiplayer online games.

<hr />The aim of the study is to investigate the intention of playing massively multiplayer online games. 160 students from the University of Queensland ranging from 18 to 23 of age were recruited as participants. Questionnaires consisting of the Theory of Planned Behavior components adapted from Ajzen (2006) and social affiliation scale adapted by Koo (2008) were distributed. The questionnaires were used to measure the TPB components such as attitudes, subjective norms, and perceived behavioral control, whereas the social affiliation scale was used to measure enjoyment of playing multiplayer online games from social interaction. Results showed TPB models and social affiliation were positively associated with the intention to play massively multiplayer online games, in exception for perceived behavioral control. It was implied that in addition to TPB components, social affiliation contributed to the increased use of multiplayer online games as a platform for socializing, strengthening the intention behind playing the multiplayer online games.