

Efek consumer esport videogame engagement terhadap consumption behaviour = Effect of consumer esport videogame engagement on consumption behavior

Sitanggang, Martin Tumpal Jehoshaphat

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20519686&lokasi=lokal>

Abstrak

Dalam konteks esport, diperlukan keterlibatan pemain videogame esport mulai dari keterlibatan kognitif, keterlibatan afektif, dan keterlibatan perilaku dibutuhkan untuk mendorong consumption behaviour pada para pemain videogame esport itu sendiri; community engagement, coproduction, new player recruitment, dan word of mouth. Desain penelitian yang digunakan pada penelitian ini adalah cross-sectional dengan metode purposive sampling. Penelitian ini menganalisis 219 responden dengan rentang usia 17-25 tahun yang telah bermain videogame esport lebih dari satu tahun dan bermain videogame esport selama lebih dari 4 jam selama satu minggu. Metode pengumpulan data yang digunakan adalah survei online dan data yang didapat diolah dengan teknik Partial Least Squares – Structural Equation Modelling (PLS-SEM). Hasil dari olahan data menunjukkan bahwa Affective Engagement dan Behavioral Engagement memiliki pengaruh positif terhadap seluruh dimensi consumption behaviour. Namun, cognitive engagement hanya memiliki pengaruh positif terhadap word of mouth.

.....In the context of esports, the engagement of esports videogame players, starting from cognitive engagement, affective engagement, and behavioral engagement is needed to encourage consumption behavior in esports videogame players themselves; community engagement, coproduction, new player recruitment, and word of mouth. The research design used in this study was cross-sectional with purposive sampling method. This study analyzed 219 respondents with an age range of 17-25 years who had played esports videogames for more than one year and played esports videogames for more than 4 hours for one week. The data collection method used is an online survey and the data obtained is processed using the Partial Least Squares – Structural Equation Modeling (PLS-SEM) technique. The results of the processed data show that Affective Engagement and Behavioral Engagement have a positive influence on all dimensions of consumption behavior. However, cognitive engagement only has a positive effect on word of mouth.