

Analisis Faktor yang Memengaruhi Repurchase Intention terhadap Annually Released Games pada Platform Steam = Analysis of Factors Affecting Repurchase Intention of Annually Released Games on the Steam Platform

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Abstrak

Seiring berkembangnya game serta jumlah massa pemain game hingga sekarang, banyak perusahaan game yang memiliki franchise besar mampu untuk memproduksi game untuk franchise tersebut setiap tahunnya. Kumpulan game dari satu franchise milik perusahaan game tertentu yang dikeluarkan setiap tahunnya disebut dengan annually released games. Salah satu platform distribusi game digital yang menjadi pasar game terbesar untuk annually released games pada saat ini adalah Steam. Setiap annually released games yang dikeluarkan dari suatu franchise diharapkan akan memiliki kualitas dan fitur tambahan yang lebih baik dari versi game tersebut di tahun sebelumnya. Meskipun seperti itu, kenyataannya masih terdapat annually released games yang tidak lebih baik dari versi sebelumnya yang menyebabkan pengguna tidak tertarik untuk membeli versi selanjutnya dari annually released games tersebut. Oleh karena itu, penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi repurchase intention terhadap annually released games pada platform Steam jika dilihat dari expectation-confirmation model (ECM). Penelitian ini menggunakan pendekatan kuantitatif dengan melibatkan total 270 responden yang setidaknya pernah membeli satu annually released games. Data penelitian diolah dan dianalisis menggunakan teknik structural equation modeling (SEM) dengan metode partial least squares (PLS) melalui tools SmartPLS. Hasil penelitian ini mengindikasikan bahwa confirmation memengaruhi keempat dimensi perceived value dan satisfaction secara signifikan. Emotional value ditemukan memiliki pengaruh yang signifikan terhadap satisfaction. Intention to repurchase annually released games dipengaruhi secara signifikan oleh satisfaction, value-for-money value, dan social value. Perolehan penelitian ini dapat digunakan untuk penelitian selanjutnya yang membahas topik serupa dan memberikan perspektif dan wawasan baru kepada pengembang annually released games saat ini dan masa depan.

.....Along with the development of games and the number of game players until now, many game companies with large game franchises are able to produce games for their franchise annually. A collection of games from one franchise belonging to a particular game company that are released every year are called annually released games. One of the digital game distribution platforms that is becoming the largest gaming market for annually released games is Steam. Every game that is released every year from a franchise is expected to have better quality and additional features than the version of the game in the previous year. Even so, in reality there are still annually released games that are not better than the previous version, which causes users to not be interested in buying the next version of that game. Therefore, this study aims to analyze the factors that influence repurchase intention of annually released games on Steam platform when viewed from expectation-confirmation model (ECM). This study used a quantitative approach involving a total of 270 respondents who have repurchased at least one annually released game. The research data was processed and analyzed using structural equation modeling (SEM) technique with partial least square (PLS) method and SmartPLS tools. The results indicated that confirmation significantly affects all four dimensions

of perceived value and satisfaction. Emotional value was found to have a significant influence on satisfaction. Intention to repurchase annually released games is influenced significantly by satisfaction, value-for-money value, and social value. The results of this research can be used for further research that discusses similar topics and may provide further perspectives and insights to current and future annually released games developers.