

# Analisis Pengaruh Implementasi Gamifikasi Terhadap Keberlanjutan Bermain dan Berlangganan Pada Aplikasi Vidio = Analysis of the Influence of Gamification Implementation on User Continuation in Playing and Subscribing in Vidio

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## Abstrak

Perkembangan kecepatan internet yang memadai meningkatkan lonjakan langganan platform over-the-top (OTT) di Indonesia. Vidio merupakan layanan OTT milik PT Vidio Dot Com yang menyediakan layanan video streaming nomor satu di Indonesia. Vidio Games merupakan fitur gamifikasi pada Vidio, yang dikembangkan untuk memenangkan kompetisi OTT di Indonesia. Suatu kecenderungan ditemukan pada event Piala Dunia 2022 yang ditayangkan secara eksklusif di Vidio, terjadi lonjakan pengguna aktif Vidio dan Vidio Games, namun terjadi penurunan setelah berakhirnya event tersebut. Untuk mengetahui faktor-faktor yang memengaruhi pengguna untuk lanjut bermain Vidio Games serta hubungannya dengan keberlanjutan bermain, keberlanjutan menonton, dan berlangganan, penelitian ini menggunakan uses and gratification theory (U&G), flow theory, dan continuance intention. Analisis penelitian ini menggunakan metode partial least squares SEM (PLS-SEM) dengan jumlah sampel sebanyak 423 responden. Hasil analisis penelitian ini membuktikan bahwa keterpikatan (flow experience) dalam bermain Vidio Games dipengaruhi oleh faktor enjoyment, escapism, reward, challenge, achievement. Sedangkan, kepuasan (satisfaction) dalam bermain Vidio Games dipengaruhi oleh faktor enjoyment, reward, dan challenge. Flow experience dan satisfaction terbukti memengaruhi game continuance intention. Kemudian, game continuance intention memengaruhi watch continuance intention. Selain itu, platform subscribe intention dipengaruhi oleh game continuance intention dan watch continuance intention. Harapannya, hasil penelitian ini dapat memperkaya pengetahuan di bidang game khususnya gamifikasi pada platform over-the-top (OTT), serta dapat menjadi acuan bagi pengembang Vidio Games dalam membuat strategi pengembangan. ....The development of adequate internet speed has contributed to a surge in over-the-top (OTT) platform subscriptions in Indonesia. Vidio, owned by PT Vidio Dot Com, is the leading OTT service that provides the number one video streaming service in Indonesia. Vidio Games, a gamification feature on Vidio, was developed to excel in the OTT competition in Indonesia. A trend was observed during the exclusive broadcasting of the 2022 World Cup on Vidio, resulting in an increase in active users of Vidio and Vidio Games, but there was a decline after the end of the event. To investigate the factors influencing users to continue playing Vidio Games and their relationship with continued playing, continued watching, and subscribing, this study employs the uses and gratification theory (U&G), flow theory, and continuance intention. The research analysis utilizes the partial least squares structural equation modeling (PLS-SEM) method with a sample size of 423 respondents. The results of this study demonstrate that engagement (flow experience) in playing Vidio Games is influenced by factors such as enjoyment, escapism, reward, challenge, and achievement. Furthermore, satisfaction in playing Vidio Games is influenced by enjoyment, reward, and challenge. Flow experience and satisfaction are proven to affect game continuance intention. Moreover, game continuance intention impacts watch continuance intention. Additionally, platform subscribe intention is influenced by game continuance intention and watch continuance intention. It is

expected that the findings of this research will contribute to knowledge in the field of gaming, specifically gamification on over-the-top (OTT) platforms, and serve as a reference for Vidio Games developers in making development strategies.