

# Analisis Pengaruh Karakteristik Streamer, Kualitas Konten, dan Kualitas Platform Live Streaming Game terhadap Niat Keberlanjutan untuk Menonton dan Niat Bermain Game = Analysis of the Influence of Streamer Characteristics, Content Quality, and Game Live Streaming Platform Quality towards the Continuous Intention to Watch and Intention to Play Games

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## Abstrak

Dalam beberapa tahun terakhir, popularitas live streaming meningkat secara drastis sebagai akibat dari pandemi COVID-19, terutama live streaming terkait game. Tujuan dari penelitian ini adalah menganalisis faktor-faktor yang memengaruhi niat keberlanjutan untuk menonton live streaming terkait game dan niat bermain game dengan menerapkan Flow Theory. Berdasarkan Flow Theory, niat keberlanjutan untuk menonton dipengaruhi oleh flow experience. Penelitian ini mengidentifikasi tiga kategori faktor utama yang memengaruhi flow experience, yaitu karakteristik streamer yang terdiri dari interactivity, streamer skills, dan social presence, kualitas konten live streaming yang terdiri dari entertainment dan informativeness, serta kualitas platform live streaming yang terdiri dari technology & functional quality dan security. Selain itu, penelitian ini juga menganalisis pengaruh niat keberlanjutan untuk menonton live streaming terkait game terhadap niat bermain game yang dimainkan oleh streamer. Penelitian ini dilakukan dengan menggunakan metode kuantitatif melalui survei. Analisis data dilakukan dengan menggunakan partial least square structural equation modeling terhadap data dari 470 responden. Hasil penelitian ini menunjukkan bahwa interactivity, social presence, entertainment, technology & functional quality, dan security memengaruhi flow experience, sedangkan streamer skills dan informativeness tidak memengaruhi flow experience. Selain itu, hasil dari penelitian ini menunjukkan bahwa flow experience memengaruhi continuous watching intention, dan continuous watching intention memengaruhi play intention. Hasil dari penelitian ini diharapkan dapat memberikan manfaat secara teoritis kepada penelitian selanjutnya terkait live streaming, serta memberikan manfaat secara praktis kepada streamer, pengembang platform live streaming, dan perusahaan pengembangan game.

.....In the past few years, the popularity of live streaming has drastically increased as a result of the COVID-19 pandemic, especially game live streaming. The aim of this study is to analyze the factors that affect viewers' continuous intention to watch game live streaming and their intention to play games by implementing Flow Theory. According to Flow Theory, continuous watching intention is affected by flow experience. This study identifies three main categories of factors, namely streamer characteristics which consist of interactivity, streamer skills, and social presence, live streaming content quality which consist of entertainment and informativeness, as well as live streaming platform quality which consists of technology

& functional quality and security. In addition, this study also analyzes how the continuous intention to watch game live streaming affects viewers' intention to play games that the streamer has played. This study was done by using a quantitative method via survey. Data analysis was done by using partial least square structural equation modeling on data from 470 respondents. The results of this study indicate that interactivity, social presence, entertainment, technology & functional quality, and security affect flow experience, whereas streamer skills and informativeness do not affect flow experience. In addition, the results of this study indicate that flow experience affects continuous watching intention, and continuous watching intention affects play intention. The results of this study will hopefully provide theoretical benefits towards future studies related to live streaming, as well as practical benefits towards streamers, live streaming platform developers, and game development companies.