

Motivasi, Kesenangan dan Perilaku Kecenderungan Menggunakan Social Networking Game: Sebuah Path Analysis (Pada Mahasiswa Program Sarjana Ilmu Komunikasi FISIP UI tahun 2015) = Motivation, Pleasure and Behavioral Intention to Use Social Networking Game A Path Analysis in (Undergraduate Students of Communication Sciences Faculty Of Social And Political Science UI 2015)

Ahmad Muhammad Islaha, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20422209&lokasi=lokal>

Abstrak

**ABSTRAK
**

Penelitian ini menguji dua model yang digabung dari penelitian Sherry et al. (2006) dan Kim et al. (2011). Model tersebut mencoba untuk menjelaskan perilaku penggunaan Social Networking Games (SNG) game yang terintegrasi dengan platform jejaring sosial. Enam jenis motivasi mengapa orang bermain game diuji. Motivasi dilihat hubungannya terhadap kesenangan yang didapatkan dan kontinuitas penggunaan game. Metode path analysis digunakan dalam menguji model terkait. Hasil analisis regresi menunjukkan bahwa tantangan dan kompetisi adalah prediktor positif yang menentukan apakah seseorang terpuaskan atau tidak dengan bermain. Berdasarkan hasil, aspek sosial dari social networking game justru sangat minim. Maka penelitian selanjutnya harus melihat SNG dari jenis game dan mediumnya.

<hr>

**ABSTRACT
**

This study investigates two models combined two prior studies from Sherry et al. (2006) and Kim et al. (2011). The model attempts to explain behavioral intention to use Social Networking Games - games that are integrated with social networking platforms. 6 types of motivations why people play games tested. Relation between motivation, obtained pleasure and game usage continuity were examined. Path Analysis methods used in testing related models. Regression analysis showed that challenge and competition is positive predictor that determines whether a person is satisfied or not with the play. Based on the results, it is precisely the social aspect of social networking games was minimal. SNG has to be seen from the type of game and the medium.