

Analisis Faktor Pemenuhan Kebutuhan Komunitas yang Memengaruhi Community Loyalty, Continuance Intention, dan Purchase Intention dalam Aplikasi Game Online = Analysis of Factors to Fulfill Usersâ Needs in Communities that Affects Community Loyalty, Continuance Intention, and Purchase Intention in Online Game Applications

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Abstrak

Industri video game adalah salah satu industri dalam bidang teknologi yang berkembang sangat pesat saat ini. Dalam perkembangan terkini, terdapat banyak perkumpulan pemain dalam berbagai platform seperti Discord dan Twitch, yang dapat dikatakan sebagai suatu komunitas game online. Adanya komunitas ini dapat menyebabkan niat keberlanjutan penggunaan dan intensi pembelian pengguna aplikasi game online meningkat. Untuk mengetahui pengaruh ini, perlu diketahui terlebih dahulu faktor apa saja yang dapat membuat seorang pemain bergabung ke dalam suatu komunitas game online. Teori uses and gratifications (UGT) digunakan karena dapat menganalisa faktor pemenuhan kebutuhan pengguna komunitas game online yang merupakan suatu media dalam internet dan digunakan secara umum. Model penelitian ini terdiri dari tiga jenis gratifikasi yaitu utilitarian gratification, social gratification, dan hedonic gratification. Kemudian, terdapat juga faktor dalam komunitas game online yaitu trust towards community dan community commitment serta faktor yang menjadi target akhir yang terdiri dari community loyalty, continuance intention, dan purchase intention. Penelitian dilakukan menggunakan metode covariance-based structural equation modelling (CB-SEM) dengan menyebarkan kuesioner daring yang diisi oleh 394 responden valid. Hasil analisis membuktikan bahwa faktor game likeability memengaruhi trust dan commitment; faktor information seeking memengaruhi trust; faktor self-presentation, relationship building, social sharing, dan escapism memengaruhi commitment; faktor entertainment tidak memengaruhi keduanya; faktor trust tidak memengaruhi commitment; dan faktor trust serta commitment memengaruhi semua faktor community loyalty, continuance intention, dan purchase intention. Penelitian ini diharapkan dapat mengisi kurangnya penelitian terkait komunitas pada game online dan dapat digunakan oleh para pengembang dan perusahaan penerbit game online agar dapat mengimplementasi fitur yang sesuai dan juga mengatur strategi bisnis yang tepat.

.....The video game industry is one of the most technological industries that is currently growing very rapidly. In recent developments, there are a lot of player gatherings throughout many platforms, such as Discord and Twitch, that can be said as an online game community. The existence of these communities may result in the increase of continuance intention as well as purchase intention of online game players. To find out whether this fact is true or not, it is required to know what factors may affect players to join an online game community. The uses and gratifications theory (UGT) will be used because of its ability to analyze factors that can fulfil users' needs in online game communities since it is indeed a media on the internet that is widely used. The research model of this research consists of three types of gratification namely utilitarian gratification, social gratification, and hedonic gratification. There are also two factors in online game communities (trust towards community and community commitment) and three final target factors (community loyalty, continuance intention, and purchase intention). This study was conducted using

covariance-based structural equation modelling (CB-SEM) method by distributing an online survey filled by 394 valid respondents. The results of this analysis found that game likeability affects both trust and commitment; information seeking affects only trust; self-presentation, relationship building, social sharing, and escapism affects only commitment; while entertainment does not affect either one; trust does not affect commitment; and trust as well as commitment both affects all three factors of community loyalty, continuance intention, and purchase intention. This research is expected to fill the research gap regarding online game communities and may be used by game developers as well as game publishers so that they are able to implement features that are appropriate and able to set the correct business strategies.