Jurnal Nusantara Aplikasi Manajemen Bisnis

Vol. 9 No.2 Tahun 2024

E-ISSN : 2528-0929 P-ISSN : 2549-5291

Improving E-sport Player Loyalty: An Overview of the Game Industry in JABOTABEK

William Widjaja [1*], Andika Samudra [2], Chairuddin[3], Adryan Rachman [4,] Meilisa Alvita [5]

[1,4,5]Retail Management, Pradita University, Tangerang,[1,3]Informatika, STMIK IM, Bandung

*corresponding author

William.widjaja@pradita.ac.id

https://doi.org/10.29407/nusamba.v9i2.21176

Informasi Artikel

Tanggal masuk	19 Mei 2023
Tanggal revisi	16 Nop 2023
Tanggal diterima	04 Okt 2024

Keywords: *e-sports; experiential value; player loyalty; player satisfaction; promotion.*

Abstract:

Research Aim: *This study investigates the impact of experiential values and promotional activities on player satisfaction, which affects player loyalty in the e-sports industry in the Jabodetabek area.*

Approach: *This study uses the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach to test the proposed hypotheses and achieve the research objectives. Questionnaires were distributed to 100 respondents who identified as e-sports players in the Jabodetabek area.*

Research Findings: *This study found that experiential values have a positive and significant effect on player satisfaction in the e-sports industry in the Jabodetabek area. However, promotional activities do not significantly affect e-sports player satisfaction. This means that esports companies' promotional efforts may not significantly impact player satisfaction.*

Theoretical Contribution: *This finding suggests that the theory of satisfaction on loyalty also applies to the Jabodetabek esports industry.*

Practical Implications: *This study has significant practical implications for e-sports companies looking to enhance the value of the player experience by increasing the complexity of their games' features.*

Research Limitations: *This study is limited to the Jabodetabek area and may not reflect the same conditions in other areas.*

Abstrak

Tujuan Penelitian: Penelitian ini bertujuan untuk menginvestigasi dampak nilai-nilai pengalaman (*experiential values*) dan aktivitas promosi terhadap kepuasan pemain (*player satisfaction*), yang selanjutnya memengaruhi loyalitas pemain di dalam industri e-sport di wilayah Jabodetabek.

Desain/ Metode/ Pendekatan: Penelitian ini menggunakan pendekatan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) untuk menguji hipotesis yang diajukan dan mencapai tujuan penelitian. Kuesioner disebarkan kepada 100 responden yang mengidentifikasi diri sebagai pemain e-sport di wilayah Jabodetabek.

Temuan Penelitian: Penelitian ini menemukan bahwa nilai-nilai pengalaman *(experiential values)* berpengaruh positif dan signifikan terhadap kepuasan pemain (*player satisfaction*) di dalam industri esport di wilayah Jabodetabek. Namun, aktivitas promosi tidak memiliki efek yang signifikan terhadap kepuasan pemain e-sport. Ini berarti upaya promosi yang dilakukan oleh perusahaan-perusahaan esport mungkin tidak memiliki dampak yang besar pada tingkat kepuasan pemain.

Kontribusi Teoritis: Temuan ini menunjukkan bahwa teori kepuasan terhadap loyalitas juga berlaku untuk industri esport wilayah Jabodetabek.

Implikasi Praktis: Penelitian ini memiliki implikasi praktis yang signifikan bagi perusahaan e-sport yang ingin meningkatkan nilai pengalaman bagi pemain dengan meningkatkan kompleksitas fitur-fitur dalam permainan mereka.

Keterbatasan Penelitian: Penelitian ini terbatas pada wilayah Jabodetabek dan mungkin tidak mencerminkan kondisi yang sama di daerah lain.

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Vol. 9 No.2 Tahun 2024
E-ISSN : 2528-0929 P-ISSN : 2549-5291

Introduction

E-sports is an electronic-based sport, especially microchips and transistors used for agility competition activities that are not limited to physical activities and must use tools to run them. E-sports is classified as a sport because e-sports must also have a high level of agility, like a game of chess, and a strategy like other sports (1). The e-sports industry is divided into several categories. The first is mobile games; as the name implies, this game requires a mobile phone or personal computer (personal computer). In contrast, this game requires a higher level of equipment. The games played are also more complicated and challenging compared to mobile games.

The global emergence of e-sports commenced in 1980, with the inaugural utilization of the game known as Space Invaders. The event commenced with a total of 10,000 participants. This phenomenon emerged in 1990 with the advent of personal computers. It marked the onset of the multiplayer era, as the game's objective shifted from achieving the most incredible score to outperforming opponents. The year 2000 marked the emergence of several esports gaming events, encompassing genres such as real-time strategy (RTS) and first-person shooter (FPS). In 2002, a significant event in e-sports, specifically the World Cyber Games, a prominent competition held in South Korea, profoundly impacted the global e-sports landscape. Before 2019, the preeminent electronic sports (esports) game in China was Dota 2, which served as the primary game for competitive gaming. According to a report from one sport.id (2019), the prize pool for the event reached a staggering amount of 34 million US dollars, attracting an estimated audience of around 1.96 million individuals.

The e-sports potential is quite significant, making online game companies such as Tencent and Garena develop an esports ecosystem in Indonesia that aims to increase the level of e-sports players in Indonesia (2). With this vast potential, several online game developers such as Agate, Netmarble Games Indonesia Garena, Lyto, EA Sports, Blizzard, Valve, and many more are participating in developing the potential of e-sports in Indonesia by providing training to e-sports players in Indonesia. In addition, the government has also taken part in developing esports in Indonesia by establishing the Indonesia Esports Association (IeSPA), which aims to be a forum for gamers to socialize and develop their achievements in the esports field. IeSPA also provides internationally certified iCafe facilities for esports players in Indonesia to develop to follow players from other countries. The rapid expansion of online gaming has garnered significant interest from esports enthusiasts in Indonesia, encompassing various game genres, narratives, and consumer-oriented features. Typically, online games encompass various reports and features alongside varying difficulty levels designed to ensure the game's longevity and acceptance among the gaming community. Now, online games heterogeneous quality levels have resulted in limited levels of player satisfaction (3,4). The pursuit of enhanced quality in the online gaming industry prompts numerous significant corporations to engage in competitive endeavors, wherein even industry giants like EA Sports prioritize player satisfaction over financial gains. Furthermore, the absence of promotional efforts in online games might diminish user awareness and recognition. The cost associated

with advertising is a significant consideration for online game creators, leading them to carefully evaluate the promotion of their new and developed items to their user base.

To create loyalty, the company must make its users feel satisfied with the products of the company (4). To achieve commitment is to increase satisfaction because the story of one's feelings is directly proportional to what is felt and expected (5). It shows that online game companies want to increase player satisfaction so that player loyalty also increases in online games in the future. To enhance loyalty, which fosters belief, implementing several techniques is essential, including heightened promotional efforts (6). The proposed enhancements encompass the establishment of esports competitions in Indonesia and the implementation of promotional strategies by e-sports companies to cater to the preferences and needs of their players. Advertisements are commonly employed as a means to promote and sell various products or services, including those related to the field of esports. Nevertheless, the impact of this phenomenon on e-sports players, who are avid gamers, has not been extensively experienced.

Hypotheses Development

Experiential value is the perceived benefits from direct interaction with service providers (7). It is subjective and shaped by individual perceptions generated through a product or service (8). Additionally, the authors elucidate that the experiential value mediates the consumer's engagement with restaurants, indirectly impacting customer happiness. A positive relationship exists between the extent to which customers perceive a product to have high experience value and their level of satisfaction (9).

Conversely, a negative relationship is shown between the perceived level of experiential value and customer satisfaction when it is perceived to be low. There are several indications of experience value in online games. These indicators include the features available in online games to cater to individual needs, the potential for knowledge acquisition through online gaming, and the ability to enjoy leisure time comfortably (10).

Experiential value, customer return on investment, service excellence, and playfulness positively and significantly influence customer satisfaction (11). Experiential value can increase customer loyalty through emotional and cognitive processes (11,12). Experiential value can increase player loyalty and can also be obtained through increased satisfaction and involvement, which ultimately increases their loyalty (13). The impact of customer satisfaction on customer loyalty and intention to switch. The results show a supportive relationship between customer satisfaction and loyalty (14).

The effect of experience value on customer satisfaction considers the influence of experience flow (15). The results show that positive experience value can increase customer satisfaction, and flow experiences can strengthen this influence. Positive experiential value can increase online game player satisfaction and strengthen the influence on loyalty (16). The conclusion is that the higher the consumer's experiential value, the higher the level of customer satisfaction. Researchers adapt and use this concept to strengthen the effect of experiential value on the joy of e-sports players in JABOTABEK.

Hypothesis 1: experiential value has a positive and significant effect on the satisfaction of e-sports players in JABOTABEK.

Promotion refers to companies' strategic communication strategy to engage with clients to yield future benefits (6). Promotion is one of the fundamental components of marketing, alongside product, venue, and pricing (17). The promotion has a significant function in disseminating information and exerting persuasive influence on customer attitudes and behaviors. Hence, implementing practical promotional initiatives can enhance customer perceived value, fostering customer loyalty (18,19). Effective promotional strategies can enhance consumer happiness, engagement, and loyalty (19).

The positive effect of promotion on customer satisfaction is that it can increase the purchase of a product (20,21). Promotion is a marketing tool used to introduce and provide information about the products created by the company (21). Promotion is any incentive for customers and members to purchase products (22). It can also act as a tool to increase sales quickly. The promotion measures discussed in greater detail include database and direct response (personal selling), digital and alternative, and sponsorship. Effective live broadcasts and support in promotional activities can enhance customer happiness, engagement, and loyalty (23,24). Implementing promotional strategies such as financial promotions and shopping goals can enhance customer satisfaction (25). Researchers have embraced this approach to enhance the efficacy of enhancing the well-being of e-sports players in the Jabotabek region.

Hypothesis 2: Promotion positively and significantly affects esports player satisfaction in Jabotabek.

Multiple research studies have indicated a noteworthy correlation between satisfaction and loyalty. Customer satisfaction refers to the customers' evaluation of the actual performance of a product or service and their subsequent emotional response following its use (28). Customer satisfaction may be conceptualized as a customer's evaluative response towards a product's performance outcomes (26,27). Customer satisfaction refers to the extent of customers' emotional responses while evaluating the performance of a product or service to their initial expectations. Consumer expectations for service quality can be categorized into two levels: adequate service and desired service. These expectations have the potential to enhance customer satisfaction. Hence, player satisfaction can be assessed by evaluating the product, engaging and valuable programs, and accurate decision-making (3).

Customer loyalty is an essential part of customer satisfaction. If the customer is satisfied with the service or the quality of a product, it will increase sales without having to do further promotions; if customer satisfaction is not sufficient, loyalty will also not increase (3). the highest level of loyalty in the gaming industry is when customers do marketing repeatedly and only want to use specific products from a company (29). Loyalty level is divided into three stages; the first is cognitive loyalty, which only depends on the product's function, cost, and quality (30). If the customer still gets all these factors, the customer will continue to be loyal to the product. The second is affective loyalty, which is caused by the experience of customers

who are satisfied with a product. The third is conative loyalty, which is the highest because this level of loyalty shows that customers strongly believe in a brand or product.

The level of loyalty would follow the level of customer satisfaction; if customer satisfaction is insufficient, then loyalty will stay the same (3). E-sport player satisfaction and service quality contribute to online game player loyalty (16). In addition, factors include variations in-game attributes, flow experiences, and game design elements (18). customer satisfaction significantly affects loyalty, which the customer's age can moderate (31).

Hypothesis 3: Player Satisfaction has a positive and significant effect on the loyalty of e-sports players in Jabotabek.

Method

This type of research is quantitative research with a survey method. Primary data were collected through questionnaires distributed via Google form to respondents using a Likert 1-6 measurement scale. The sampling technique used is non-probability sampling with a purposive sampling method. The utilization of this sampling technique is justified by the necessity for the sampled respondents to satisfy predetermined criteria (Hair et al., 2017). The study requires participants who are skilled esports players between the ages of 18 and 35, residing in the JABOTABEK area (Jakarta, Bogor, Tangerang, and Bekasi). A sample size of 100 respondents was chosen since it meets the minimum criterion for Partial Least Square analysis, as suggested by Hair et al. (2017). The data analysis methodology employed descriptive statistics and structural equation modeling (SEM) to examine the outer and inner models.

Results and Discussion

Result

Descriptive Statistics

Table 1. Respondent by Gender

Gender	Respondent	Percentage
Man	79	79%
Woman	21	21%
Total	100	100%

Source: data processed (2021)

Based on the data presented in Table 1, it can be inferred that most respondents are male, accounting for 79% of the total, while females comprise just 21%. This observation demonstrates that the majority of e-sports gamers are predominantly male.

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Vol. 9 No.2 Tahun 2024
E-ISSN : 2528-0929 P-ISSN : 2549-5291

Table 2. Respondent by Age

Age	Respondent	Percentage
18-20	25	25%
21-30	66	66%
31-35	9	9%
Total	100	100%

Source: data processed (2021)

Based on Table 2, it can be concluded that the majority of respondents aged 21-30 have a percentage of 66%. The lowest is at the age of 31-35 years, namely 9%, and the second is aged 18-20 years, namely 25%.

Table 3. Respondent by Region

Region	Respondent	Percentage
Jakarta	46	46%
Bogor	32	32%
Tangerang	13	13%
Bekasi	9	9%
Total	100	100%

Source: data processed (2021)

Based on Table 3, it can be concluded that the majority of respondents aged 21-30 have a percentage of 66% and the lowest is at the age of 31-35 years, namely 9%, and the second is aged 18-20 years, which is 25%.

Table 4. Types of Online Game

Types of game	Respondent	Percentage
RPG	84	47%
RTS	47	26%
FPS	47	26%
Total	178	100%

Source: data processed (2021)

Based on Table 4, the type of game played the most is RPG (Role-Playing Games), which has 47% of respondents playing these types of games, RTS (Real-Time Strategy), and FPS (First person shooter), totaling 26% of respondents each. It can be concluded that e-sports players are more interested in RPG (Role-Playing Games).

Outer Model

Evaluation of the outer model will show the validity and reliability of this study. There are several types of validity measurements in the SmartPLS. The first is the validity test in the outer model, namely loading factor analysis and discriminant validity. The score to meet the loading factor analysis and discriminant validity is 0.5. The research can be continued if all indicators meet the criteria(32). Suppose a particular indication fails to meet the established minimum score. In that case, excluding said indicator and re-calculating it becomes necessary. The second test assesses reliability to determine the average variance extracted (AVE) and composite reliability values. In order to meet the requirements for the AVE, a minimum score

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E-ISSN : 2528-0929 P-ISSN : 2549-5291

of 0.5 must be achieved. Similarly, a minimum score of 0.7 is necessary to satisfy the criteria for composite reliability. The subsequent text presents a measurement model for assessing a test's validity and reliability, including the model's determination and the equation's path coefficients.

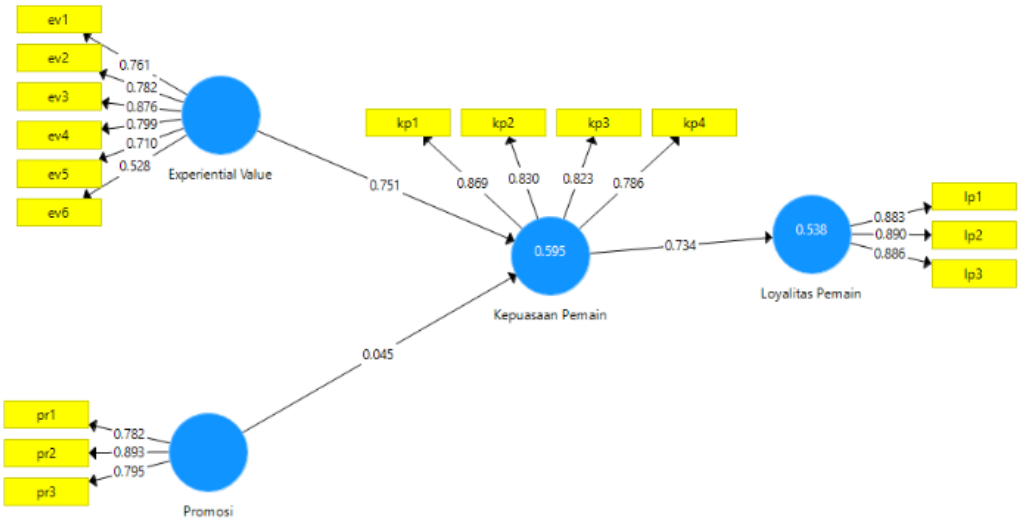

Figure 1. PLS Algorithm Output
Source: data processed (2021)

To determine the consistency and reliability of the statements in the questionnaire, Hair et al. (2017) state that the composite reliability value must be above 0.7; then, the statement can be declared reliable and relevant to the variable.

Table 5. Reliability Test

Variable	Composite Reliability	Result
Experiential Value	0.884	Reliable
Promotion	0.805	Reliable
Player Satisfaction	0.914	Reliable
Loyalty	0.907	Reliable

Source: data processed (2021)

Table 5 shows that all composite reliability values are more than 0.7. Thus, it can be stated that all statements on the questionnaire are reliable and support this research.

Table 6. Average Variance Extracted

Variable	AVE	Result
Experiential Value	0.562	Valid
Promotion	0.581	Valid
Player Satisfaction	0.737	Valid
Loyalty	0.766	Valid

Source: data processed (2021)

Table 6 explains that all average variance extracted (AVE) values are more significant than 0.5. Thus, every statement in this questionnaire is valid and supports this research.

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Table 7. Loading Factor of Experiential Value

Item	Statements	Loading Factor
EV1	I feel happy when playing online games.	0.761
EV2	I like the features provided by online games.	0.782
EV3	Online games give me much experience.	0.876
EV4	I am happy that online games can improve my skills and knowledge.	0.799
EV5	I feel online games give me the freedom to run my character.	0.710
EV6	I feel that online games influence my choices.	0.582

Source: data processed (2021)

Table 7 shows all loading factors greater than 0.5. Therefore, all indicators met the loading factor analysis requirements. The highest is item EV3, 0.876, and the lowest is the EV6 indicator, 0.528.

Table 8. Loading Factor of Promotion

Item	Statements	Loading Factor
PR1	I am interested in direct recommendations from SPG/SPB for every online game.	0.782
PR2	I am interested in the sponsorship provided by online game companies.	0.893
PR3	I am interested in promoting online games via Adsense on YouTube.	0.795

Source: data processed (2021)

Table 8 shows that all promotion (PR) indicators show a loading factor greater than 0.5. It shows that all indicators have met the requirements of loading factor analysis. The most significant indicator is the PR2 indicator, worth 0.893, and the lowest is the PR1 indicator, 0.795.

Table 9. Loading Factor of Player Satisfaction

Item	Statements	Loading Factor
PS1	I am satisfied with my decision to play online games.	0.869
PS2	I am satisfied with the decisions I made when playing online games.	0.830
PS3	I feel satisfied if I get rare items in online games.	0.823
PS4	I would feel satisfied if I could complete a mission in online games.	0.786

Source: data processed (2021)

Based on Table 9, all player satisfaction (PS) indicators show a loading factor greater than 0.5. Therefore, all indicators met the loading factor analysis requirements. The most significant value is item 1, "I am satisfied with my decision to play online games," which has a value of 0.869, and the lowest is item PS4, "I feel satisfied if I can complete a mission in online games" with a loading factor value of 0.786.

Table 10. Loading Factor of Player Loyalty

Item	Statements	Loading Factor

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PL1	I like to use my free time to play online games.	0.883
PL2	I will recommend the online games that I play to my friends.	0.890
PL3	I will talk about the positive aspects of my online games.	0.886

Source: data processed (2021)

Based on Table 10, all indicators have met the requirements of loading factor analysis: the loading factor value is above 0.5, the highest value is PL2, which has a value of 0.890, and the lowest is the PL1 indicator, which has a value of 0.883.

Discriminant Validity is a test carried out to prove whether the indicator on a variable has the most significant loading factor value than other variables and cross-loading. An indicator is valid if it has a loading factor value above 0.5 and the cross-loading value is more dominant than other variables. Discriminant validity can be seen in Table 11.

Table 11. Cross Loading

Item	Experiential Value	Promotion	Player Satisfaction	Player Loyalty
EV1	**0.761**	0.283	0.640	0.283
EV2	**0.782**	0.361	0.585	0.361
EV3	**0.876**	0.280	0.652	0.280
EV4	**0.799**	0.450	0.622	0.450
EV5	**0.710**	0.306	0.710	0.306
EV6	**0.528**	0.216	0.528	0.216
PR1	0.343	**0.782**	0.249	0.246
PR2	0.430	**0.893**	0.364	0.367
PR3	0.258	**0.795**	0.269	0.382
PS1	0.763	0.411	**0.869**	0.411
PS2	0.642	0.323	**0.830**	0.323
PS3	0.584	0.313	**0.823**	0.313
PS4	0.540	0.135	**0.786**	0.135
PL1	0.524	0.359	0.598	**0.883**
PL2	0.641	0.332	0.678	**0.890**
PL3	0.585	0.388	0.670	**0.886**

Source: data processed (2021)

Based on Table 11, the cross-loading value of each variable in bold shows a number greater or more dominant than the loading value of other variables so that it can be declared valid. Suppose both the loading factor and cross-loading parameters show the same results. In that case, it can be said that the variable does not match the discriminant validity criteria (Hair et al., 2011).

The reliability test measures variables measured by each indicator's composite reliability and average variance extracted (AVE) values. The following is the value of composite reliability and average variance extracted (AVE) from the SmartPLS software (v3.2.9).

Table 12. Composite Reliability

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Variable	Composite Reliability
Experiential Value	0.883
Promotion	0.864
Player Satisfaction	0.897
Player Loyalty	0.917

Source: data processed (2021)

Based on Table 12, each variable that can be declared good reliability is the one that has a value above 0.7. All indicators in this study entered the criteria, and it can be concluded that all variables have good reliability.

Table 13. Average Variance Extracted (AVE)

Variable	AVE
Experiential Value	0.563
Promotion	0.680
Player Satisfaction	0.685
Player Loyalty	0.786

Source: data processed (2021)

Based on the measurement model results, table 13 shows that all variables score above the minimum AVE value of 0.5. it means that they have met the discriminant validity requirements.

Inner Model

The utilization of inner model testing facilitates comprehension of the research at hand. Inner model testing aims to ascertain the presence of a correlation between the values of individual variables and the extent of their respective influences. There exist two methods for assessing the Inner model testing, with the initial approach involving the utilization of goodness of fit test and hypothesis testing. The fit quality is assessed by examining the R-Square and Q-Square Stone Geisser values. Furthermore, the process of hypothesis testing involves the examination of the inner weight and t-statistics derived from the bootstrap computation.

Goodness of Fit

As the author has explained, the goodness of fit test is carried out by observing the R-Square for the latent variable. The following is the result of the R-Square calculation.

Table 14. R-Square

Variable	AVE
Player satisfaction	0.811
Player loyalty	0.728

Source: data processed (2021)

Table 14 concludes that the variables of experiential value and promotion to player satisfaction (PS) have a robust R-squared value of 81.1%. Player satisfaction to player loyalty (PL) is 72.8% categorized as vital and has met the minimum requirement that the r-square value be greater than 0.10.

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The purpose of Q is to measure how well the observation value generated from the research model is to identify it (Wetzels 2009). The following is the calculation formula for Q 2:

$Q^2 = 1- (1-R1^2) (1-R^2) \ldots. (1-Rp^2)$
$Q^2 = 1- (1-0.811^2) (1-0.728^2)$
$Q^2 = 1- (1-0.657721) (1-0.529984)$
$Q^2 = 1 – (0.342279) (0.470016)$
$Q^2 = 1 – 0.160876606464$
$Q^2 = 0.839123393536$

Based on these results, it is indicated that this study has a Q = 0.839 or 83%. It means that the requirements of Wetzels et al. (2009) can be achieved well. It can be stated that this research can be accepted globally.

Hypothesis Test

Hypothesis testing is carried out to measure each indicator's outer model, test the structural model (Inner Weight), and see the value of the regression coefficient, statistics, and significance level. Testing the structure model in SmartPLS (v3.2.9) is evaluated using R-Square for the dependent variable and the path coefficient score for the independent variable, then assessed based on the t-statistic value in each path. The following are the results of the Bootstrapping research.

The t-statistic value between the independent and dependent variables is in the path coefficient table below to assess the significance of the prediction model in testing the inner model.

Table 15. Path Coefficient

Variable	Coefficient Value	Standard Deviation	t-statistics	P-values	Decision
EV → PS	0.751	0.065	11.498	0.000	Accepted
PR → PS	0.045	0.066	0.685	0.494	Rejected
PS → PL	0.734	0.059	12.518	0.000	Accepted

Source: data processed (2021)

According to the findings shown in Table 15, there is a clear and statistically significant positive relationship between experiential value and player satisfaction. The acceptance of the alternative hypothesis is supported by the t-statistic value of 11.498, above the critical value of 1.96, and the p-value of 0.000, which is less than the significance level of 0.05. This finding provides empirical evidence that a player's experiential value positively impacts their overall contentment.

According to the findings presented in Table 15, it can be observed that the impact of promotion on player satisfaction is not statistically significant. The t-statistic value of 0.685 is less than the critical value of 1.96, indicating insufficient evidence to reject the null hypothesis.

Similarly, the p-value of 0.494 is more than the significance level of 0.05, further supporting the rejection of the alternative hypothesis. The findings of this study provide empirical evidence that promotional efforts do not significantly impact player happiness.

The statistical analysis indicates a notable and statistically significant relationship between player satisfaction and loyalty, as shown in Table 15. The acceptance of the alternative hypothesis is supported by the t-statistic value of 12,518, above the critical value of 1.96, and the p-value of 0.000, less than the significance level of 0.05. This finding validates the positive correlation between players' satisfaction and players' loyalty.

Discussion

Experiential Value and Player Satisfaction

Based on the results of the tests, the experiential value variable has a positive and significant effect on the player satisfaction variable. The results of this study also prove that experiential value has a significant effect on player satisfaction. The highest indicator of the experiential value variable is an indicator of EV3, "Online games give me many experiences," which has a loading factor value of 0.876. The lowest indicator of experiential value is the EV6 indicator, "I feel that my choices are affected by online games." which has a loading factor value of 0.528. The lack of influence of players on their choices causes the value of this EV6 indicator to be low; in fact, not all players' choices are affected by online games. The highest indicator of player satisfaction is the PS1 indicator: "I am satisfied with my decision to play online games." Which has a loading factor value of 0.869. It proves that online game players are satisfied that they have played it and feel that online games are the right thing. The lowest indicator of player satisfaction is the PS4 indicator, namely, "I feel satisfied if I can complete a mission in online games." Furthermore, it has a loading factor value of 0.786, indicating that satisfaction when completing a mission does not affect the player.

The experiential value indicator also has a path coefficient of 0.751 on player satisfaction. It shows that the experiential value variable strongly influences the player satisfaction variable. It follows the previous studies, which state that the higher the experiential value of the consumer, the higher the level of customer satisfaction (11,13,21,33).

Promotion and Player Satisfaction

Based on the results of the tests, the promotion variable does not affect the player satisfaction variable. The promotion indicator that has the highest loading factor value, with a value of 0.893, is PR2, "I am interested in the sponsorship provided by online games companies." and the lowest is the PR1 indicator, with a value of 0.782, which is "I feel interested in direct recommendations from SPG/SPB for every online game." This study refutes previous research on any incentive to offer customers and members to make product purchases (22). It also follows previous studies that proved that promotion has no significant effect on customer satisfaction (34,35). This study proves that promotions have a path coefficient value of 0.045 and p-values of 0.494, more than 0.005, to player satisfaction. According to the author, online e-sports game players are not very interested in some of the promotions offered by online e-sports game companies and prefer online games based on suggestions from closest friends.

Player Satisfaction and Player Loyalty

Based on the test result, it concludes that player satisfaction positively and significantly affects loyalty. The highest indicator of player satisfaction is the PS1 indicator: "I am satisfied with my decision to play online games." Which has a loading factor value of 0.869. It proves that online game players are satisfied that they have played it and feel that online games are the right thing. The lowest indicator of player satisfaction is the KP4 indicator: "I feel satisfied if I can complete a mission in online games."

Furthermore, it has a loading factor value of 0.786. It indicates that satisfaction when completing a mission does not affect the player. The player loyalty indicator with the most considerable loading factor value of 0.890 is the PL2 indicator, "I will recommend the online games that I play to my friends." This indicator can be improved again because e-sports players are happy by giving something about online games played to their closest friends. It can increase the loading factor value on the PL2 indicator. The lowest indicator on the player loyalty variable is the PL1 indicator, "I like to use my free time by playing online games." worth 0.883. The results of the author's interview with respondents in the field stated that player satisfaction significantly affects the loyalty of an e-sports player because if the players themselves are not satisfied with the games, the players will not play and will not be loyal to the game's company. So, player satisfaction determines whether players can be loyal to an online gaming company. It is supported by previous studies, which say that the level of loyalty will follow the level of customer satisfaction (16,26,28,29,31).

Conclusion

This study shows that the experiential value variable has a positive and significant effect on the player satisfaction variable and has been proven empirically in this study. In contrast, the promotion variable has no significant impact on player satisfaction. It demonstrates a significant positive effect on player satisfaction and loyalty in the JABOTABEK area.

Experiential value positively and significantly influences player satisfaction, which is proven true. The most significant indicator of the experiential value variable is the EV3 indicator "online games give me many experiences," which has a loading factor value of 0.876. Therefore, the higher the experience the player gets, the higher the level of satisfaction.

The impact of promotional activities on player satisfaction has been observed, concluding that advertising does not significantly influence player satisfaction in online esports games research. The promotion variable exhibits a path coefficient value of 0.045, with p-values of 0.494 that surpass the threshold of 0.005. Hence, it can be inferred that a rise in promotion does not lead to a corresponding increase in satisfaction among esports participants.

In hypothesis 3, player satisfaction positively and significantly affects player loyalty. It is proven true, and the most significant indicator of the player satisfaction variable is KP1, "I am satisfied with my decision to play online games." It has a loading factor value of 0.869.

Therefore, the higher the player's satisfaction with his decision, the higher the loyalty to the online game.

The study proves that experiential value affects player satisfaction, the influence of promotion on player satisfaction, and the significant influence of player satisfaction on player loyalty in Jabotabek. To increase player loyalty, companies must make games or creations such as improving the quality so that players always feel satisfied with every game they play.

To increase player satisfaction, players must get the best experience (experiential value) while playing an online game accompanied by a company that must add creations to satisfy the players. To increase player satisfaction, Companies have to increase promotions and focus more on improving quality. Based on research, it turns out that promotion does not affect player satisfaction. The variable of player satisfaction exhibits its maximum value on PS1, which pertains to the statement "I am satisfied with my decision to engage in online games," with a coefficient of 0.869. On the other hand, the PS4 exhibits the lowest indicator, denoted as "I experience a sense of satisfaction upon accomplishing a mission in online games," with a value of 0.786. According to the findings of this study, there is no necessity to enhance the value of player satisfaction, as it has been empirically established that meeting the desired level of player satisfaction leads to a subsequent increase in player loyalty.

The theoretical contribution of this research is important as it adds to our understanding of the factors that influence player loyalty in the e-sports industry. The finding that player satisfaction significantly influences player loyalty suggests that e-sports companies should pay attention to their players' gaming experience to maintain their fan base. By understanding the factors influencing player loyalty, e-sports companies can develop more effective strategies to maintain their fan base and increase profits.

The practical contribution of this research is to provide practical advice for e-sports companies to improve their player satisfaction and player loyalty. In this study, the complexity of in-game features positively influenced player satisfaction. Therefore, e-sports companies may consider increasing the complexity of their in-game features to improve player satisfaction and loyalty. In addition, this study also suggests that promotional efforts may not greatly impact player satisfaction. Therefore, e-sports companies may consider more effective marketing strategies to increase player satisfaction and loyalty.

This study's theoretical and practical contributions can help esports companies understand the factors influencing player loyalty and develop more effective strategies to maintain their fan base and increase their profits.

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