ABSTRACT

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Program study : Entrepreneurship
Title : AN ANALYSIS OF EXPERIENTIAL VALUE INFLUENCE, PROMOTION ON PLAYER SATISFACTION AND ITS INFLUENCE ON THE LOYALTY OF ESPORTS PLAYERS IN JABOTABEK

The sports phenomenon have expanded into the fields of technology in recent years. Mobile Legends, Dota2, League of Legends, PlayerUnknown’s Battlegrounds are just some of the examples of such sports that emerged from the esports technology. However, based on researcher’s preliminary observation, the promotional and experiential values developed by online games companies does not satisfy the esport players in Jabotabek. Pre-research revealed that there is a linear connection between player satisfaction and their loyalties of the online game. The purpose of this study is to examine the effect of experiential values and promotion on player satisfaction which in quo affects their loyalties on the esport scene in Jabotabek. This study uses SEM-PLS to test hypotheses and answer the research objectives. The questionnaires were distributed to 100 respondents, who are esport players in Jabotabek. The result indicates that experiential values is positive and significantly effect on player satisfaction, while promotion does not affect to players satisfaction. Moreover, player satisfaction has been proven to influence the loyalty of esports players in Jabotabek. Practical implications of this research to online games company increasing the complexity of features in online games so that the creation of experiential value players.

Keywords: experiential value, promotion, player satisfaction, player loyalty, esports