Procurement And Distribution Of Integrated Values Study Of Gamers Characters

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Abstract.

The aim of the study were to analyze the factors affecting gamers characters based on values in particular procurement, distribution and perception on how specific games must be developed. The procurement and distribution of both hardwares and its programmable various games becoming the essential in this study. Various values which formed the integrated values plus two other independent variables such as character identification and satisfaction rate were affecting the dependent variable, the intention of purchasing particular games. Structural equation analysis was done to justify if the dependent variables significantly affected by integration value, character identification and satisfaction rate. The result showed that Integrated Value of Purchading Game Items had a positive influence on Game Items Purchase Intention where the results of data processing showed that the standard coeficient was positive and the P Value showed a value of 0.000 which was in accordance with the requirement that the P Value must be below 0.05.

Keywords: Integrated Value, Purchase Intention and Game Character.

I.   INTRODUCTION

According to Video Game Indonesia, online gaming in Indonesia had several eras from year to year. The era was where an online game dominates the gamers at that time. The eras according to VGI were the Nexia Online era, the Ragnarok Online era, the RF (Rising Force Online) era, the Ayodance era, and finally the Point Blank era. These online games had their own roles in Indonesia. These games were able to make significant changes to the world of online games in Indonesia. The first online games that became a trend in Indonesian society were Nexia Online and Laghaim Online. It can be said that the publisher Boleh Game at that time was relatively successful, because the game could last long enough, which was about three years. Online games in Indonesia began to liven up, presented the best 2D online game to date, Ragnarok Online. Ragnarok Online can be said to be the first online game that was able to invite thousands of players every day. The crowds made a magical phenomenon, which was often discussed in one of the television programs in Indonesia.In addition to the Ragnarok Online era, according to VGI, the RF era was the time of the gaming revolution in Indonesia. It was said to be a revolution because it was the time when many online games sprung up in Indonesia. In addition, through this RF, gamers were also forced to improve the quality of their computers because the games had started using three-dimensional (3D) graphics. At that time, there were two games that dominated the era, namely RF Online and Seal Online where both games used 3D graphics.In the RF era, the biggest change in the online gaming world in Indonesia was that gamers no longer used dial-up internet connections.

New internet service providers began to appear, offering much better internet quality. The number of internet cafes and their users also continued to increase. There were even internet cafes that dwere to provide cheaper prices for the packages they provide. Gamers who used to only play for fun also began to experience changes. In this RF era, gamers had become more serious. They were no longer just looking for friends, but also looking for power and victory. Gamers also realized that they needed powerful items to gain power and victory in the game. In this RF era, gamers also started buying and selling games items using real money or Rupiah itself. Therefore, this RF era was an era where gamers continue to grow.Three main variables that can influence Game Item Purchase Intention. The three main variables were Integrated Value of Purchading Game Item, Character Identification, and Satisfaction about Game. If gamers perceive and rate a game item

as very valuable, it will increase the likelihood for gamers to buy the item. Therefore, the existence of these three variables was to find out how companies can increase Game Item Purchase Intention. In addition, the Integrated Value of Purchading Game Item variable had dimensions and was divided based on four values. The four values were Enjoyment Value, Character Competency Value, Visual Authority Value, and Monetary Value. Knowing how interesting Game Item Purchase Intention can be achieved from gamers and as well as the problems experienced by RF Prime, the authors were interested in conducting research with the object of RF Prime and the authors set the research.

II. LITERATURE REVIEW

As we know, humans generally had their own characteristics. This can be seen physically, race, gender, and many more (Mohan et al., 2022). One of the things that distinguishes each human being was the human behavior itself. In terms of companies, these humans were their consumers (Holland et al., 2020). Consumer behavior had a definition that means that consumer behavior was behavior where consumers dwasplay in searching for, buying, using, evaluating, discarding products and services that they hope to satwasfy their needs (Casidy et al., 2022).After understanding marketing and consumer behavior, understanding e-marketing was an obligation for internet business people (Naidu et al., 2023). The definition of e-marketing itself was the process of getting closer to customers and understanding their desires, adding value to products, expanding distribution reach and increasing sales through the internet (Choe & Kim, 2018). In organizations, developing a common understanding of things like e-commerce, e-business, and e-marketing, how they relate to each other and who governs them, was important to enable the development of a consistent and coherent strategy (P.-C. Lin & Huang, 2012). Here was a picture of the three relationships (Teng, 2018). E-business includes all automation of all business processes in the purchase that occurs. E-business creates the ability to conduct business online. Based on the definition explained earlier, ¬e-marketing was a part of e-business. ¬E-marketing itself was broader than e-commerce because the processes involved in e-marketing were more extensive (Halder et al., 2020). E-commerce was generally about selling online or online transactions (Yang & Lin, 2017). In addition to the e-marketing relationship, it was explain that e-marketing planning should use the integrated marketing system. The integrated marketing system was commonly used by professionals in e-marketing planning (De Silva et al., 2021).The definition of Integrated Values was based on the Theory of Consumption Values (TCV).

In TCV, there were five types of value, namely based on functional, social, emotional, conditional, and epwastemic (J. Lin et al., 2020). Based on these five values, TCV was explained as the usefulness or benefits that can be felt and owned on certain criteria (Teng, 2018). In the world of online gaming, if gamers feel an item was valuable or valuable, then the likelihood of them buying the item will increase. This strengthens Integrated Value to be one of the variables for researchers to analyze a game item purchase in online games (Gonçalves et al., 2016). Enjoyment Value was one of the value dimensions that influence purchase intention (Tan & Yang, 2022). Based on TCV, Enjoyment Value had another term, Emotional Value (Ferreira et al., 2022). In relation to the Value of Purchading Game Items, Enjoyment Value involves fun, perceived enjoyment, and playfulness value (Mercan, 2020). Based on online mobile shopping studies, Enjoyment can be said to be a fundamental dimension of online shopping (Xu et al., 2021). In a sophissticated mobile phone, it must provide a lot of online media such as product descriptions, pictures, background music, videos, commercial flash animation, and marketing games (Tan & Yang, 2022). That way, consumers can feel the fun and excitement of searching for products and services while interacting through the media provided by the internet (Cornet et al., 2022). Enjoyment was one of the values of the Multiple Value Dimensions in TCV. Enjoyment was defined as an emotion when it reflects pleasure or excitement (Clark, 2023). Likewise, a study to determine the elements of online games, the main factor was Enjoyment in playing online games. Enjoyment was defined as the degree to which we do activities that provide pleasure and joy regardless of the consequences of these activities (Ferreira de Almeida & dos Santos Machado, 2021).

By looking at several explanations and definitions of Enjoyment Value, this study uses a definition that combines explanations of TCV explanations. The definition of Enjoyment Value was the usefulness or

perceived benefits of emotions in the form of pleasure or joy (Buff, 2014).Character Competency Value was one of the dimensions of the value of Purchasing Game Items (Zaccoletti et al., 2020). Character Competency Value had another term, functional value (Simonton & Garn, 2020). Be stronger, functional props, functional items, character competency, and functional attributes were keywords for Character Competency Value. In the game world, gamers consume digital images just by playing the game and they consume digital images in the game world using various items such as armors and swords (S. Nguyen & Llosa, 2023). The digital images mentioned were known as Game Items. Game Items were created by in-game activities and Game Items can be changed as desired by gamers. Gamers' experience can be measured by the Functional Value of Game Items and Game World (Roberts et al., 2021). A gamer will be more obsessed in the virtual world if he gets the expected ability to complete challenges in the game or challenge other gamers (McCann et al., 2016). Low Character Competency strongly encourages gamers to pursue and get advance virtual items that were useful for raising character levels in the game or challenging other gamers to get their own sensation of achievement. Functional Attributes was one of the keys to Character Competency Value (Ülger et al., 2014).

By looking at several explanations of Character Competency Value, this research will use a definition based on a combination of a series of explanations and explanations of TCV. The definition of Character Competency Value was the usefulness or man (Muzakkir et al., 2022).Visual Authority Value had another term called Social Value (Lee & Perdana, 2023). Visual Authority Value had reasons or values of purchasing game items and was seen from showing off, decorative props, vanity items, hedonic attributes, and visual/musical appeal value (Duprez et al., 2022). Social Value was one of the values of the Multiple Value Dimensions in TCV. Social Value based on studies seen from social gains attributed in the use of artifacts, Social Value can also position individuals as trendy and sophisticated Visual Authority Value can be explained by Hedonic Attributes (Dutta et al., 2022). Hedonic Attributes were seen from an aesthetic quality of the game item (Sergi et al., 2022). In addition, these attributes were also important in competitive environments where their use was central to discussions about performance (Sergi et al., 2022). This was exemplified by a game item in World of Warcraft where a weapon in the game can be forged (Wang et al., 2023). By purchasing an effect called "enchant", forging can be done to improve the performance of the weapon (Dutta et al., 2022). The forging does not make the weapon stronger but had a light on the weapon. This makes the forging gamer think that the weapon may be useless but the weapon was cool and elegant (Chan et al., 2022).Monetary Value was a new value in addition to the four dimensions mentioned above (Wang et al., 2023). Monetary Value refers to investment, value for money, the requirement of the quest system, and hobby (Stoeckl et al., 2023).

Monetary Value was Value-for-Money (Whitehead & Wicker, 2020). Value-for-Money was one of the four dimensions of TCV. Users who feel that digital goods were inexpensive compared to the benefits they get, will be happy to buy them (Liu et al., 2022). Value for money was one of the four dimensions of perceived value, the others being emotional value, social value, and quality value (Dong et al., 2021). In the study, the game service providers provided various virtual items, such as clothes or decorations and these required payment. In Social Networking Sites (SNS), introverts and extroverts can be distinguished by their buying behavior (Ostermann et al., 2023). Introverts will use virtual item clothing that was more expensive and varied while extroverts will use virtual item clothing that was just for trial and error or just comfortable (Rossita et al., 2021). From the explanations of Monetary Value that had been mentioned, this research will use the definition based on the explanation and explanation of the definition of TCV belonging (Baishya & Samalia, 2020). The definition of Monetary Value was the perceived usefulness or benefit by comparing the costs and benefits of an item before a purchase was made (Ostermann et al., 2023).Character Identification can be identified in the context of gaming as the means by which gamers receive in-game experiences and interpretations, as if the events happening to the game characters were happening to them (Dong et al., 2021). Character Identification was often widely studied in organizations and in the marketing field (Böhm et al., 2023).

It was studied to know and identify the customer towards the product or service of the company. In the context of gaming, Character Identification was defined as the self-perception of gamers while in an

online game character (Mohan et al., 2022). Character Identification was also a factor that makes gamers and their game characters one person (Bjorvatn et al., 2021). Game characters were made to resemble gamers themselves from actions, emotions, and appearance were made as similar as possible.Character Identification can be measured using the construct of "believed similarity". Believed Similarity can increase the function of perceived character similarity to become a more desirable character Based on the explanation of the definition and concept of Character Identification above, the research will use the definition (Wu et al., 2020). The definition of Character Identification was the means by which gamers receive experiences and interpretations from within the game, as if the events that occur to the game characters were happening to them (Wendt et al., 2019).The model that expresses Consumer Satisfaction had a function as expectations (Fang, 2020). Satisfaction was also believed to influence attitude change and purchase intention.

Customer Satisfaction or Dissatisfaction was closely related to the company's ability to meet consumer demands and desires (Erikstad et al., 2018). In addition, Customer Satisfaction was determined and can be known through the emotional reactions of consumers (Gagnon et al., 2020). Customer Satisfaction was the consumer's perception of the performance of products and services in relation to the consumer's expectations (Verner-Filion & Vallerand, 2018). If the results that consumers get were below consumer expectations then they will feel dissatisfied. If the results that consumers get were in line with expectations then they will feel satisfied (Bjorvatn et al., 2021). Then if the results obtained by consumers exceed expectations then they will be very satisfied or happy (Chen et al., 2022). The main motivation for companies to continue to grow by utilizing customer satisfaction, where highly satwasfied customers can lead to a stronger competitive position in the market, higher target market reach and greater profits (N. H. Nguyen et al., 2023). Customer satisfaction was also commonly assumed to be a significant determinant of repeat sales, positive word-of-mouth, and customer loyalty (Gundala et al., 2022). As a result, there was increasing attention among academics and business people to customer satisfaction as a company goal. Satisfaction was a factor that influences the desire to buy (Kjeldsen et al., 2023). Specifically in the context of gaming (Garcia-Molsosa et al., 2019). The integrated values consisted of enjoyment value, character competency value, visual authencity value and monetary value.

The integration value and other two independent variables such as character identification and satisfaction rate, were simulated to be correlated to the intention of purchase particular games. The development of hypotheses as follow:

H_1: Integrated Value of Purchading Game Item affecting Game Item Purchase Intention;

H_2: Character Identification affecting Game Item Purchase Intention,

H_3: Satisfaction About Games affecting Game Item Purchase Intention

III.   METHODS

The analysis of structural equation model was done as part of multivariate technique that allowed researchers to test a series of interconnected dependence relationships among measured variables and latent constructs (variates) or among several latent constructs in a simultaneous manner. The measurement model fit test were conducted on each construct or measurement model (the relationship between a latent variable and the observed variables/indicators) separately through evaluation of the validity and reliability of the measurement model. The size can be calculated with the following formula:

$$\textbf{\textit{Construct Reliability}} = (\Sigma std.loading)^2 / (\Sigma std.loading)^2 + \Sigma e$$

$$\textbf{\textit{Variance Extracted}} = \Sigma std.loading^2 {}^/ \Sigma std.loading^2 + \Sigma e$$

Grouping of Goodness of Fit Indices or GoF measures into three, namely absolute fit measures or absolute fit measures that were useful for determining the degree of prediction of the model as a whole, incremental fit measures or incremental fit measures that were useful for comparing the proposed model with the basic model (null model or independence model), and parsimonious fit measures or parsimony fit measures that were useful for measuring model savings, namely models that had the highest degree of fit for each degree of freedom.
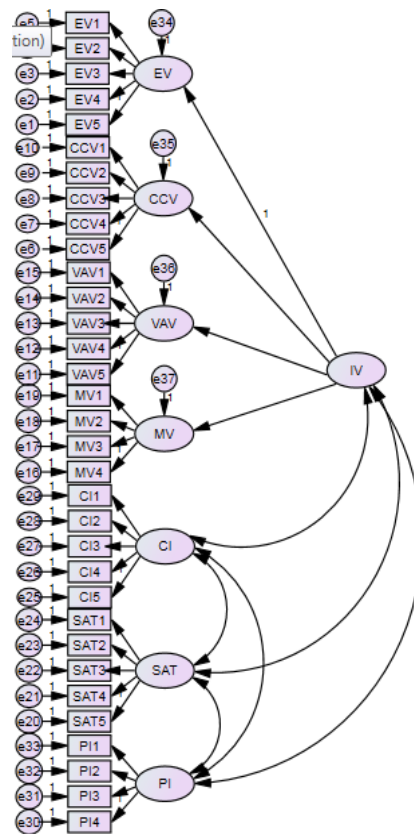
Fig 1. Measurement Model
Source: Research Data (2023)

In the measurement model test, figure 1, the validity of the measurement model and the reliability of the measurement model were measured. Validity was measured based on the standardized loading factor value, a variable can be said to be valid if the standardized loading factor value ≥ 0.50. While the reliability test used the criteria for the AVE value ≥ 0.50 and CR ≥ 0.70. To measure reliability in structural equation model, composite reliability measure and variance extracted measure can be used with the following calculation formula:

The structural model test was carried out by measuring the goodness of fit model. The following presented an image of the research model used for the calculation of goodness of fit in this study:
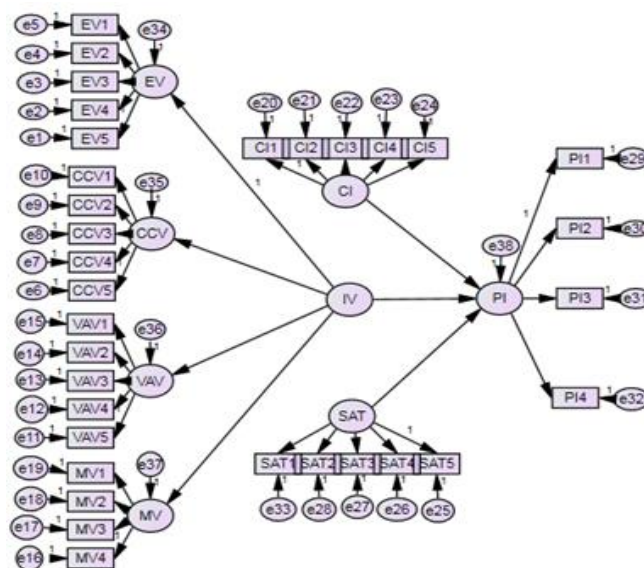
Fig 2. Structural Model
Source: Research Data (2023)

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IV.   RESULT AND DISCUSSION

Based on figure 2, the calculation of the fit test of this research model would be presented in the following goodness of fit tables:

Table 1. Absolute Fitness Measurement Model

GoF Size	Fitness Rate Target	Est Result	Fitness Rate
Absolut Fitness Rate			
Chi-Squwere P $\geq$ 0,05	Small value P $\geq$ 0,05	1275,759	*Poor Fit*
(GFI)	GFI $\geq$ 0,90	0,691	*Poor Fit*
	0,80 $\leq$ GFI < 0,90		
	GFI < 0,80		
(RMSEA)	RMSEA $\leq$ 0,08	0,099	*Marginal Fit*
	0,08 $\leq$ RMSEA < 0,10		
	RMSEA $\geq$ 0,10		
(ECVI)	Est.small value and closer to ECVI *saturated*	8,669	*Good Fit*

Source: Research Data (2023)

Table 2. Incremental Fitness Measurement Model

GoF Size	Fitness Rate Target	Est Result	Fitness Rate
Incremental Fitness Rate			
TLI	TLI $\geq$ 0,90	0,796	*Poor Fit*
	0,80 $\leq$ TLI < 0,90		
	TLI < 0,80		
NFI	NFI $\geq$ 0,90	0,728	*Poor Fit*
	0,80 $\leq$ NFI < 0,90		
	NFI < 0,80		
RFI	RFI $\geq$ 0,90	0,706	*Poor Fit*
	0,80 $\leq$ RFI < 0,90		
	RFI < 0,80		
IFI	IFI $\geq$ 0,90	0,811	*Marginal Fit*
	0,80 $\leq$ IFI < 0,90		
	IFI < 0,80		
CFI	CFI $\geq$ 0,90	0,813	*Marginal Fit*
	0,80 $\leq$ CFI < 0,90		
	CFI < 0,80		

Source: Research Data (2023)

Table 3. Parsimonious Fitness Measurement Model

GoF Size	Fitness Rate Target	Est Result	Fitness Rate
Parsimonious Fitness Rate			
Norm Chi-Squwere	CMIN/DF < 2	2,614	*Poor Fit*
PGFI	PGFI $\geq$ 0,50	0,602	*Good Fit*
PNFI	Higher value the better options	0,673	*Good Fit*
AIC	Est.small value and closer to ECVI *saturated*	1421,759	*Good Fit*

Source: Research Data (2023)

Table 1. showed the results of the calculation of the goodness of fit of the research model. In the Table 2, it can be seen that RMSEA had a Marginal Fit level of fit, ECVI had a Good Fit level of fit, and the results of the Chi-Square and GFI calculations had a Poor Fit level of fit. In Table 3, it can be seen that IFI and CFI had a Marginal Fit level of fit, while TLI, NFI, and RFI had a Poor Fit level of fit. In Table 3, the Norm Chi-Square calculation results had a Poor Fit level, while PGFI, PNFI, and AIC had a Good Fit level. Hypotheses test analysis in this study was carried out using softwwere. This hypotheses test aims to analyze the relationship between the variables Integrated Value to Purchase Intention, Character Identification to

Purchase Intention, and Satisfaction to Purchase Intention. The overall results of hypotheses testing were presented in the following table:

Table 4. Hypotheses Result Test

Hypo theses	Description	Std Coeff	P Value < 0,05	Result
H_1	Integrated Value for Purchading Game Items positively and significantly affecting toward Game Item Purchase Intention	+0,519	0,000	Supported
H_2	Character Identification positively and significantly affecting toward Game Item Purchase Intention	+0,365	0,000	Supported
H_3	Satisfaction about Games positively and significantly affecting toward Game Item Purchase Intention	+0,532	0,000	Supported

Source: Research Data (2023)

Based on the Table 4, it could be seen that H_1 had a standard coefficient that had a positive value of 0.519 so that H_1 was stated to be in line with the hypotheses in this research model. The P value showed a value of 0.000 which indicate that the data supports H_1. In H_2, it could be seen that the standard coefficient had a positive value of 0.365 so that H_2 was stated to be in line with the hypotheses in this research model. The P value showed a value of 0.000 which indicates that the data supports H_2. In H_3, it could be seen that the standard coefficient was positive, which was equal to 0.532 so that H_3 was stated to be in line with the hypotheses in this research model. The P value showed a value of 0.000 which indicates that the data supports H_2.

V. CONCLUSION

Integrated Value of Purchasing Game Items had a positive influence on Game Items Purchase Intention where the results of data processing showed that the standard coeficient was positive and the P value showed a value of 0.000 which was in accordance with the requirement that the P value must be below 0.05. From this statement, it showed that the higher the values gamers had, the higher their desire to purchase game items. Character Identification had a positive influence on Game Items Purchase Intention where the results of data processing showed that the standard coeficient was positive and the P value was below 0.05, namely 0.000. From this statement, the higher the self-interpretation of game characters, the higher their desire to purchase game items. Satisfaction about Games had a positive influence on Game Items Purchase Intention where the results of data processing showed a standard coeficient that showed a positive relationship and a P value below 0.05, namely 0.000. From this statement, the higher the gamers' satisfaction with games, the higher their desire to purchase game items.

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