

# The Effect of Perceived Quality, Perceived Enjoyment, and Social Influence toward Brand Loyalty of Valorant

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## ABSTRACT

**Objective** – The purpose of the study was to reveal if there exists a quality-enjoyment-social influence-satisfaction-loyalty gap among gamers when it comes to playing the game Valorant.

**Methodology** – The study used a deductive and quantitative research approach by conducting an online survey which was distributed with a non-probability convenience sampling technique toward Valorant game players in Indonesia. The survey resulted in 96 valid responses which was quantitatively analyzed.

**Findings** – The findings revealed that there exists a quality-enjoyment-social influence-satisfaction-loyalty gap among gamers in Indonesia when it comes to the context of the game Valorant.

The most influential determinant affecting customer satisfaction was perceived enjoyment, and the most affecting loyalty was perceived quality.

**Novelty** – The suggested e-sports experience will contribute to the growing body of knowledge aimed at understanding e-sports consumer behavior.

**Keywords:** *perceived quality; perceived enjoyment; social influence; brand loyalty; online gaming*

**JEL Classification:** M31, L26

**Article Info:** Received 15 December 2021; Revised 20 January 2022; Accepted 4 February 2022

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**Recommended Citation:** Alexander, J. & Hidayat, D. (2022). The Effect of Perceived Quality, Perceived Enjoyment, and Social Influence toward Brand Loyalty of Valorant. *Journal of Business, Management, and Social Studies*, 2(1), 1-8.

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## I. INTRODUCTION

Due in large part to COVID-19, which drove individuals to use the online network due to lockdown, the rise of the Internet became the most significant factor in Indonesia. Furthermore, because COVID-19 requires another factor, entertainment, individuals play online games to have fun and feel happy (Gros et al., 2020). Valorant is one of the most played games in the nation, and there is a huge demand for e-sport, with approximately 3 million players logging in every day (Roldan & Prasetyo, 2021). Valorant was chosen as the case study for this study because it is a superb illustration of the free-to-play business model, which lowers the threshold for paying for supplemental material while enabling a larger audience to access the game (Alha et al., 2014). Though free-to-play games are precisely what their name implies, they earn a little money via the sales of supplemental material (Van der Molen, 2022). Several characteristics, including flow experience, effort expectancy, social influence, and enabling environment, impact how players and their growth perceive the game.

Globally the valuation of the global gaming market is relatively high. It is valued at USD 173.70 billion in 2020 and is projected to touch a valuation of USD 314.40 in 2026 (Mordor Intelligence, 2020). As a result of the increase in online game users, the development of the online gaming market is unavoidable. Seeing the potential of the development of online gaming that continues to increase, there are several factors behind online gaming that are enough to give satisfaction to its users. After launching the latest update, many Valorant gamers have complained that they often experience problems in the form of crashes when playing. Some experience login problems that cannot get into the game, and some experience problems from freezing in the middle of the game.

Flow experience can be said as a condition in which the user or player of the video game can feel the balance between the challenges that exist in the video game and the abilities possessed by the player (Rutrecht et al., 2021). perceived quality is also a factor related to video games, where perceived quality can be defined as a consumer's perception of the superiority of a product, which is the overall advantage of the product (Zeithaml, 1988). Therefore, there is an impact from these factors that also have significance and influence on the development of Valorant itself. By projecting that factors such as perceived quality, perceived enjoyment, and social influence customer satisfaction and brand loyalty from Valorant in Indonesia. This research focuses on answering questions like "How do the perceived quality, perceived enjoyment, and social influences affect customer satisfaction and brand loyalty from the Valorant players in Indonesia?"

## II. LITERATURE REVIEW

### Perceived Quality and Customer Satisfaction

Several studies have used the term "perceived quality" to describe their findings. A customer's evaluation of the general quality of a business's services can be referred to as perceived quality, particularly in marketing (Alvarez-Garcia et al., 2019). It implies that consumers may have various perceptions of a product's quality based on how they are exposed to product information. The buyer's perception of a product's attribute as high quality is another quality (Kalogeras et al., 2009). Customers' perceptions of the salient product attributes are thought to affect their level of satisfaction with the game (Yoshida & James, 2010). Consumer satisfaction with the main product is thought to be a more expressive construct than customer contentment with ancillary services. Additionally, how customers feel about the primary offering greatly influences how much they like the game (Reinart et al., 2019). Thus, we can hypothesize:

*Hypothesis 1: There is a significant relationship between perceived quality and customer satisfaction.*

### Perceived Enjoyment and Customer Satisfaction

Shopping can be used to gauge users' perceptions of fun, happiness, interest, or perceived enjoyment (Ashfaq et al., 2019). According to Joo et al.'s (2017) study, perceived enjoyment and perceived usefulness positively impacted students' satisfaction with digital books in classrooms that used digital textbooks. In other words, students were more likely to be satisfied if they had high expectations for their digital textbooks and found enjoyment and utility in them. Furthermore, it was discovered that perceived enjoyment is implied to affect users' happiness in the context of social app usage. Pleasant interactions cause one to feel good and upbeat, which raises one's degree of satisfaction. Thus, we can hypothesize:

*Hypothesis 2: There is a significant relationship between perceived enjoyment and customer satisfaction.*

### Social Influence and Customer Satisfaction

Social contacts can impact a person's views, attitudes, ideas, and behaviors, which is what the word "social influence" refers to (Friedkin, 2006). A person's willingness to pay for online video games and their satisfaction with them will both be positively impacted by peer group preference (Von der Heiden et al., 2019). Social involvement, furthermore, to functional efficacy, raises user pleasure (Kujur, 2017). Players frequently talk to their peers about their mobile gaming experiences and even form gaming teams (Keith et

al., 2021). There are concerns about internet interactions between mobile game players, for instance, cheering and commentary analysis from teammates that can improve team spirit. Game players are frequently provided with online real-time broadcasting facilities so that their friends may watch or support them from a distance. Players may have been influenced by their peers in these scenarios, resulting in higher degrees of satisfaction (Erb et al., 2021). Thus, we can hypothesize:

*Hypothesis 3: There is a significant relationship between social influence and customer satisfaction.*

### **Perceived Quality and Brand Loyalty**

In a market that is always growing more competitive and offering more options and choices, building customer loyalty to a brand may be the only effective method to prevent customers from switching brands (Ali et al., 2019). Building brand loyalty among consumers is becoming more complex as new components appear in a dynamic environment. The perceived quality of the video game will increase significantly if its features are suitable for the target audience, ultimately boosting the video game developer's brand loyalty (Yunkang, 2019). Thus, we can hypothesize:

*Hypothesis 4: There is a significant relationship between perceived quality and brand loyalty.*

### **Social Influence and Brand Loyalty**

According to Moon et al. (2013), perceived interactions between members of a society favorably influenced social identity, which in turn positively influenced the loyalty of online gamers. Through word-of-mouth, brands are recommended to consumers' friends and coworkers, which fosters loyalty. Through brand prestige, social influence typically increases brand loyalty (Tsai et al., 2013). The results of Le's (2021) study demonstrates that social influence helps consumers remain more loyal to their preferred brands. Thus, we can hypothesize:

*Hypothesis 5: There is a significant relationship between social influence and brand loyalty.*

### **Customer Satisfaction and Brand Loyalty**

In the literature on consumer behavior, various antecedent elements for online loyalty have been identified, including satisfaction, perceived value, trust, switching costs, website design, engagement, and user experience (Bilgihan, 2016). When satisfaction reaches a specific level, loyalty dramatically rises; conversely, when satisfaction reaches a certain degree, loyalty dramatically declines (Zhong & Moon, 2020). Thus, contented customers are more likely to make subsequent purchases, reduce their price sensitivity, spread good word of mouth, and stick around as repeat customers (Chen & Wang 2009.) In addition, competence and relatedness needs are significantly correlated with self-worth, which is favorably correlated with online gamer loyalty (Liao et al., 2019). Thus, we can hypothesize:

*Hypothesis 6: There is a significant relationship between customer satisfaction and brand loyalty.*

### **Perceived Enjoyment and Brand Loyalty**

The importance of consumer perceived value in predicting customer loyalty should be emphasized (Yang & Peterson, 2004). Factors influencing a player's commitment to a game include enjoyment in online gaming environments (Merikivi et al., 2017). The term "enjoyment" has been used frequently to characterize the player's affective state and to explain positive reactions resulting from computer game play in studies in psychology and neuroscience (Yoon et al., 2013). People enjoy socializing in online games, which creates favorable sentiments toward the game, increases loyalty, and encourages continuous use (Badrinarayanan et al., 2015). Thus, we can hypothesize:

*Hypothesis 7: There is a significant relationship between perceived enjoyment and brand loyalty.*

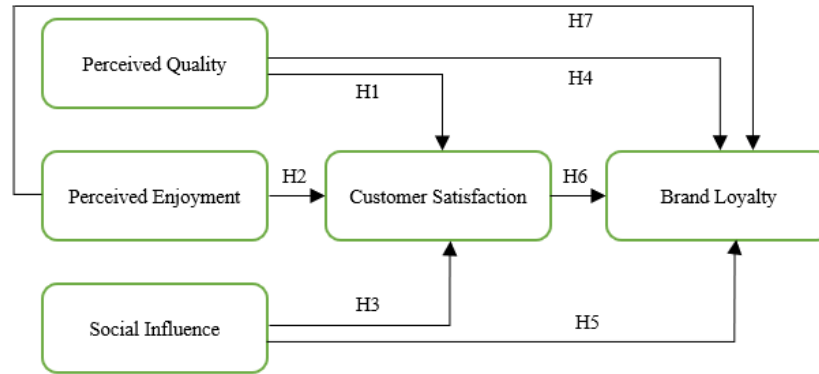


Figure 1. Conceptual Model

### III. METHODOLOGY

The demographic and sample in this research are people who play Valorant, and the technique of data collection for this research is giving a questionnaire with Google Forms to 96 randomly selected persons who are playing Valorant (69 male players). The data analysis techniques used in this study are normality, multicollinearity, heteroscedasticity, and multiple linear regression. To determine the impact of each variable, hypothesis testing, coefficient of determination, partial tests, and simultaneous significance tests are also used. We used SPSS 23 to analyze the data we gathered for this investigation.

The purpose of the normality test is to determine whether or not the residual value is regularly distributed (Purnomo, 2019). You can do a normality test using the histogram test method, the normal test *P* plot, the skewness, and Kurtosis or the Kolmogorov-Smirnov test. The coefficient of determination is a measure of how much variation or change in the dependent variety can be accounted for by variations or changes in the independent factors (Purnomo, 2019). The *t* test essentially demonstrates the extent to which one independent variable can account for variations in the dependent variable. If *t* count exceeds *t* table, then each independent variable has an impact on the dependent variable. The *F* test essentially shows if each autonomous or independent element retained for the model has an impact on the dependent or linked factors (Siregar, 2015). The result is significant if the specified *F* count is less complex than the *F* table, which suggests that the independent factors acting jointly have an impact on the dependent variable. Purposive sampling is employed in this study based on the researcher’s evaluation of which samples are the most suitable, practical, and thought to be representative of a community.

The Likert scale is employed in this study to gauge participants’ attitudes, perceptions, and views toward a specific object or occurrence (Siregar, 2015). The variables that need to be measured are transformed into variable indicators in a Likert scale. A five-scale Likert scale was employed in this study to obtain extensive information regarding respondents’ attitudes toward Valorant.

### IV. RESULTS AND DISCUSSION

The results of data collection of the 96 respondents, there were 69 male players (71.9%) and 27 female (28.1%). The range of age that is playing Valorant are 15-20 years old, 21-25 years old, 25-30 years old, there are 35 players at 15-20 years old, 57 players at 21-25 years old, and 4 players playing Valorant at 26-30.

Before the data is processed and analyzed the results of the questionnaire, testing the validity and reliability was conducted to find out whether the questionnaire had measured the data accurately and consistently. Results of testing the validity of the questionnaire in this study can be seen from the instrument

validity index value  $r_{count}$  (corrected item-total correlation), whereas if  $r_{count}$  greater than  $r_{table}$  that item is said to be valid are shown in Table 1 (Zeithaml, 1988).

Based on Table 1, it can be seen that all item has a value of  $r_{count}$  greater than  $r_{table}$ , where  $r_{table}$  for 96 respondents with significant probability 5% (0.05) is 0.201. Thus, the overall indicator or items in the questionnaire was valid because it has met the requirements ( $> 0.201$ ).

**Table 1. Validity and Reliability of the Variables**

Variable	Items	Alpha	$r_{count}$ (Corrected Item-Total Correlation)
Perceived Quality	PQ1	0.678	0.520
	PQ2		0.609
	PQ3		0.520
	PQ4		0.706
	PQ5		0.556
	PQ6		0.604
Perceived Enjoyment	PE1	0.764	0.474
	PE2		0.547
	PE3		0.459
	PE4		0.537
	PE5		0.554
	PE6		0.436
	PE7		0.440
Social Influence	SI1	0.779	0.440
	SI2		0.604
	SI3		0.569
	SI4		0.616
	SI5		0.474
	SI6		0.494
	SI7		0.344
Customer Satisfaction	CS1	0.860	0.678
	CS2		0.744
	CS3		0.613
	CS4		0.639
	CS5		0.588
	CS6		0.671
Brand Loyalty	BL1	0.673	0.563
	BL2		0.471
	BL3		0.447
	BL4		0.249
	BL5		0.420
	BL6		0.302

The reliability result analysis showed that Cronbach’s alpha values were above 0.60 (Ursachi et al., 2015), indicating reliable measurement instrument for this study (see Table 1). From Table 2, the coefficient of determination ( $R^2$ ) of the endogenous latent variables are considered moderate and acceptable (Chin, 1998). The  $R^2$  value of customer satisfaction implies that the three sets of exogenous latent (PQ, PE, and SI) collectively explained 31.6% of the variance in the dependent variable. The  $R^2$  value of brand loyalty implies that the four sets of exogenous latent (PQ, PE, SI, and CS) collectively explained 29.8% of the variance in the dependent variable.

**Table 2. Regression Test**

Variable	$R^2$	Adj. $R^2$	Std. Error
Customer Satisfaction	0.366	0.316	3.47699
Brand Loyalty	0.320	0.298	3.52145

We performed a bootstrapping analysis, specifying 5,000 subsamples and a 95% significance level, to obtain each path coefficient’s standard error and  $p$  value (see Table 3). From the hypotheses, they show that

perceived quality does not affect customer satisfaction ( $\beta = -0.035, t = -0.854$ ). Therefore, hypothesis 1 is not supported. For hypothesis 2, our results demonstrated that perceived enjoyment ( $\beta = 0.046, t = 2.249$ ) positively affects customer satisfaction. Therefore, hypothesis 2 is supported. For hypothesis 3, our results demonstrated that social influence ( $\beta = -0.117, t = -1.117$ ) does not affect customer satisfaction. Therefore, hypothesis 3 is not supported. For hypotheses 4, 5, and 7, our results demonstrated that perceived quality ( $\beta = 0.264, t = 1.113$ ), social influence ( $\beta = 0.245, t = 1.458$ ), and perceived enjoyment ( $\beta = 0.218, t = -1.884$ ) positively affect brand loyalty. Therefore, hypotheses 4, 5, and 7 are supported. For hypothesis 6, our results demonstrated that customer satisfaction ( $\beta = 0.232, t = 0.351$ ) does not affect brand loyalty. Therefore, hypothesis 6 is not supported.

**Table 3. Coefficients**

Model	$\beta$	Error	Beta	t value	P value
PQ → CS	-0.035	0.041	-1.202	-0.854	0.395
PE → CS	0.046	0.020	2.002	2.249	0.027
SI → CS	-0.117	0.019	-0.970	-1.117	0.267
PQ → BL	0.264	1.090	0.911	1.113	0.008
SI → BL	0.245	0.488	0.937	1.458	0.013
CS → BL	0.232	0.661	0.200	0.351	0.727
PE → BL	0.218	0.490	-0.1007	-1.884	0.038

## V. CONCLUSION

This research found that customer satisfaction acts as a mediator simultaneously for testing the influence of perceived quality, perceived enjoyment, and social influence variables on brand loyalty. This means that user perceptions and assessments regarding quality, enjoyment while playing, and the influence of the social environment will increase their satisfaction when using Valorant. In turn, it will positively impact user loyalty to continue to use the product repeatedly and trust the brand so that they do not want to switch to other game competitors. Meanwhile, customer satisfaction cannot mediate the relationship between perceived quality and brand loyalty. This is based on the fact that user ratings related to the quality and excellence of the Valorant can directly affect brand loyalty and do not require customer satisfaction as a mediator. Customer satisfaction can mediate the relationship between perceived enjoyment and brand loyalty. This is based on the fact that user ratings related to enjoyment and enjoyment when using Valorant game products affect user satisfaction, which has implications for their loyalty to using Valorant game products. Customer satisfaction cannot mediate the relationship between social influence and brand loyalty. This is based on the user’s assessment related to the influence of social or groups of people in recommending the use of the Valorant game can directly affect brand loyalty and does not require customer satisfaction as a mediator. There is a commitment to maintain the consistent quality and excellence of Valorant both present and in the future. In addition to maintaining quality, it is hoped that Valorant will also continue to develop quality by considering possible problems that cause quality degradation. Social influence factors that have a positive effect on brand loyalty, Valorant is expected to increase marketing through existing social media.

The study’s conclusions might offer online game developers some useful information. As a result, developers of online games could integrate robust social networks into their gaming communities. For instance, game developers may arrange or support in-person gaming events and create tools that let players compliment other players, which would increase player loyalty. The fact that the majority of our participants were men restricts the applicability of our findings to a broader gender group. Because all of the participants were Indonesian gamers, it is important to use caution when extrapolating the findings to other cultures. Investigating motivation in gamers who are just starting out would be intriguing.



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