

Elzha Odie S, 2018. **Analisis Intensi Keberlanjutan Penggunaan *Multiplayer Video Game* Dengan Pendekatan *Uses and Gratifications Theory***. Skripsi ini di bawah bimbingan Ira Puspitasari, S.T., M.T., Ph.D dan Indra Kharisma Raharjana, S.Kom., M.T., Program Studi S1 Sistem Informasi. Fakultas Sains dan Teknologi, Universitas Airlangga.

ABSTRAK

Sulitnya penyedia layanan game mempertahankan pemain dalam waktu yang panjang menjadi masalah tersendiri. Pemain game dinilai terlalu cepat berpindah – pindah dalam bermain game. Penelitian ini bertujuan untuk mengetahui faktor – faktor yang mempengaruhi niat keberlanjutan penggunaan *multiplayer video game* dengan pendekatan *uses and gratifications theory*. Pendekatan tersebut dipilih karena dianggap mampu menjelaskan niat keberlanjutan penggunaan *hedonic information system* daripada teori sistem informasi lainnya.

Penelitian ini mengeksplorasi 7 variabel yaitu *enjoyment, fantasy, escapism, social interaction, social presence, achievement, self-presentation* dan hubungan 2 variabel moderasi yaitu usia dan jenis kelamin. Diawali dengan melakukan penyebaran kuisioner baik secara langsung maupun tidak langsung kepada seluruh pemain *multiplayer video game* dan didapatkan 465 responden. Kemudian, data responden yang terkumpul dianalisis menggunakan *Covariance Based-Structural Equation Model* (CB-SEM) dengan tools AMOS. Namun, analisis hanya pada tahap evaluasi model pengukuran dikarenakan data tidak terdistribusi normal. Maka, alternatifnya dilakukan analisis dengan *Partial least square-Structural Equation Model* (PLS-SEM).

Hasil analisis menunjukkan variabel *enjoyment, fantasy, social interaction, achievement* dan *self-presentation* berpengaruh signifikan terhadap niat keberlanjutan penggunaan *multiplayer video game*. Sedangkan, *escapism* dan *social presence* tidak memiliki pengaruh signifikan terhadap niat keberlanjutan penggunaan *multiplayer video game*. Kemudian, usia juga diketahui memiliki moderasi yang kuat dibandingkan dengan jenis kelamin. Berdasarkan hasil analisis, *game developer* dan *game publisher* dapat mengetahui niat keberlanjutan penggunaan pemain game saat ini sehingga dapat meningkatkan niat keberlanjutan penggunaan dengan memperkuat faktor *escapism* dan *social presence* dan memperhatikan pengaruh kelima faktor tersebut pada masing – masing kelompok usia dan kelompok jenis kelamin.

Kata Kunci: Niat keberlanjutan penggunaan, *Multiplayer Video Game, Hedonic Information System, Uses and Gratifications Theory*

*Elzha Odie S, 2018. **The Continuance Intention Analysis of Multiplayer Video Game Usage with Uses and Gratifications Theory Approach.** This thesis was written under the supervision of Ira Puspitasari, S.T., M.T., Ph.D and Indra Kharisma Raharjana, S.Kom., M.T., Bachelor Degree Information System Study Program Faculty of Science and Technology, Airlangga University.*

ABSTRACT

It is harder for game publisher to keep maintain users in a long time playing a specifically games. All users are considered too fast to moving in playing game. This study aims to determined the factors that affect continuance intention to use of playing multiplayer video games using the approach and gratifications theory. That approach was chosen because able to explains the continuance intention to use hedonic information system than another information system theory.

This study explored of seven variables that were enjoyment, fantasy, escapism, social interaction, social presence, achievement, self-presentation and the relationship between age and gender. Began with distributed offline and online questionnaires for all user and collected 465 respondents. Then, the collected data was analyzed with Covariance Based-Structural Equation Model (CB-SEM) using AMOS. However, analyzing was only at the evaluation of the measurement model because data wasn't normally distributed. Thus, analyzing was continued with Partial least square- Structural Equation Model (PLS-SEM).

The result of research analysis showed that variables enjoyment, fantasy, social interaction, achievement and self-presentation has a significant effect on continuance intention to use multiplayer video game. While, escapism and social presence wasn't have a significant effect on continuance intention to use multiplayer video game. Then, age also had a stronger moderating effect than gender. The findings suggested that video games publisher should incorporated enjoyment, fantasy, social interaction, achievement, and self-presentation factors when designing multiplayer games for each age and gender group.

Keywords: *Continuance Intention of Usage, Multiplayer Video Game, Hedonic Information System, Uses and Gratifications Theory*