

HUBUNGAN ANTARA KUALITAS SERVIS, NILAI YANG DIRASAKAN, KEPUASAN PELANGGAN, DAN KEINGINAN SETELAH PEMBELIAN PADA SERVIS GAMING ONLINE STEAM

THE RELATIONSHIPS AMONG SERVICE QUALITY, PERCEIVED VALUE, CUSTOMER SATISFACION, AND POST PURCHASE INTENTION IN STEAM'S ONLINE GAMING SERVICE

Ranna Artha Jayanti, Dr. Maya Ariyanti, SE., MM.

Bachelor program of ICT Business Management, School of Economy and Business, Universitas Telkom

Abstrak

Kinerja karyawan merupakan salah satu kunci kesuksesan perusahaan. Salah satu faktor yang dapat meningkatkan kinerja karyawan adalah *employee engagement*. *Employee engagement* atau keterikatan karyawan merupakan suatu hal yang berkaitan dengan kepuasan, komitmen, dan advokasi. Karyawan yang *engage* akan melakukan usaha maksimal untuk mencapai tujuan perusahaan. Penelitian ini bertujuan untuk mengetahui seberapa tinggi faktor-faktor *employee engagement* yang terdiri dari kepuasan, komitmen, dan advokasi, seberapa tinggi kinerja karyawan dan pengaruh faktor-faktor *employee engagement* yang terdiri dari kepuasan, komitmen, dan advokasi baik secara simultan maupun parsial terhadap kinerja karyawan Topas TV Regional Jawa Barat. Teknik analisis data pada penelitian ini adalah analisis jalur dengan menggunakan *software SPSS for windows* versi 18. Unit analisis penelitian ini adalah sampel keseluruhan sebanyak 55 karyawan Topas TV Regional Jawa Barat. Data dikumpulkan menggunakan kuesioner yang berisi 65 pernyataan terkait *employee engagement* dan kinerja karyawan Topas TV Regional Jawa Barat. Hasil analisis deskriptif menunjukkan bahwa nilai persentase faktor-faktor *employee engagement* tergolong tinggi, di mana nilai variabel kepuasan sebesar 71,39%, variabel komitmen sebesar 78,35%, variabel advokasi sebesar 72,62%, dan nilai persentase kinerja karyawan juga tergolong tinggi yaitu sebesar 79,74%. Hasil analisis jalur menunjukkan bahwa secara parsial kepuasan dan komitmen berpengaruh tidak signifikan terhadap kinerja karyawan, sedangkan advokasi berpengaruh signifikan terhadap kinerja karyawan sebesar 46,8%. Besar pengaruh faktor-faktor *employee engagement* terhadap kinerja karyawan Topas TV Regional Jawa Barat sebesar 34%.

Kata kunci: *employee engagement*, kinerja karyawan.

Abstract

Employee performance is a key for company's success. One of the factors that can increase employee performance is employee engagement. Employee engagement is relating to satisfaction, commitment, and advocacy. Employees who engage will make maximum efforts to achieve the company's goals. This study aims to determine the factors of employee engagement which consists of satisfaction, commitment, and advocacy, determine employee performance and influence factors of employee engagement which consists of satisfaction, commitment, and advocacy, both simultaneously and partially on employee performance Topas TV Regional West Java. Data analysis technique in this research is path analysis using SPSS for Windows version 18. The unit of analysis of this study is the overall sample as many as 55 employees Topas West Java Regional TV. Data were collected using a questionnaire containing 65 statements related to employee engagement and employee performance Topas TV Regional West Java. Descriptive analysis showed that the percentage of the value factors of employee engagement is high, where the value of the variable satisfaction of 71.39%, 78.35% of commitment variable, the variable advocacy of 72.62%, and the percentage of the value of employee performance is also quite high that is equal to 79.74%. The results of path analysis showed that partial satisfaction and commitment not significant effect on the performance of employees, while advocating a significant effect on the employee's performance of 46.8%. Employee engagement influencing employee performance Topas West Java Regional TV by 34%.

Keywords: *employee engagement*, *employee performance*.

1. Introduction

Steam has a steadily growing yet fluctuative number of concurrent users. The number has doubled from around 6 million users in November 2012 to 12.74 millions in April 2016. The number consistently grows with no decrease from January to November 2015 with the highest increase of users happening from June to November 2015 from 10.05 million to 13.48 million; however the number dropped to 12.33 millions in January 2016 and slowly increase to 12.74 as of April (statista.com)

Despite its fame and big user base, Steam faces extensive security issues. Better Business Bureau, a national US-based network of non-profit group aiming to provide reviews of business practices as well as rating them for a better practice, gives Valve an F for poor customer service in Steam. Valve has 856 reported complaints filed against business with failure to respond to 759 complaints. BBB recognize a pattern of complaints towards Steam: users claim that the games that they purchased malfunction, do not work, or have an invalid CD key. Users get blocked from accessing games library, and Steam fails to respond at all. (bbb.org) In comparison to other gaming companies who also dwell in online distribution, majority receives A grades including Blizzard, Ubisoft, and 2K games.

Steam themselves has reported that over 77,000 accounts are hijacked and pillaged each month, which consist not only new inexperienced users but also professional CS:GO players, reddit contributors, item traders, and more (store.steampowered.com) This affect not only the comfort and experience of said users but also other users as these users are contributors towards the community.

Steam's customer support is a slow fiddly process involving opening a web browser and creating an entire new account. There are multiple reports per day of people who have been waiting for weeks or months to hear back from Valve on their support ticket (steamed.kotaku.com). Problems range from hacked account, accidental self lock, and locked credit card payment which disable the customers from accessing the website content and services. Users voice the problems on Steam forum, sub-reddits, and emails

Erik Johnson of Valve has stated that Steam does face problems in addressing customer complaints, claiming "the customers are right when they say our support is bad. We have a lot of work to do. We need to build customer support directly to Steam" (steamed.kotaku.com) one of the problems they face is that any time a security step is implemented in between user actions and their desired results; it is making it more difficult to use the service.

Steam may have a big number of sales however the playtime and player activity may not be as impressive. The average Steam user has not played 40% of the games purchased in the past 12 months. 60% of the purchases by the users are on sales and an average of 11-25 games are bought per user in the past 12 months (Famousaspect.com). This behavior may signal either dissatisfaction towards the service, shift to other platform, or lack of further desire to use the service after a number of playtimes.

The primary objective of this study is to investigate the determinants of customer-perceived service quality of Steam and their impacts on customer perceived value, customer satisfaction, and post purchase intention towards Steam. For an online service to survive and thrive on the internet, it is important to know how customers evaluate online game services and which quality dimensions are valued most. Therefore the researcher propose the study titled **"The Relationships among Service Quality, Perceived Value, Customer Satisfaction, and Post-Purchase Intention in Steam's Online Gaming Service"** Referring to the above description, the formulation of the problem of this study are as follows:

1. How does service quality influence perceived value in Steam's online gaming service?
2. How does service quality influence customer satisfaction in Steam's online gaming service?
3. How does perceived value influence customer satisfaction in Steam's online gaming service?
4. How does service quality influence post-purchase intention in Steam's online gaming service?
5. How does perceived value influence post-purchase intention in Steam's online gaming service?
6. How does customer satisfaction positively influences post-purchase intention in Steam's online gaming service?
7. Which factor from service quality influences customer satisfaction?

2. Theoretical Base, Framework, and Methodology

2.1 Theoretical Base

A. Service Marketing

Services marketing focuses on mainly intangible economic activities where in exchange for money, time, and effort, service customers expect value from access to goods, labor, professional skills, facilities, networks, and systems; but do not normally take ownership of any physical elements involved (Lovelock, Wirtz; 2011). The critical difference between service and goods is intangibility (Bateson, 1979) as it involves a form of rental for customers to obtain benefits (Lovelock, Gummesson; 2004) instead of buying it outright, (Lovelock, Wirtz; 2011) for a defined period of time to access skills, expertise, facilities, or network. This non-ownership framework of service has 5 broad categories: rented good services, defined space and place rentals, labor and expertise rental, access to shared physical environments, and access to and usage of systems and networks.

Services marketing focuses on the customer, usage, and relationship (Vargo, Lusch; 2004). Services typically require the customers to be present during the production of many of the services it signify the inseparability which forces the buyer into an intimate contact with the production process (Carmen, Langeard; 1980)

B. Service quality (SERVQUAL) and Electronic Service Quality (E-S-QUAL)

The definition of service quality has differed from one researcher to another, resulting in a number of definitions to describe it. It is commonly defined as the extent to which a service meets customers' needs or expectation (Parasuraman et al 1985; Lewis and Mitchell 1990; Asubonteng et al 1996), thus if expectation is greater than performance, then perceived quality is less than satisfactory which will lead to customer dissatisfaction (Parasuraman et al 1985; Lewis and Mitchell, 1990)

Considering the difference in measuring service quality between online and offline, dimensions in the evaluations of electronic service quality are required to develop rather than simply adapting traditional offline scales. For example items in tangible section being substituted to items about website design or appearance on evaluations of electronic service quality (Parasuraman et al, 2005)

Santos (2003) describes e-service quality as the entire customer perceptions or evaluations of electronic service experience of the online marketplace. While traditional offline service quality is measured by comparing customers' expectations with firms actual service performance, in measuring e-service quality on the other hand, items evaluating electronic service quality were changed to adapt to the electronic context. E-SQ is defined broadly to encompass all phases of a customer's interaction with a web site: "the extent to which a Web site facilitates efficient and effective shopping, purchasing, and delivery" (Parasuraman, 2005)

In evaluating web sites quality, Loiacono, Watson, and Goodhue (2000) created WebQual, a scale with 12 dimensions: information fit to task, interaction, trust, response time, design, intuitiveness, visual appeal, innovativeness, flow-emotional appeal, integrated communication, business processes, and substitutability. The research however involves evaluating websites on their primary purpose to generate information rather than to evaluate the experience as a customer who purchase through the website. Another scale named WebQual by Barnes and Vidgen (2002) provides an index to a site's quality with 5 factors: usability, design, information, trust, and empathy. The research did not require the respondent to complete purchasing process which means it also did not focus completely on the service quality of the site.

The study use the service quality factors that Kuo (2009) has further categorizes based on the studies by Yang et al. (2005), Bauer et al. (2006), Chae et al. (2002), and Kim et al. (2004) which all specify in website service quality according to website properties. The factors are divided into four dimensions, including content quality, navigation and visual design, management and customer service, and system reliability and connection quality.

C. Perceived Value and Service Satisfaction

Customer perceived-value is defined as the perception about quality, social, psychology, benefit, and money (Bishop, 1984; Velimirovic et al 2011). Perceived value is an important factor in consumer's purchasing decision process and consumers will buy a product with high perceived value (Dodds & Monroe, 1985) as it may represent the value and benefit they may procure through having the good/service. Bolton and Lemon (1999) extended the concept of the ratio of customer's perceived outcome/input to that of the service provider's outcome/input (Oliver & DeSarbo, 1988) to the perspective of perceived value. They declared that equity, an evaluation of fairness, rightness, or deservingness that customers make in reference to what others receive (Oliver, 1977) referred to customer's own evaluation of the perceived sacrifice, which is the input, of the offering, which is the outcome. When customers believe they are being treated fairly in an exchange, they will be satisfied with the transaction if their outcome to input ratio is in some sense adequate (Oliver & DeSarbo, 1988) Satisfaction is an inner view resulting from customer's own experience from the service (Liljander & Strandvik (1993) and it is a decision made after experience (Parasuraman et al 1991). Customer satisfaction has been referred to be an important construct by several past studies and has been a subject of attention to researchers and business practitioners due to its part in assessing firm's productivity and its marketing performance on behalf of

customers (Cortinas, Elorz, & Villanueva, 2004), its potential influence on consumer behavioral intention and retention (Cronin et al 2000), and that it affects participant's motivation to stay with the channel (Devaraj et al 2002).

D. Post-Purchase Intention

Multiple researchers have defined post purchase intention to be along the line of the tendency that consumers will purchase goods or services at the same shop/firm and deliver their use experiences to their peers, being friends and relatives (Zeithaml et al. 1996, Cronin et al 2000, Wang et al 2004, Chen & Chen 2010). Post purchase intention is important as compared to attracting new customers, enterprises can spend less on marketing to retain old customers (Zeithaml et al 1996). Maintaining lasting relations with customers is also important to achieve competitive advantages for service companies (Velazquez et al 2011). Previous researches have tried to measure and evaluate post-purchase intention with various factors and ways. Zeithaml et al (1996) used loyalty, switch, par more, external response and internal response while Boulding et al (1993) used repurchase intention and word of mouth.

It has been found by previous researchers that perceived value and satisfaction had positive effect on post-purchase behavioral intention (Reisinger, 2009; Chen & Chen 2010; Meng et al, 2011) Therefore evaluating post-purchase intention can be useful in detemining whether or not the service has generated pleasant outcomes for the service's users.

2.2 Framework

The framework of this research is as follows:

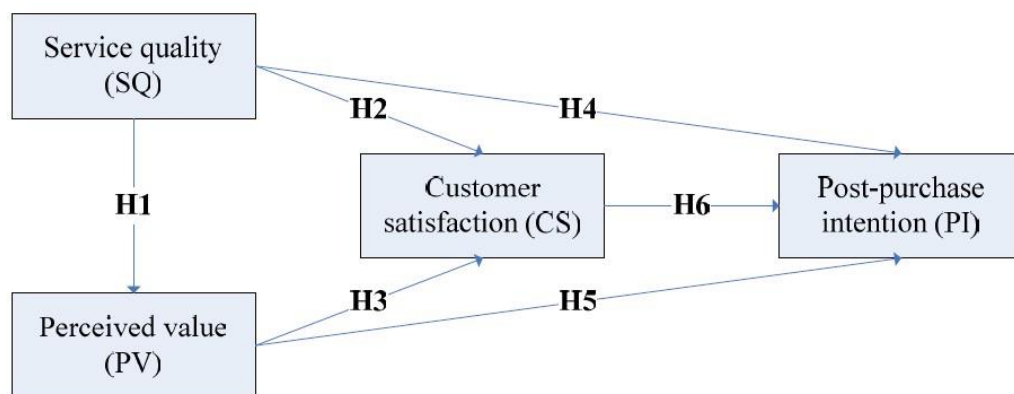


Figure 3 Framework

2.3 Methodology

According to the relationships between variables, this study is classified into the the type of causal research which is a research that aims to test causality between two or more variables. According to the type of data used, this study used quantitative research methods. Causal calculation process use statistical calculation, using the techniques of path analysis from SEM and multiple regression. This study uses LISREL to yield the results. The questionnaire is obtained through snowball sampling method of its respondents.

3. Research Results and Discussion

The validity test is done by comparing the value of r calculated with the r table for degrees of freedom (df) = nk , in this case n is the number of samples and k is the number of items. If the value if $r > r$ table, then the question is said to be valid.

The r value used in this study is the r value for $n=40$. According to the r table the value is 0.304. All but one item from Service Quality (X1) pass the value to be valid. Out of all the items, the one item that does not meet the requirement for the r value being larger than the r table value is item number 4 at 0,190, leaving 23 items for Service Quality from its sub variables' items

This study used structural equation modeling (SEM) to verify the proposed model and hypotheses and used LISREL 8.5.2 as the analysis tool. Firstly CFA will be shown as it was used to test the hypothesized relationships between measured variables and latent variables. The common fit indices, recommended values,

and analysis results are shown in Table 6, all the indices were qualified with the recommended values (Hair et al 1998), indicating that the overall model fit is acceptable.

Fit Indices	Recommended Value	Results
Chi square/df	Expected to be small	12139.19 at 78 degrees of freedom
GFI (goodness of fit index)	>0.9	0.94
RMSEA (root mean square error of approximate)	<0.08	0.071
RMR (root mean square residual)	<0.08	0.020
NFI(normed fit index)	>0.9	0.99
NNFI(non-normed fit index)	>0.9	0.99
CFI(comparative fit index)	>0.9	0.99

As shown below, all the items have values above 0.5 and the CR of the latent variables are all larger than 0,6 indicating that all of the measures have good reliability (Hair et al 1998). All of the standardized factor loadings reach the level of significance and the AVE values are larger than 0.5. therefore the research could obtain a good convergent validity (Fornell & Larcker, 1981).

Construct	Item	Factor Loading	CR	AVE
SQ	CQ	0,86	0,906	0,706
	BV	0,86		
	MS	0,84		
	SC	0,8		
PV	PV1	0,74	0,8111	0,588
	PV2	0,76		
	PV3	0,8		
CS	CS1	0,85	0,852	0,658
	CS2	0,82		
	CS3	0,76		
PI	PI1	0,92	0,909	0,770
	PI2	0,82		
	PI3	0,89		

Given the satisfactory fit of the model, the estimated path coefficients of the structural model were then examined to evaluate the hypotheses. The standardized path coefficients, t-values, and coefficients of determination (R²) of the latent variables are shown in the figure below. In creating decisions of accepting and rejecting hypotheses, if the probability value is > 0.05 or t value is larger than the t table value for alfa=0.05 which is 1,96 then the hypothesis is accepted. Here is the output of the structural equations from the research:

$$\text{PERVALUE} = 0.90 * \text{SERVQUAL}, \text{Errorvar.} = 0.19, R^2 = 0.81$$

(0.056)	(0.040)
16.04	4.74

$$\text{CUSSATIS} = 0.40 * \text{PERVALUE} + 0.53 * \text{SERVQUAL}, \text{Errorvar.} = 0.17, R^2 = 0.83$$

(0.12)	(0.12)	(0.030)
3.40	4.64	5.52

$$\text{POSTINT} = 0.23 * \text{PERVALUE} + 0.59 * \text{CUSSATIS} + 0.10 * \text{SERVQUAL},$$

$$\text{Errorvar.} = 0.19, R^2 = 0.81$$

(0.12)	(0.12)	(0.12)	(0.026)
1.98	4.96	0.86	7.41

It can be seen from the results above that most of the hypothesese are proven, as follows:

1.H1 that states “Service quality positively influences perceived value in Steam’s online gaming service” is proven to be accepted as the value of SERVQUAL towards PERVALUE is 16.04 which shows a significant influence

2.H2 that states “Service quality positively influences customer satisfaction in Steam’s online gaming service” is proven to be accepted as the value of SERVQUAL towards CUSSATIS is 4.64 which shows a significant influence

3.H3 that states “Perceived value positively influences customer satisfaction in mobile value added service” is proven to be accepted as the value of PERVALUE towards CUSSATIS is 3.40 which shows a significant influence

4.H4 that states “Service Quality positively influence post-purchase intention in Steam’s online gaming service” is proven to be rejected as the value of SERVQUAL towards POSTINT is 0.86 which shows no significant influence

5.H5 that states “Perceived value positively influences post purchase intention in Steam’s online gaming service” is proven to be accepted as the value of PERVALUE towards POSTINT is 1.98 which shows a significant influence

6.H6 that states “Customer satisfaction positively influences post-purchase intention in Steam’s online gaming service” is proven to be accepted as the value of CUSSATIS towards POSTINT is 4.96 which shows a significant influence

Using the standardized path coefficients between the constructs, the direct effect and the indirect effect of each construct on the post-purchase intention can be calculated. The total effects of the constructs on post-purchase intention (direct effect plus indirect effect) can be ranked as follows: Service Quality (0,84), Customer Satisfaction (0,59) and Perceived Value (0,47). The biggest total effects on Customer Satisfaction is from Service Quality at (0,89)

Direct effect				Indirect effect			Total effect		
	PV	CS	BI	PV	CS	BI	PV	CS	BI
SQ	0,90	0,53	0,10		0,36	0,74	0,90	0,89	0,84
PV		0,40	0,23			0,24		0,40	0,47
CS			0,59						0,59

We have found out from the path analysis that service quality have significant influence and the biggest total effect on customer satisfaction. Since service quality has 4 sub variables in order to find out which dimension of service quality will significantly influence customer satisfaction the most can be seen from conducting a multiple regression analysis. It can be seen from the table that the biggest influence comes from SC (System reliability and connection quality) at 0.330.

Dimension	Standardized coefficients	t
CQ	0.269	0.58
BV	0.229	0.51
MS	0.109	0.57
SC	0.330	0.49
$R^2=0.620$, $Adj-R^2=0.616$, $F=33.817$		

4. Conclusion and Suggestion

According to the results of the descriptive analysis, SEM (CFA & path analysis) hypothesis test and multiple regression analysis conducted on this research the author has come up with several conclusions. The conclusions are as follows:

1. Service quality positively influences perceived value in Steam's online gaming service
2. Service quality positively influences customer satisfaction in Steam's online gaming service
3. Perceived value positively influences customer satisfaction in Steam's online gaming service
4. Service quality does not significantly influences post-purchase intention in Steam's online gaming service
5. Perceived value positively influences post-purchase intention in Steam's online gaming service
6. Customer satisfaction positively influences post-purchase intention in Steam's online gaming service
7. System reliability and connection quality are the dimensions with biggest influence from service quality that influence customer satisfaction

Suggestions for Topas TV based on the results of the discussion and conclusions that have been described, is there is a need to improve the system reliability and connection quality is very essential, therefore it will be very useful for Steam to create more servers. The additional servers may also be located specifically for each regions in bigger number to ensure coverage. Since Steam's gaming service does not allow the users to download games and the games must be played through the website it illustrate further how important it is to create better servers. There should also be more tech support for the company. As it is with servers it will also be very useful to have localized tech supports for different regions. Considering its huge market Steam does have a relatively small number of employees (around 300) and only 2 locations in the world. As it also has big bases in Europe and Asia Steam should look into expanding their tech supports and company in this area as well.

Further research should look into specified locations to see whether users from different continents have significantly different perceptions and usage characteristics. This research is heavily dominated by South East Asian respondents and may be different to the users from Europe and North America which are 2 of the biggest gaming markets in the world. Further research can also look into more variables that may influence post purchase intention as service quality has no significant influence in this research and previous researches. However this study is heavily dominated by college students living in Asia therefore may have its own characteristics.

It is proposed that more researches like this is conducted to other online gaming services all over the world. This is because it may show whether the phenomenon and the results that happened in this research subject may also happen to other online gaming company. Therefore there may be a pattern towards the business system or the industry.

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