

ABSTRACT

Steam is an online gaming service with over 125 million active users worldwide. They provide access to gaming content by their own company or third party companies acquired through accessing their website. Despite its fame and growth, the service has been claimed to dissatisfied their customers mostly due to security issues, slow response towards complaints, lack of option to contact the company's customer service and general website features. The service got an F from independent body Better Business Bureau in customer service and satisfaction. The purpose of this study is to evaluate the relationships among service quality, perceived value, customer satisfaction, and post purchase intention for Steam's online gaming service. This study use a model by Kuo et al (2009) in explaining the relationship. The data collected consist of 400 questionnaire respondents from around the world to draw the conclusions. The analysis shows that from the model service quality influence perceived value and customer satisfaction but also has no influence on post purchase intention. However, from the path analysis it shows that service quality has the biggest total effect on post purchase intention due to its big indirect effects. Perceived value influence customer satisfaction and post-purchase intention while customer satisfaction also influence post purchase intention. Out of all its numerous dimensions, system reliability and connection quality is the dimension with the biggest influence from service quality.