

ABSTRACT

The rapidly growing console game industry increases the consumption of gamers in playing games and spends more and more time using their console with its various features inside. For companies this development is an opportunity, and to achieve these opportunities companies need to create an online environment that is convenient for users. Increasing the consumption toward games in addition to creating opportunities also triggers competition in the game console industry, so companies need to improve their online environment (e-servicescape) on their services to gain customer trust which in turn can maintain their sales performance.

This study aims to measure the influence of the online environment that is felt by users on trust that has an impact on the purchase intention of console game service users in Indonesia. The method used is Structural Equation Modeling (SEM) which involves exogenous variables consisting of Aesthetic Appeal, Layout and Functionality, and Financial Security, and endogenous variables consisting of Trust and Purchase Intention. Tests is applied to 253 Xbox Live service users in Indonesia. This test used 36 indicators for questionnaire. The data analysis technique used is Structural Equational Model (SEM) using Lisrel 8.8.

The results showed that Aesthetic Appeal was not significant to Trust, Layout and Functionality had a positive and significant effect on Trust, and Financial Security had a positive and significant influence on trust. Whereas the indirect influence of Trust does not involve increasing the influence of Aesthetic Appeal on Purchase Intentions, Trust plays a role in increasing the influence of Layout and Functionality on Purchase Intention, and Trust plays a role in increasing the influence of Financial Security on Purchase Intention.

Keywords: *E-servicescape, trust, purchase intention, Structural Equation Modeling, Xbox Live*