

CHAPTER I

INTRODUCTION

1.1 Overview of the Research Object

The object of this research is about the special goods market service company for games, namely Steam which was created by Valve Corporation in 2003. This company is providing a content that is related for the gamers such as games, software, discussion forum, transaction forum, and other related content for the gamers. On the other hand steam also can be a receptacle for the publisher and the developer of the games to provide their product (games and software) for the user. Steam can also be considered as E-commerce because in Steam also distribute, sale, purchase, and marketing of goods or services that rely on electronic systems, so by that Steam can also be considered as E-commerce. For additional definition, e-commerce consumers can easily compare prices and information about a product or service (Barta et al., 2021a; Zheng et al., 2019). By that means Steam itself can be considered as an E-commerce that is providing products and service.

1.1.1 Research Object Logo



Figure 1. 1. Steam First Logo

source: steam.com

The logo that has been in use since 2002 introduces graphic elements and letter symbols based on Figure 1. The graphic portion appears to be three circles of varying diameters that are encircled by rings and joined by broad lines, but to untrained users, it appears a bit abstract. However, these are not just a straightforward collection of geometric shapes; rather, they are the cranks and connecting rods of a locomotive. To the right of the primary crank is printed the

word "STEAM." To avoid drawing attention away from the sketched parts, the designers picked a restrained, straightforward sans serif font for the text. The simple composition is highlighted by the black and white color scheme.



Figure 1. 2. Steam Current Logo

source: steam.com

The new Steam logo was created in 2014 just like that is shown in *Figure 1. 2*. However, the new logo only appeared on the site in 2016. This variant uses a text sign instead of a marketplace name. A better design makes up for the absence of writing; the crank mechanism linkages are now entirely white and encircled by a sizable blue circle. The bottom form's color changes from light to dark in an uneven manner from below and above. Images appear three-dimensional when they have linear gradients.

1.1.2 Steam Product and Content

As what have been mentioned before that steam is a company that is worked as a receptacle for the developer, publisher, and the user through their product and content. The main product that is provided by Steam to the user is provided by the developer and the publisher of the software whether it is a game or even other software through the store just like have been shown in *Figure 1.3*.

Moreover that Steam also provide a product that is called as Steam wallet which is currency that is used to purchase the product in the shop (Games & Software) based on the *Figure 1.4*.

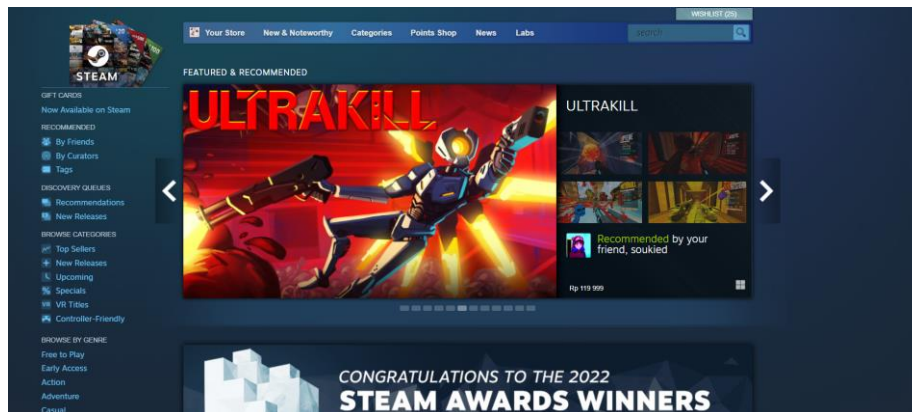


Figure 1. 3. Steam Shop Menu

source: Steam.com (2023)

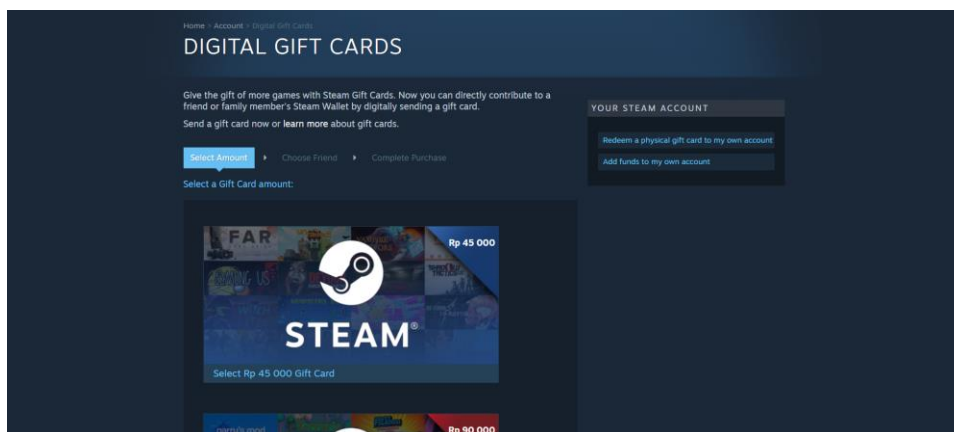


Figure 1. 4. Steam Wallet Menu

source: Steam.com (2023)

The content that is provided by Steam here is the receptacle for the user to discuss regarding the gamers whether on the other hand this receptacle content can also be used as a transaction forum between the users through community service that is provided by Steam. The interface of community activity can be seen through *Figure 1. 5.*

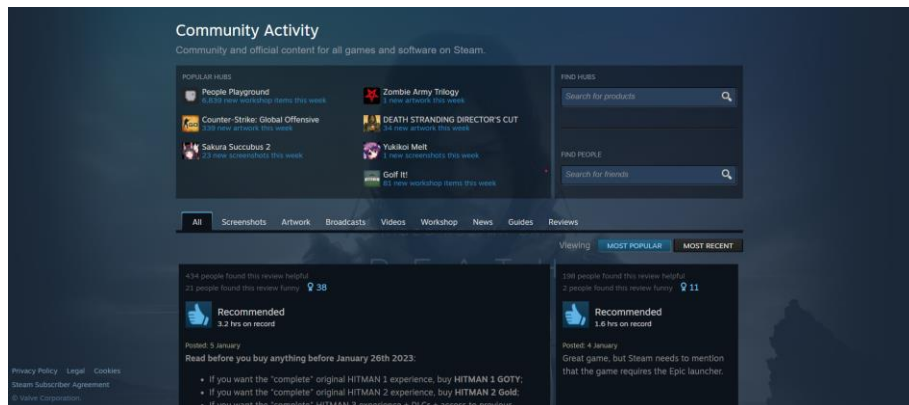


Figure 1. 5. Steam Community menu

Source: Steam.com (2023)

1.2 Research Background

Games is the most known entertaining content that is played by a lot of users in the world. Meanwhile Indonesia alone is one of the most populated countries in the world (specifically is the 4 most populated country). It can be seen through the data on *Figure 1.6*, that Indonesia is the 3rd biggest country with the most gamers/users per January 2022 with percentage about 94,5%.

10 Negara dengan Pemain Video Game Terbanyak di Dunia (Januari 2022)

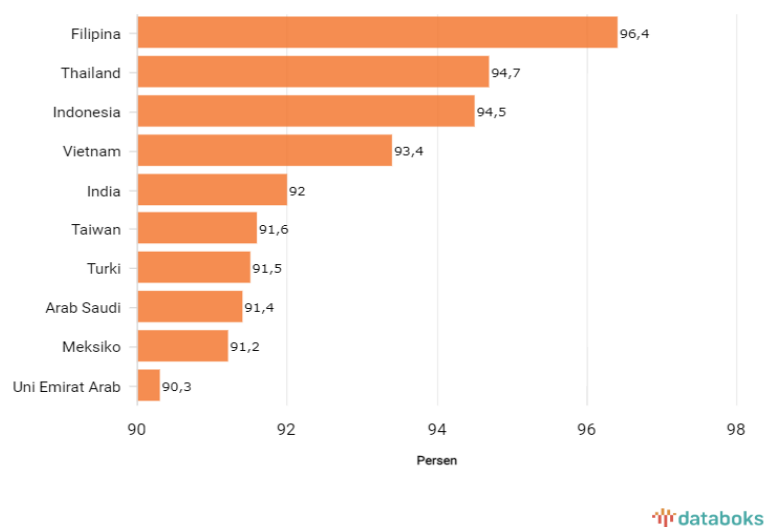


Figure 1. 6. Games Player Data per January 2022

Source: databoks (2022)

On the other hand Steam is the most known company of the game provider for the user (receptacle) based on data taken by Steam below regarding their count data of their user.

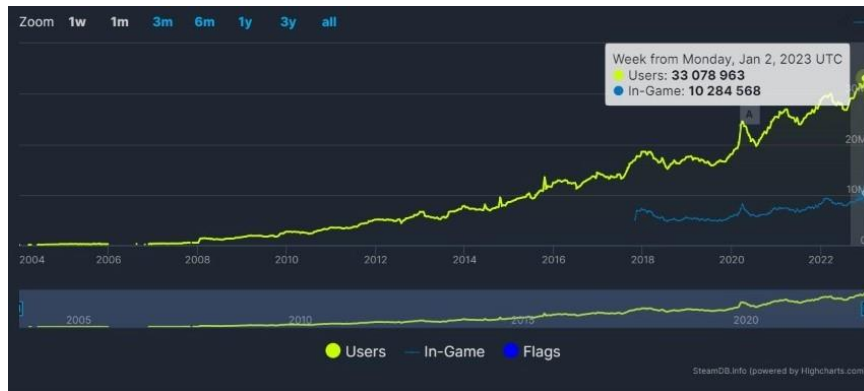


Figure 1.7. Steam User Chart Overview Total

Source: steamdb.info/app/753/charts/ (2023)

Based on the graph data in Figure 1.7 above, the total user of Steam is in the number of 33 ,078 ,963 Users per Monday, January 2, 2023, since 2004.



Figure 1.8. Steam User Chart Overview Peak

Source: [Steam.com](https://steam.com) (2023)

From all of the data above we can realize that this company have a lot of users and it is keep increasing day by day. Based on the data on *Figure 1.8* alone that per January 2023 the user that is online is almost 30 million users and for the peak of the online user is more than 33 million users.

Information quality According to an explanation from Nisrina (2021: 3) through her journal, the quality of information is a measure of the output of an information system. This variable refers to the output or output of the system information regarding the value, benefits, relevance, and the urgency of the information generated. The information quality is also related to the user interface that is provided by Steam.

Through this explanation it can be realized that information quality can also be considered as the quality of the results of the information provided to users. For example, the meaning, the details, and also the validity of the information presented and conveyed is given to users by the information quality provider itself, where in the research context here is Steam.

Based on Wilbert O. Galitz's (2007: 4) statement, the user interface is part of a computer and software that can be seen, heard, touched, spoken to, and which can be directly understood by humans. So, it can be realized that the user interface here is the view provided by Steam for users such as the display of existing menus like the examples mentioned above such as shop, and community that can be seen through *Figure 1.3, 1.4, and 1.5*.

Through the implementation of a good user interface that is implemented by Steam, it can make users feel comfortable and also attract the users to use the Steam application for a certain time which is also the target of Steam just like *Figure 1.7 and Figure 1.8* to maintain and keep increasing the number of their users.

It can also be realized that user safety and comfort as customers are also the main goals that must be provided by the company, as the main basis for brand awareness from Steam. So, by that the company have to understand that perceived security risk implementation and also perceived privacy implementation have to be implemented in order to maintain their customer trust and loyalty.

According to Osterwalder and Pigneur (2010), a business model is a tool to describe the rationale for how organizations create, deliver and capture value. While business strategy According to Haryadi (2003), is a business strategic that occurs at the division level and is intended how to build and strengthen the competitive position of the company's products and services in the industry or certain markets served by the division.

Regarding the implementation of the business model strategy implemented by Steam based on the research here, it is related to the promotion strategy and some several factor that the company is carrying out to maintain and also increase the sales to customers.

Based on all the data mentioned above, this became the initial basis and reason for the Author to raise this research due to awareness of the number of game players in Indonesia, especially for the Steam user in Indonesia. Another reason for raising this research is the awareness of the implementation of the user interface which can greatly affect the user experience which in turn can affect user loyalty.

On the other hand, it will also be able to influence purchasing decisions made by users as customers of Steam. It is also having to realize that Steam can increase and maintain their users is by providing a good user interface and also by implementing a good business strategy model.

The awareness of the implementation of a good strategic business implemented by the company can also help Steam as a company to improve the quality they provide to customers to compete with existing competitors, business planning starting from business funding sources, how Steam provides products, to how to selling products to the target market, and other aspects that can help Steam to maintain their customer.

1.3 Problem Formulation

Through the explanation of the research background that have been mentioned above, that the Author will analyze about some several factors customer that influencing the User Trust that will impact the User loyalty through Steam on some several research questions below.

1.3.1 Research Question

Based on the formulation of the problem that has been mentioned in the previous chapter above, it is obtained that research questions namely:

1. What is the relationship between Information Quality and User Trust?
2. What is the relationship between User Interface Quality and User Trust?
3. What is the relationship between Perceived Privacy and User Trust?
4. What is the relationship between Perceived Security Risk and User Trust?
5. What is the relationship between Steam Awareness and User Trust?
6. What is the relationship between user trust and user loyalty?

1.4 Research purposes

This study aims to find out the answer of the research question that is already mentioned on the formulation of the problem, and on the other hand analyze the relationship and influence between some several factors carried out by the provider of platforms for games from developers which will later be provided to users through Steam to the Information Quality, User Interface, Perceived Privacy and Security Risk, and Company Awareness that consist the question as below:

1. What is the relationship between Information Quality and User Trust?
2. What is the relationship between User Interface Quality and User Trust?
3. What is the relationship between Perceived Privacy and User Trust?
4. What is the relationship between Perceived Security Risk and User Trust?
5. What is the relationship between Steam Awareness and User Trust?
6. What is the relationship between user trust and user loyalty?

1.5 Benefits of the research

It is hope and expected that from this research study will have theoretical and Practical benefits for the business and the users.

1. Theoretical benefits

The benefits of theoretical is expected to add insight and knowledge for the related company regarding the relevance of some several factors that will affects

their customer trust and customer loyalty in order to maintain their number of customers as the customer and also their revenue.

2. Practical benefits

The benefit of practical is that it helps the users through the presented surveys provide the analysis of Steam business strategy which impact User Trust and Loyalty because of the good implementation of Perceived Privacy and Perceived Security Risk.

1.6 Systematics of the Mini Thesis

The research is prepared in a systematic and commonly used format and has been provided by Telkom University. The systematics of the research for this type is qualitative research is as follows.

A. CHAPTER I INTRODUCTION

The first chapter is explaining the main general description of the research object, research background, formulation of the problem through research question, research purpose, benefits of the research from theoretical and practical aspects, and the last one is the systematics of writing for the mini .

B. CHAPTER II LITERATURE STUDY

The second chapter is describes the literature study, previous theory research, and the framework of thought related to the research topic.

C. CHAPTER III RESEARCH METHODS

The third chapter describes the approaches, methods, and techniques used to collect and analyze data that can answer or explain research problems.

D. CHAPTER IV RESULT AND DISCUSSION

The fourth chapter describes the characteristics of respondents and the research result & discussion that consists of descriptive statistic techniques, classical assumption analysis, simple regression analysis, and also the hypothesis testing.

E. CHAPTER V CONCLUSION AND RECOMMENDATION

The fifth chapter explains the final conclusion and also the recommendations of the research.