ANALYSIS OF FACTORS AFFECTING USER SATISFACTION OF GAME PORTAL IN JAKARTA

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Abstract

Technology has advanced to the point where it is made easy to discover something new. With the widespread of internet use, people could find what they want, whether it is information, data, entertainment or subject of interest. The advancement also provides the flexibility of internet access. One of the growing interest within the internet is gaming, along with the growth, the widespread of online game also widened. Such has become a necessity to maintain game portal quality by the online game publisher in order to increase customer satisfaction.

Using the basis of DeLone and McLean model, the framework used in this research are system quality, information quality and service quality. However, as the topic is closely related to online games, online game service quality is used instead. Therefore introducing additional factors such as Privacy, Effectiveness and Interaction. The purpose of this research is to identify which factor affects user satisfaction when using game portal and hopefully will contribute to the further development of Indonesia's game portal and gaming industry.

The survey method that is used is using questionnaire, distributed both online and direct approach. Gathering information related to the framework and also about respondents behavior and demographic from 100 people.

From the data that has been processed, Online Game Service Quality has the strongest correlation with User Satisfaction, followed by System Quality when processed together.

Keywords
Game, Portal, Web, Online, Online Game, User, Satisfaction