"THE RULE OF BRAND ELEMENT AND SERVICE QUALITY ON CUSTOMER SATISFACTION IN MOBILE GAMING: A STUDY OF POKÉMON GO PLAYER IN MALANG SOCIETY"

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Abstract

This research is aim to examine the impact Brand Image, Brand Experience, Service Quality, and Perceived Value on Customer Satisfaction. The population of this research is the player of Pokémon GO in Malang City. This research used quantitative approach with questionnaire to collect data. There are 150 questionnaire distributed to every customers who already playing Pokémon GO in Malang. The gathered data is analyzed by using quantitative methods i.e., multiple regression analysis based on application named SPSS version 17.00. The results of this research show that there is a positive influence together with simultaneous and partial effect between brand image, brand experience, service quality, and perceived value on customer satisfaction. While service quality is the most dominant variable that affects customer satisfaction.

Keywords: *Brand Image, Brand Experience, Service Quality, Perceived Value, Customer Satisfaction*

INTRODUCTION

In this era of technology, smartphone become one thing that almost all people have in their hand, with smartphone they can call, chat, email, and playing games. The rapid development of games in recent years has made high growth in gaming industry worth. According to newzoo, the leading provider of market intelligence covering the global games, esports, and mobile markets, predicts that at this pace, global revenues of gaming industry will reach $107 billion in 2017.

Indonesia gamers are eager for global games. Popular games such as *Clash Royale* and *Candy Crush Saga* dominate revenue and downloading rankings in Indonesia mobile market (Google Play Store and Apple App Store) in the past few years. Today, a new rival comes in, a mobile games made by Niantic Inc. The Pokémon Company which famous known as Pokémon GO. Pokémon GO is a free-to-play, in-game purchased, location-based augmented reality game developed by Niantic for iOS and Android devices. It was initially first released in selected countries in July 2016 but already made massive impact to mobile games market by skyrocket to the top of Top Charts Free Games in mobile app store and also in Indonesia app store that only take several days after it officially release on 6th August 2016.

Pokémon already play tremendous role in the game market since two decades ago that developed by Game Freak and published by Nintendo on its handled console known as *Game Boy* and it has own animation on television. In mobile games, Pokémon does not have a lot of experiences and with Pokémon GO, the developer try to penetrate mobile games market which less

experience in the market but have a good brand image while the game only announced in about 1 year ago that means it needs numerous changes in order to be better.

The key success of the developer to pierce Pokémon GO to the mobile games market is by creates a good strategy in marketing which is the process by which companies create value for customers and building strong relationship in order to capture value from customers in return. To create value for customers and building strong customer's relationship, the company must learn the most basic concept underlying marketing that are human needs, wants, and demands. Some of human needs are states of social needs and affection, need of knowledge and self expression. An Indonesian gamer needs good services and reliable games that can be play with free of charge but a gamer in Europe needs good quality of games and full of features. In 2013, Ida Yulianti and Wei Tung made a journal about relationship between brand image and brand experience towards customer satisfaction. This research method that used is Quantitative Analysis, Analysis of Structural Model, and Summated Scales. The result is both brand image and brand experience are important and have positive impact on customer satisfaction.

In 2012, Muhammad Ehsan Malik, Muhammad Mudasar Ghafoor, and Hafiz Kashif Iqbal made a journal that determines the relationship between both service quality and brand image towards customer satisfaction. This research method that used is Questionnaire Survey dan Anova Test. The result is both service quality and brand image have strong correlation with customer satisfaction.

In 2009, Milfelner created a journal that determines the relationship of perceived value with customer satisfaction. This research method that used is Conceptual Model. The result perceived value has strong impact with customer satisfaction.

In 2016, Johanudin Lahap, Nur Safiah Ramli, Noraslinda Mohd Said, Salleh Mohd Radzi, and Razlan Adli Zain created a journal about the impact of brand image towards customer's satisfaction in the hotel Industry. The objective of this journal is to determine the relationship of brand image with customer satisfaction. The result brand image has strong relationship with customer satisfaction

From the issues and previous studies as described above, this research is conducted in order to examine whether Brand Image, Brand Experience, Service Quality, and Perceived Value have its own positive influence toward Customer Satisfaction in Playing Pokémon GO and further this research entitled **"The Rule Of Brand Element And Service Quality On Customer Satisfaction In Mobile Gaming: A Study Of Pokémon Go Player In Malang Society".**

LITERATURE REVIEW

Customer Satisfaction

According to Kotler and Keller (2009:9), satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product perceive performance (or outcome) in relation to his or her expectation. According

to Zeithaml, *et al.* (2009:105), customer satisfaction is influenced by specific products or service features, perception on service quality, and price. In addition, personal factors such as the customer's mood or emotional state, and situational factors such as family member's opinion will also influence satisfaction.

Dimensions of Customer Satisfaction
1. Customer Emotion
2. Product and Service features
3. Attribution for service success or failure

Brand Image

One of the elements of brand is brand image, which is based on previous research this element has relation with one of the dimension of customer satisfaction. Brand image represents the whole perception of a brand and which is formed by some information and past experience of the brand. Brand image (Rangkuti, 2004: 43) is a set of brand associations formed and embedded in the minds of consumers. Consumers are accustomed to using a particular brand tend to have the consistency of the brand image. Biels in Consuegra (2006: 137), found the image of the brand can be described as having three contributing sub images:
1. Corporate image
2. User's image
3. Product's image

Brand Experience

As one of the elements of brand, brand experience has relation with customer satisfaction dimension, which is customer emotion. Brand experience refers to subjective, internal customer responses (sensation, feelings and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications and environments.

In 2013, Ismail analyzed that brand experience affected brand personality, brand image and brand love to formulate positive word of mouth. Positive word of mouth indicates the positive response of customer satisfaction. According to a recent research, there are four dimensions that can be used to measure brand experience:
a) Sensory: using a sense of customers to measure the customer experience
b) Affective: using feelings and emotional of customer the customer experience
c) Intellectual: using the ability of the brand to engage customers
d) Behavioral: using bodily experience, lifestyles and interactions with the brand to measure the customer experiences.

Service Quality

Farida (2009: 50) said that service quality is a comparison between the perceived services (perception) and the service quality that customer expect. Service quality is all forms of provision of services optimally provided by the company with all the advantages in order to meet customer needs and meet customer expectations. Furthermore, service quality has relation with attribution for service success or failure, which is one of customer satisfaction dimension. According to Brady and Cronin (2001), there are three dimensions of service namely:
1. Interaction Quality

2. Service Environment Quality
3. Outcome Quality

Perceived Value

According to Chen and Dubinsky (2003: 326), perceived value is a consumer's perception of the net benefits gained in exchange for the cost incurred in obtaining the desired benefits. Based on this explanation, it can conclude that perceived value has relation with customer satisfaction. Moreover, Sheth., *et al.* (1991:161) described two values conceptual framework about the perceived values, which are:
1. Functional Value
2. Social Value

Research Hypotheses

H1: Brand Image has influence on customer satisfaction in playing Pokémon GO.

H2: Brand Experience has influence on customer satisfaction in playing Pokémon GO.

H3: Service Quality has influence on customer satisfaction in playing Pokémon GO.

H4: Perceived Value has influence on customer satisfaction in playing Pokémon GO.

H5: Service Quality is the most dominant variable that affects Customer Satisfaction.

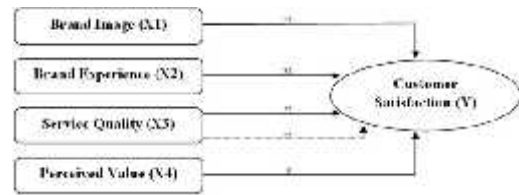The Hypothesis Model will be shown in Figure 1.

Figure 1. Hypothesis Model

RESEARCH METHOD

Based on the explanation related to the research problems and objectives which are previously mentioned, this research uses quantitative approach. The type of this research is an explanatory research with survey technique. The population of this research is the player of Pokémon GO in Malang city who currently lives in Malang and already playing Pokémon GO. The research was conducted by distributing 150 questionnaires to Pokémon GO player in Malang City. In this research, the sampling technique used is the non-probability sampling with purposive approach. In non-probability sampling designs, the elements in the population do not have any probabilities attached to their being chosen as sample subjects (Sekaran 2003:276). Data processing method used in this research is multiple regression method.

RESEARCH RESULT

Validity Test

Test validity is a measure that indicates the levels of validity and the validity of an instrument. Validity testing can be done by correlating each factor or variable with total factor or variable with using the correlation (r) product moment. Testing criteria to accept or reject the hypothesis of a valid statement or cannot be done by:

H0: r = 0, there are no valid data on the error rate ( ) of 5%. H1: r 0, there is valid data in the error rate ( ) of 5%. The sig. r of the items in question are smaller than 0.05 (= 0.05), which means that each item is a valid variable, so it can be concluded that these items can be used to measure the research variables.

Reliability Test

Reliability test showed the level of stability, constancy and accuracy of a measuring instrument or test used to determine the extent of relatively consistent measurements when the measurements were taken. This test is used to determine the extent to which someone answers consistent or stable over time. Reliability testing technique is to use alpha reliability coefficient. Criteria for decision-making is when the value of alpha reliability coefficient greater than 0.6 then the variable is already reliable (reliable). The value of the Cronbach alpha for all of the variables is greater than 0.6. Of provisions previously mentioned then all the variables used for the study has been reliable.

Normality Test Result

This test is performed to determine whether the value of the residual scattered normal or not. The test procedure is done with the Kolmogorov-Smirnov test, with the following provisions:

H_0: residuals normal spread
H_1: no residual normal spread
If **sig.** (P-value)> H0 accepted, which means normality is met.

Multicolinearity Test

Multicolinearity test is performed to determine that it does not happen very strong connection occurs or not perfectly linear relationship or it can also be said that among the independent variables are not related. How the test is to compare the value of Tolerance obtained from multiple regression calculation, if the value of tolerance <0.1 then there Multicolinearity.

The test results found that overall tolerance values > 0.1 so that it can be concluded multicollinearity between independent variables. Thus the absence of Multicolinearity assumption can be fulfilled.

Heteroscedasticity Test

Heteroscedasticity test is used to determine whether there is inequality deviation residual value due to the amount of value one independent variable or the different value of variance with the increasing value of the independent variable. The test procedure is done with test scatter plot.

From the test results are obtained that spreads scatterplot diagram display and do not form a specific pattern then there is no heteroscedasticity, so it can be concluded that the residual variance has a homogeneous (constant) or in other words there are no symptoms of heteroscedasticity.

Linearity Test

The Linearity data refer to the standard value of residual observations and the standard residual value expectations to form lines that are scattered far from the regression line. Linearity test data is done by analyzing data in the form of

normal probability plots for residual standard. With this analysis technique can be seen the extent to which the values of Y observations relating to the value of certain X normally distributed around the Y predictions and form a linear line. In addition to testing the linearity use statistical calculations t, with a note if $p < 0.05$, then the data is considered to be linear, or if the value of $p > 0.05$, then the data is not linear.

Based on the results, it can be concluded that the assumption of linearity of research data has been qualified for all $p < 0.05$. Fulfilled with the entire classical regression assumptions above, it can be said regression analysis model used in this research is already eligible or appropriate. In order to take the interpretation of the results of the regression analysis that has been done.

Multiple Regression Analysis

Multiple linear regression analysis is used to analyze the relationship and influence between a dependent variable of two / more independent variables. then performed multiple linear regression analysis between the following variables: Brand Image (X1), Brand Experience (X2), Service Quality (X3), and Perceived Value (X4) of the Customer Satisfaction (Y). In which the equation is

$$Y = 0{,}173X_1 + 0{,}206X_2 + 0{,}275X_3 + 0{,}228X_4$$

In the formula abaoce, the dependent variable whose value would be predicted by the independent variable. In this study, the dependent variable is the Customer Satisfaction whose value would be predicted by the variable Brand Image (X1), Brand Experience (X2), Service Quality (X3), and Perceived Value (X4).

Determinant Coefficient (Adjusted R^2)

The level of accuracy of a line can be determined from the size of the coefficient of determination or R^2 coefficient. The coefficient of R^2 in the regression analysis can be used as a measure to declare a match regression line obtained. The greater the value of R^2, the stronger the ability of the regression model obtained to explain the actual conditions. The ability of the regression line explains the variations that occur in the Y shown in the coefficient of determination or R^2 coefficient.

Based on the result, it explains that the value of the coefficient R that shows the relationship between the dependent variable and independent variables. In this study, the magnitude of the variable Brand Image (X1), Brand Experience (X2), Service Quality (X3), and Perceived Value (X4) against Customer Satisfaction is of 0.753 indicating a strong relationship or influence.

Hypothesis Test

The regression model that has been obtained beforehand tested both simultaneously and partially, regression model testing simultaneously performed using the F test or ANOVA and partial regression model testing performed by t test.

In the F test, the result concluded that H_0 rejected and H_a accepted, meaning that there are

simultaneous influences between Brand Image (X1), Brand Experience (X2), Service Quality (X3), and Perceived Value (X4) of the variable Customer Satisfaction (Y).

Partial regression model testing is used to determine whether each independent variable regression models forming individually have a significant effect on the variable Y or not. t Test result is each of independent variable have significant effect on the dependent variable.

Dominant Test

To determine the independent variables that most influence on Y variables, can be done by comparing the regression coefficient ( ) between the variables with one another. The independent variables were the most dominant influence on Y variable is variables that have the greatest regression coefficient. Result is shown on table 10.

Table 10. Dominant Test Result

Ranking	Variable	Coefficient Beta	Influence
4	X1	0.173	Significant
3	X2	0.205	Significant
1	X3	0.275	Significant
2	X4	0.223	Significant

The variable Service Quality (X3) is a variable that has the greatest regression coefficient. That is, the variable Y is more influenced by variables Service Quality (X3) than any other variable. Variable coefficient which is owned by Service Quality (X3) is positive, it indicates a unidirectional relationship so that it can be concluded that the better the variable Service Quality (X3) then the increase Customer Satisfaction (Y).

CONCLUSION AND SUGGESTION

Based on the finding of the research, the role of brand image, brand experience, service quality, and perceived value have a simultaneous effect on customer satisfaction. Those researchers have found that the independent variables of this study have positive relation on customer service.

Brand image has positive role and significant effect on customer satisfaction. The positive influence of the brand image indicates that if the value of brand image increases, customer satisfaction value will also increase.

Brand experience has positive impact and significant effect on customer satisfaction. The effect of the relationship is positive, which indicates that if the perception of customer towards brand experience increases, customer satisfaction is also increases.

Service quality has positive role and significant effect on customer satisfaction. The positive influence of the service quality indicates that if the value of service quality increases, customer satisfaction value will also increase. As a company that provides games or entertainment to the customer, it is a must to have a good service quality in order to get feedback from player then the company can increase the product quality.

Perceived value has positive impact and significant effect on customer satisfaction. The effect of the relationship is positive, which indicates that if the perception of customer towards perceived value

increases, customer satisfaction is also increases. Perceived value is the difference between total customer value and total customer cost which the value of the total customer is a set of benefits expected by customers from products or services and customer cost total is a set of costs expected by consumers incurred to evaluate, acquire, use and dispose of the product or service.

Based on the finding of the research, the role of service quality has a dominant effect on customer satisfaction. This can be done because Pokémon GO already maximizing the effort of the company customer service in giving a better interaction with kindness and friendliness. This make customer feel satisfied and has more experience in playing Pokémon GO.

Based on the above conclusions, the writer can put forward some suggestions which are expected to benefit the company as well as for others. The advice given, among other things:

1. For Pokémon Company

Pokémon GO features must be improve in order to prevent customers feel bored and maintain recent features that have good reputation from customer.

Pokémon GO should give more advertising for it product and service and try to improve the quantity of the game player by expand this game to any country worldwide.

It is expected that the company can maintain and improve services to the Service Quality, since the variable Service Quality has a dominant influence in affecting Customer Satisfaction, such as by

make more frequent direct and not directly contact with the customer, conducting surveys to customer wishes, providing forum criticism and suggestions from customers by doing some of these things will increase the quality of Customer Satisfaction.

2. For further research

Give reference for further research to develop this research by considering other variables that are other variables outside variables that are included in this study.

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