

An examination of the determinants of player satisfaction and loyalty in online game context : a perceived value perspect

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ABSTRACT

Online game is a very popular leisure activity in recent years. While many studies have engaged in exploring this field, few empirical studies have been conducted on the exploration of online game users' behavior from user's perceived value perspective. The purpose of this study was to examine the perceived factors contributing to an online game user's perceived value, satisfaction and loyalty. In this study, a web-based questionnaire was used to collect data and PLS technique will be used to verify the hypotheses. An empirical study involving 313 subjects was conducted to test the model. Results of this empirical study indicate that customer perceived value and satisfaction are antecedents of customer loyalty, while performance/quality, emotional, value-of-money and social value are the facets of perceived value. The results are expected to provide further insight into online game design and marketing.

Keywords : on-line games、perceived Value、customer satisfaction、customer loyalty

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