

Discussion on the influence of the illicit agent program with the protective mechanism to the first

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ABSTRACT

Large value of the domestic online game massive attention by the parties, how to maintain and enhance customer satisfaction is the key factor for game industry in the future. In past issues of online games, most concerned about product quality, service quality and customer satisfaction impact on loyalty, did not mention the establishment of fair game for the impact of customer satisfaction, but current studies of the game plug is to explore the role-playing (RPG) type of game, and less research for the first-person shooter (FPS) type games plug-impact study done. The objective of this research was to explore prevent the plug-in mechanism, plug-in impact on game fairness and customer satisfaction. In this study, based on Riera (1998) proposed electronic voting mechanism to establishment of all players voting and double mayor voting mechanisms, use two mechanisms to kick illicit players. This study use network questionnaire survey method to collect the sample data, received a total of 262 questionnaires, 24 invalid questionnaires were removed, and 238 valid questionnaires were obtained. The data was analyzed by Chin (1997) developed out of the PLS Graph3.0. The results of the study indicate that service quality, product quality and fairness of the game, prevent the plug-in mechanism, perceived playfulness have a significant impact on customer satisfaction. The study found that service quality, product quality and safety of the game companies for customer satisfaction have a considerable influence. Also found that, in addition to service quality and product quality of these two factors, online gamers care more about the fairness of the game and perfect the mechanism to prevent the plug-in programs.

Keywords : Customer Satisfaction、Plug-Ins、Equity Theory、Product Quality

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