

# A Study on User's Motivation, Satisfaction, and Loyalty for Video Game Consoles

陳宏瑞、雷文谷、李宜娟

E-mail: 374704@mail.dyu.edu.tw

## ABSTRACT

This research aims to examine the relationships among motivation, satisfaction and loyalty of game machine players, and the variation on the said three variables for different background players as well. Game machine players are the research subjects who play with XBOX360, Play Station 3, Wii, etc. A total of 463 network questionnaires were obtained with 400 ones effective after deducting 63 invalid ones. An overall effective response rate is 86.39%. Statistics software package SPSS18 was employed to analyze returned data and the results indicate—1. Game machine players see a more than moderate motivation (M=3.52), the almost same degree of satisfaction (M=3.42) and a moderate loyalty (M=3.2). 2. Different background players show obvious distinctions in some aspects of motivation 3. Different background players carry obvious distinctions in some aspects of satisfaction. 4. Different background players present obvious distinctions in some aspects of loyalty. 5. The motivation to use game machines can remarkably predict the extent of satisfaction which in turn can lead to notable forecast of loyalty. Finally, some proposals are submitted based on research results for game machine vendors' reference and the study in the future.

Keywords : Motivation、Satisfaction、Loyalty

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