A Study on Impact of Customer Satisfaction and Customer Loyalty on the Service Contents of Online Game and Brand Image

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ABSTRACT

Information technology equipments, such as wide band, etc. are popularized day by day now. At the same time, the development of the online game is expanded, and online game players have increased. The developing direction of every online game, game service content, and marketing strategy may not necessarily agree with each player. Because of that, how to keep players in the game, how to increase the motive that the player participates in the game, and how to improve player''s satisfaction and loyalty to the game should be a subject that must be discussed and studied. Accounting to the study, online game playing has become one of people's pastimes. If online game company wants to get most of the customers to play the game, they have to obtain customers'' participation and motive. In this competitive online game market, online game companies try to gather new customers and obtain old customers by improving their customer services and satisfaction, and developing new design. They also attempt to build up an excellent brand image; but how about the effect? There is a certain degree of relationship between concept of loyalty and measurement of customer satisfaction. But their relationship is not definitely. So, we don't want to misunderstand that customer's satisfaction is equal to customer's loyalty. Because of that, we consider loyalty as individual and try to evaluate it separately. This study is analyzed by mass questionnaire investigation using SAS statistics software. In the conclusion of analysis, there are the dependence between the motive of playing game, online game service, game brand image, and satisfaction of players. Also, the customer satisfaction and customer loyalty are positively correlative.

Keywords : motive, player motive, service, image, customer satisfaction, customer loyalty

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