

A Comparison on The Influence among Customer Perceived Risk Trust and Satisfaction to Loyalty between The Online Games

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ABSTRACT

Every game company always develop various new kinds of games product to attract the customers, or additional new game story. In order to patronage the customers and attract new ones, every game company use a lot of promotion ,like lowing price, new game product, brand representative, or other promotion. On the other hand, they also devote developing new technology such as graphic or host technology to make the game look more vivid and colorful. About the security management, they use a lot of security technology to protect the online-game players ' privacy. Our research will research how switching cost moderate the relationship between satisfaction and loyalty, and the relationship between trust and loyalty. Besides, in a lot of research about e-commerce and online shopping, perceived risk is important to patronage, such as security and privacy, so our research will discuss how perceived risk influence the online-game players ' satisfaction and loyalty. And we also research how trust influence the game company.

Keywords : online game, switching cost, perceived risk, trust, satisfaction, loyalty

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