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The Perceived Value Of Online Games On Digital Customer Experience

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ABSTRACT

The expansion of the online gaming industry in Indonesia is correlated with its user base, which reached 174.1 million in 2022 and is projected to grow to 192.1 million in 2025. Technological advances, especially mobile gaming in Industry 4.0, have brought significant changes. Digital transformation has become important to attract new customers and improve their experience. Research on perceived value in digital customer experiences in online games is scarce, indicating a research gap. Previous research shows that perceived value influences user experience. This study examines how emotional, social, functional, and quality values influence digital customer experiences in online games. Statistical analysis validates the significant impact, Consistent with prior studies, the impact of these values affects the digital customer experience. Critical to strategic decision making emphasizes the importance of understanding customer perceptions and experiences.

INTRODUCTION

The development of the online games industry is proportional to the number of game users in Indonesia reaching 174.1 million users in 2022 and is expected to continue to grow in 2025 to reach 192.1 million (Fauziah, 2024). Technological advances in industry 4.0, especially the mobile games industry, have changed significantly (Dwivedi et al., 2021; Saif et al., 2024). As a result of this expansion, digital transformation is now strategically necessary to increase customer experience and draw in new clients (Saif et al., 2024). Furthermore, research on perceived value has experienced interesting developments in the last decade, such as Saif et al. (2024, in the banking industry); Dwivedi et al. (2021, in the social commerce industry); Mishra et al. (2023, in the information systems industry); Hermantoro & Albari (2022, e-commerce); Pal & Triyason (2018, music services); Singh et al. (2020, mobile services); Peng et al. (2014, mobile apps); Praveena & Thomas (2014, streaming services). Perceived value influences the intention to

adopt to become a digital bank. In the online games industry, according to previous research, perceived value is a subjective assessment made by players after experiencing the game, including perceptions of the "receiving" and "giving" processes (Cui et al., 2022). The concept of perceived value has been studied before by researchers in relation to consumer experiences and shopping (Ahn et al., 2019; Babin et al., 1994; El Hedhli et al., 2013, 2016). The term "perceived value" is primarily used to emphasize that it refers to an assessment of an event that is subjective rather than merely an objective indicator of value (Holbrook, 1999).

LITERATURE REVIEW

Perceived Value

Aiming to make a meaningful contribution, this research explores the perceived value in online gaming and how it impacts players' digital consumer experience when they buy virtual goods in games, including the tangible social and economic value (Hamari et al., 2020). Perceived value can be said to be the value felt towards the game after playing it (Kuo et al., 2013). Furthermore, this can deepen comprehension of the sensations and values that players have when playing online games. In the meanwhile, consumer value may be formed by perceived value, which has four aspects: emotional, social, quality, and economic. These dimensions can also be sensed in consumer behavior (Hamari et al., 2020). Perceived value has four dimensions: emotional, performance, social, and economic. It is derived from the PERVAL model presented by Sweeney & Soutar (2001).

Digital customer experience has also seen significant advancements over the last decade, such as Batat (2024, Metaverse); Bhatnagr & Rajesh (2025, Digital Banks); Hoang & Le Tan (2023, Food-Delivery); Sun et al. (2023, Customer Service); Pappas et al. (2023, Retail); Cui et al. (2022, Game Experience); Levy (2022, Banking); Lao et al. (2021, Digital Shopping); Bolton et al., (2018, Service Robots); In the advancement of managing immersive customer experiences, concerning the definition of digital customer experience, the digital customer gaming experience is depicted as a response to specific stimuli or the outcome of direct engagement in an event (Cui et al., 2022). When designed to evoke novelty, surprise, or the unexpected, experiences can be enjoyable and memorable for customers. Some studies specifically concentrate only on user experiences on digital. However, some of these studies have limitations (Jia & Wang, 2019). For example, research only concerns experiences with interactions, visuals, social influences, and general experiences in the study (Jia & Wang, 2019). However, the topics obtained are quite general, which is a limitation of the research. Another study identified the game experience as only focusing on nature (Zhu et al., 2020). Therefore, the focus of research is on individuals in playing games and what values are obtained in the perceived value of the user's digital experience after purchasing and playing virtual goods online.

However, there is still a dearth of research on the perceived value of digital customer experiences in online gaming, or the importance of online gaming. Addressing this research gap, the study investigates the perceived value of digital customer experiences in online games. For example, in an initial study by Yoo (2015), perceived value has an influence on the perceived values of items used in online games, Jia & Wang (2019), perceived value produces a significant influence. Therefore, testing perceived value or the values that users feel regarding the experience of playing online games.

Customer perceived value refers to the worth perceived through the comparison of costs and benefits associated with a marketing offer and its products or services (Kotler & Armstrong, 2021). Furthermore, this research uses the definition of perceived value from (Sánchez-Fernández & Iniesta-Bonillo, 2009; Sweeney & Soutar, 2001) Perceived value is the first assessment of the value that consumers place on goods and services, highlighting their financial advantages and viewing customer value as a function of both price and quality. Apart from that, according to (Zeithaml, 1988) The concept of perceived value refers to the total benefit

experienced by consumers from a product or service, evaluated in terms of the equilibrium between costs and benefits. In fully understanding the formation of customer value perceptions, various approaches have been used over the past decades. However, it's acknowledged that restricting value assessments solely to an economic standpoint is overly narrow, as there exist numerous other dimensions that can serve as sources of value, including a product or service's hedonic and aesthetic attributes (Holbrook & Hirschman, 1982; Sweeney & Soutar, 2001). In order to further this progress, Sweeney & Soutar (2001) strengthened the perceived value framework (PERVAL) to comprehend the value that customers often feel about a good or service. This framework is segmented into four categories: emotional value, social value, quality value, and economic value. This segmentation aims to offer a more comprehensive structure for grasping the formation of consumer value and understanding how this perceived value impacts customer behavior. The four dimensions of perceived value have been identified as the essential components for evaluating perceived value and are currently considered the main metrics for this concept, despite the fact that there has been a great deal of empirical research using the perceived value framework in recent years with a variety of emphases and focuses. This study offers a substantial contribution to the academic discourse on perceived value, delving deeply into digital customer experiences within the realm of online gaming in this context. Based on the preceding discussion and arguments, the following hypothesis is posited:

- (H1) The emotional value of digital customer experience in online gaming positively impacts
- (H2) Social value positively influences digital customer experience in online gaming
- (H3) Quality value in digital customer experience in online games has a positive influence
- (H4) The economic value of digital customer experience in online games has a positive influence

Table 1. Literature Review Perceived Value Variables

Author, Year	Country, Industry Studied, Number of Respondents	Dimensions
Pant et al. (2024)	India, Consumer Services, 308	Reliable, quality, Cost
Zheng et al. (2023)	China, E-commerce, 390	Emotional and Social Values
Cui et al. (2022)	China, Video Game Industry, 331	Functional value
Sánchez-Fernández & Iniesta-Bonillo (2009)	America, Marketing, 306	Functional, social, and emotional
Mathwick et al. (2002)	Amerika, Journal of Retailing, 213	Economic value
Babin & Attaway (2000)	Amerika, Journal of Business Research, 144	Economic value, social value, hedonic value, altruistic value
Mathwick et al. (2001)	Amerika, Journal of Retailing, 515	Economic value, enjoyment, efficiency
Sweeney & Soutar (2001)	Australia, Economic and Commerce, 665	Emotional value, social value, functional value, functional value
Sheth et al. (1991)	America, Business Research, 200	Social value, emotional value
Zeithaml (1988)	Product & Services	Quality value, price value

Digital Customer Experience

Customer experience encompasses the complete impression and perception of a brand formed through interactions across the customer's journey of usage (Chen & Yang, 2021). As per Lemon & Verhoef (2016), it represents the collective emotion the customer holds toward the brand and the company. In its development, customer experience began through online customer experience. According to Schmitt (2010), a concept of experience is a combination of

the customer's rational and emotional states, as the result of a process of customer involvement with a company's brand, product or service. Customer experience becomes a concept in viewing a customer perspective (Klaus & Maklan, 2012). And online customer experience is a psychological condition and reaction to an experiential activity (Rose et al., 2012). Digital customer experience is a multifaceted concept that mirrors consumers' cognitive, emotional, behavioral, sensory, and social reactions to a company's offerings throughout the customer's purchasing journey (Wibowo et al., 2020). Meanwhile, according to Bolton et al. (2018), In further studies, concerning online gaming, experience constitutes the essence of the entertainment sector, encompassing games (Pine & Gilmore, 1998).

Online games are gaming activities that require interaction and participation via the internet, potentially eliciting enjoyment, pleasure, or excitement (Donmez, 2011). The experience of playing online games is explained into several dimensions, namely sensory experience such as aesthetics, graphic design, and music and response speed (Cui et al., 2022; McCarthy et al., 2006). And in research according to (Law et al., 2018), there are dimensions that express online games experience, namely immersion and competence. Starting from an immersion or experience in an activity that can be emotional as well as cognitive and the existence of technology can refer to an experience that seems to be true in that world. Like feeling imaginative, feeling like you get a lot of experience in playing. Apart from that, there is also competence, when playing it you can feel skilled at playing the game, feel it is easy to play it, and feel competent in playing the online game (Law et al., 2018).

Table 2. Literature Review Digital Customer Experience Variables

Author, Year	Country, Industry Studied, Number of Respondents	Dimensions
Abdelkader (2023)	Saudi Arabia, Marketing, 394	Perceived Personalization, Perceived Relevance, Perceived Accuracy, Perceived Convenience
Cui et al. (2022)	China, Video Game Industry, 331	Sensory Experience (SE), Response Speed (RS)
Chen & Yang (2021)	Taiwan, Customer Experience, 425	Perceived Personalization, Perceived Relevance, Perceived Accuracy, Perceived Convenience
Wibowo et al. (2020)	Taiwan, Marketing, 413	Feel, think, act, and relate
Lee et al. (2020)	China, Marketing	Social Realm, Physical Realm, Digital Realm
Zhu et al. (2020)	China, Marketing	
Bolton et al. (2018)	Amerika, Service Management	Perceived convenience, simplicity, and ease of use
Lemon & Verhoef (2016)	Amerika, Marketing	Rational, emotional, sensorial, and social factors
Rose et al. (2012)	UK, Retailing, 100	Control, satisfaction, trust, affective
Schmitt (2010)	Amerika, Experience	Feel, think, act, and relate

METHODS

The data collection methodology uses a purposive sampling method for sampling which is selected in line with the methodology, aims and objectives of the research (Campbell et al., 2020). This research involved participants from online game users and those who had made purchases in the form of virtual items or top ups in online games, either in the form of purchasing characters in games. The research instrument was distributed to online game users in Indonesia. Apart from that, to determine the sample the author will use the formula in Hair et al. (2009). The number of samples in research can be determined based on the number of indicators and then multiplied by five to ten times. The author's indicators included 32 indicators in this research. The samples required are a minimum of 160 to a maximum of 320 samples. A total of 162 respondents who met the requirements were collected for analysis in this research. Data was collected using research instruments and the measurement scale used was the Likert Scale.

Information regarding the demographic profile of the participants is provided in Table 1. In terms of gender distribution, the majority of respondents were male, comprising 69.1% of the sample. Examining the age distribution, the study was predominantly represented by individuals aged 21 to 25 years, accounting for 61.1% of the respondents. Judging from the latest level of education, this research was dominated by undergraduate education (S1) with 60.5%. If we look at work, the majority of respondents were students, 58%. Judging from domicile, it is dominated by Java, namely 76.5%. Judging from income, the majority in this study amounted to more than IDR 1,000,000, namely 61.1%. Judging from the amount of costs spent on online games in a month, the majority is only Rp. 10,000-Rp. 100,000, namely 53.7%. In this study, the majority played the Mobile Legends game 48.1% and the number of hours played was 1 hour to 3 hours a day. With the majority of them liking the games played on a scale of 4 (47.5%) and scale 5 (45.7%).

In order to ensure that the research instrument has good reliability and validity, all scales in this study were taken from trusted sources and adapted to the specific context. The research instrument was assessed utilizing a five-point Likert scale, requiring respondents to indicate their agreement level (1 = strongly disagree, 5 = strongly agree) (Dinç Aydemir & Aren, 2017).

The data analysis method employed is Partial Least Squares-Structural Equation Modeling (PLS-SEM), utilized to examine the impact of perceived value on digital customer experience in Online Games. Reliability is evaluated through two steps: initially, Cronbach's alpha is applied to the components derived from exploratory factor analysis results, followed by the calculation of composite reliability in confirmatory analysis. According to (Flury et al., 1988) Reliability is determining how well or better a variable persists over time when measured repeatedly. According to Simon & Marilyn (2011), one way to assess consistency is to look at the comparison between each other. Internal consistency reliability requires a reliability value of more than 0.7 or higher (Bagozzi & Yi, 1988). Validity testing is a method that can be analyzed by determining how well the method measures its target construct. Convergent validity determines convergent and discriminant validity, AVE (average variance extraction) must be more than 0.5 (Malhotra, 2010).

RESULTS

The results of the validity assessment are presented in Table 4, indicating a high Cronbach's Alpha value for the perceived value variable: 0.923 for emotional value, 0.940 for social value, 0.931 for functional value, 0.925 for quality value, and 0.968 for digital customer experience.

The results of the reliability assessment are shown in Table 4, indicating a high Cronbach's Alpha value for the perceived value variable: 0.923 for emotional value, 0.940 for social value,

0.931 for functional value, 0.925 for quality value, and 0.968 for digital customer experience (Y). Composite Reliability also shows high values, namely 0.942 for emotional value, 0.950 for social value, 0.951 for functional value, 0.952 for quality value, and 0.971 for digital customer experience. Average Variance Extracted (AVE) also shows adequate results, namely 0.766 for emotional value, 0.705 for social value, 0.829 for functional value, 0.870 for quality value, and 0.739 for digital customer experience. The figures obtained from this test show a very high level of consistency of the measuring instrument, with a value above 0.70, indicating that the research instrument is consistent and reliable in measuring the variables studied.

Table 3. Result Validity and Reliability

Code	Measurement Items	
Variabel Perceived Value Cronbach's Alpha: 0.923, Composite Reliability: 0.942, AVE: 0.766		
Dimension: **Emotional Value**		Loading Factor
EV1.1	I enjoy every activity of playing online games	0.899
EV1.2	The things I buy make me want to use them	0.895
EV1.3	I feel relaxed in online games	0.902
EV1.4	I enjoy the fun of online games	0.907
EV1.5	I am getting better at playing online games	0.766
Dimension: **Social Value**		
SV1.1	The items I buy in online games will help me feel accepted by my environment	0.757
SV1.2	The items I buy in online games will give a good impression to other people	0.893
SV1.3	I can interact well with friends	0.893
SV1.4	I can interact well with my family	0.83
SV1.5	I can communicate with friends	0.848
SV1.6	I can communicate with family	0.833
SV1.7	I'm closer to my best friend	0.868
SV1.8	I am closer to my family	0.782
Dimension: **Economic Value**		
FC1.1	The items I buy in online games include reasonable prices	0.892
FC1.2	The items I buy in online games include value for money prices	0.904
FC1.3	The items I bought at online games included good product prices for the price	0.904
FC1.4	The goods I buy in online games include economical prices	0.911
Dimension: **Quality Value**		
QV1.1	In my experience, the items I purchase continue to maintain their quality	0.912
QV1.2	I feel that the goods I bought in online games have good workmanship	0.928
QV1.3	In my opinion, the goods I buy in online games have a high quality standard	0.943

Kode	Measurement Items	
Variabel Digital Customer Experience Cronbach's Alpha: 0.968, Composite Reliability: 0.971, AVE: 0.739		
Dimension: **Sensory Experience**		Loading Factor
SE2.1	I like the design style of the online games I play	0.873
SE2.2	I like the pictures of the characters in the online games that I play	0.867
SE2.3	I like dubbing online games that I play	0.861
SE2.4	I like the music of the online games that I play	0.898
Dimension: **Immersion**		
SE2.5	I enjoy the experience gained from playing online games	0.856
SE2.6	I feel imaginative when playing online games	0.821
Dimension: **Competence**		
SE2.7	I feel skilled at playing online games	0.85
SE2.8	I feel successful in playing online games	0.854
SE2.9	I feel faster in achieving game targets	0.873
SE2.10	I feel I have become more competent in playing online games	0.886
Dimension: **Response Speed**		
SE2.11	The response speed of this game developer is very fast	0.823
SE2.12	I am satisfied with the game developer's services	0.851

Source: Data Processing Results, 2024

The square root of the AVE for each construct must be greater than the correlation coefficient between the variables and other variables in the model in order to attain discriminant validity (Fornell and Larcker, 1981, as quoted in Wong, 2013).

Table 4. Result Structural Model Test

	DCE	Emotional Value	Functional Value	Quality Value	Social Value
DCE	0.860				
Emotional Value	0.837	0.875			
Functional Value	0.739	0.621	0.903		
Quality Value	0.742	0.645	0.617	0.928	
Social Value	0.745	0.698	0.622	0.571	0.839

Source: Data Processing Results, 2024

Table 4 displays the square root of the Average Variance Extracted (AVE) for each variable, adhering to the Fornell-Larcker criteria. The AVE values exceed the correlations between variables both across rows and columns of the latent variables. This observation confirms that these variables possess discriminant properties.

Table 5. Structural Model Test Results

Hypothesis	Original Sample	T-Statistics	P-Value	Result
H1 Emotional Value (X1) -> Digital Customer Experience Online Games	0.427	5.378	0.00	Significant
H2 Social Value (X2) -> Digital Customer Experience Online Games	0.179	2.250	0.009	Significant
H3 Functional Value (X3) -> Digital Customer Experience Online Games	0.223	3.260	0.001	Significant
H4 Quality Value (X4) -> Digital Customer Experience Online Games	0.227	2.916	0.004	Significant

Source: Data Processing Results, 2024

SRMR should be below 0.06 to indicate a good model fit. Browne & Cudeck (1992) provide a comprehensive analysis of goodness-of-fit indicators, emphasizing the importance of SRMR in model evaluation. In the context of PLS model fit, an SRMR value below 0.06 signifies that the model exhibits an excellent level of fit.

Table 6. Model Fit

	Saturated Model	Estimated Model
SRMR	0.058	0.058

The results of testing the structural model in Table 6 indicate that perceived value has a coefficient of the original sample with the digital customer experience in online games, yielding a numerical result of 0.764. The t-statistical values are as follows: (H1) 5.548, (H2) 2.366, (H3) 3.528, and (H4) 3.094. Additionally, the p-value is 0.000, which is less than 0.05, and all values exceed the critical threshold of 1.96. These results collectively demonstrate that perceived value significantly affects the digital customer experience in online gaming.

Table 7. Structural Model Test Results

Hypothesis	R Square	Adjusted R Square
Digital Customer Experience Online Games	0.795	0.789

Source: Data Processing Results, 2024

The test results for the r-square value variable in Table 7 produce a figure with a gain of 0.795 or 79.5%, in order for it to be clearly and legally stated that perceived value plays a significant role in the online gaming industry's digital customer experience. amounted to 79.5%, with other factors unrelated to the research's execution accounting for the remaining 20.5% of the explanation.

DISCUSSION

H1: The digital customer experience is significantly impacted by emotional value

The initial hypothesis posits that emotional value exerts a significant influence on the digital client experience. The empirical data presented in the accompanying table substantiate this hypothesis, with a calculated T value exceeding the critical threshold of 1.96, specifically 5.548, and a corresponding significance level below 0.05, affirming a 95 percent confidence level

in the hypothesis. This finding aligns with the research conducted by Saif et al. (2024), thereby corroborating the validity of our hypothesis. In light of these results, it can be conclusively asserted that emotional value plays a crucial role in shaping the digital client experience.

H2: Digital customer experience is significantly influenced by social value

The second hypothesis suggests that social value significantly influences the digital customer experience. The statistical analysis, as presented in the table, indicates a T value of 2.250, which exceeds the critical threshold of 1.96, with a significance level below 0.05, affirming a 95 percent confidence level in the hypothesis. This result is consistent with studies by Saif et al. (2024) and Hamari et al. (2020), thus validating the hypothesis. Social value, encompassing elements such as social interactions, community engagement, and peer influence, plays a crucial role in enhancing the digital customer experience. Therefore, it can be concluded that social value significantly affects the digital customer experience.

H3: Digital consumer experience is significantly influenced by functional value

The third hypothesis proposes that functional value significantly impacts the digital customer experience. The statistical analysis presented in the table supports this hypothesis, showing a T value of 3.26, which surpasses the critical threshold of 1.96, with a significance level below 0.05, indicating a 95 percent confidence level. This finding aligns with the studies conducted by Saif et al. (2024) and Hamari et al. (2020), thereby validating the hypothesis. Functional value, which includes factors such as usability, reliability, and performance of digital services, plays a crucial role in shaping the digital customer experience. Consequently, it can be concluded that functional value has a significant influence on the digital customer experience.

H4: Digital consumer experience is significantly influenced by quality value

The fourth hypothesis posits that quality value significantly impacts the digital customer experience. The statistical analysis detailed in the table supports this hypothesis, with a T value of 2.916, exceeding the critical threshold of 1.96, and a significance level below 0.05, indicating a 95 percent confidence level. This result aligns with the studies conducted by Saif et al. (2024) and Hamari et al. (2020), thereby validating the hypothesis. Quality value, encompassing aspects such as service excellence, reliability, and overall product quality, plays a crucial role in shaping the digital customer experience. Consequently, it can be concluded that quality value has a significant effect on the digital customer experience.

CONCLUSION

A model was developed to examine the influence of perceived value on the digital customer experience in online games, considering four dimensions of perceived value: emotional, social, functional, and quality values. The digital customer experience was analyzed through four factors: sensory experience, immersion, competence, and response speed. Data collected from 162 game players who have made in-game purchases, using a structured questionnaire, indicated that perceived value positively impacts the digital customer experience in online games.

LIMITATION

The research is limited by its focus on only two variables. Future studies could expand on these findings by incorporating additional variables and research models to better predict perceived value in online games. Additionally, research could narrow the scope to specific game genres, such as MMORPGs or MOBAs, to gain more detailed insights.

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