

ANALYZING GENSHIN IMPACT PLAYER BEHAVIOR FOR STRATEGIC DEVELOPMENT IN THE GAMING INDUSTRY

ANALISIS PERILAKU PEMAIN GENSHIN IMPACT UNTUK STRATEGI PENGEMBANGAN DI INDUSTRI GAMING

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Abstract: This study aims to analyse the online game player of Genshin Impact, one of the popular cross platforms online games and to analyse also a strategic development for gaming industry based on the player behaviour. The variable in this study is Consumer Behaviour. This research uses a qualitative method with a sample of 15 Genshin Impact players in Manado that already played the game for minimum 2 months. Data was collected through face to face in depth interview. The results of this study indicate that based on player's preference, enjoyment and satisfaction can build a certain behaviour when playing the game also have an impact to player's long term gaming engagement. A company also can make a strategy based on player's preference, enjoyment and satisfaction so the player may stay to play the game for a long term of time.

Keywords: Consumer Behaviour

Abstrak: Penelitian ini bertujuan untuk menganalisis pemain game online Genshin Impact, salah satu game online lintas platform yang populer dan juga menganalisis perkembangan strategis industri game berdasarkan perilaku pemain. Variabel dalam penelitian ini adalah Perilaku Konsumen. Penelitian ini menggunakan metode kualitatif dengan sampel 15 pemain Genshin Impact di Manado yang sudah memainkan game tersebut minimal 2 bulan. Data dikumpulkan melalui wawancara mendalam tatap muka. Hasil penelitian ini menunjukkan bahwa berdasarkan preferensi pemain, kenikmatan dan kepuasan dapat membangun perilaku tertentu saat bermain game juga berdampak pada keterlibatan bermain game dalam jangka panjang. Perusahaan juga dapat membuat strategi berdasarkan preferensi, kesenangan, dan kepuasan pemain sehingga pemain dapat tetap memainkan permainan tersebut untuk jangka waktu yang lama.

Kata Kunci: Perilaku Konsumen

INTRODUCTION

Research Background

Research on gaming addiction is becoming increasingly popular. Over the past decade, there has been a huge rise in empirical studies on video game addiction compared to the previous decade (Griffiths et al., 2012). During this digital era, there are lots of things that now available in a device, including games. Games now can be accessible easily, people can download it on website or in digital distribution service, for example games can be obtained via Google Play Store, Apple App Store, etc.

Digital games completely different than traditional games such as cats and mouse or hide and seek. People can play digital games anytime and anywhere. Playing digital games also doesn't need big energy like traditional games that need physical actions like running, jumping, etc. Although there are two sorts of games, folks who are more into the gaming industry choose to play online games. Online games are games that are played via a computer network, typically the Internet. Online games have more complex feature and updates than offline games even though for accessing online game player must have an internet connection. Players may have a different experience from

playing online games than offline games. Online games usually can make player meet or befriend with another player. This feature makes people interested in playing online games.

The strategic development process refers to the management procedures that influence and support an organization's strategic decision-making (Dyson et al., 2007). A company may be compete with another company to gain more profit, especially when the companies run in the same business. The game developer also may have a competition with another developer with the same game type. If a game company cannot compete in the market, the game might be ended up to end of service and not be available anymore. Many of the most significant environmental changes in recent decades can be traced back to the rise of the Internet, which has altered the way businesses operate in a variety of ways, including disintermediation, global distribution of digital goods and services, and computer-mediated communication with customers (Wirtz et al., 2010). Since a gaming company oriented the most with the internet, the company should take advantage to develop their game by exist of internet. When adapting with the advantage with internet, company also need to ensure compliance while maintaining competitive advantages (Rumokoy et al., 2023). For example, looking at the player's discussion forum for knowing what player want and their wishes towards the game. Player also can be a good network for the company itself. If the company works well with all the network it has such as consumer, the business may have a long term running in the public (Rumokoy et al., 2019).

Genshin Impact has been one of popular adventure open world games especially for mobile platform in Indonesia. The game has a fantasy open-world setting and an action-based combat system that uses elemental magic, character swapping, and a gacha monetization system to allow players to earn new characters, weapons, and other materials. The game can only be played with an online connection and has a restricted multiplayer option with up to four players per globe. Although this game is cross platform game that available in PC, Android, IOS, PS 4, PS 5, Xbox Series S, Xbox Series X, and Xbox Game Pass every of the new version will feature new stories that player can enjoy, new character, new weapon, and lots more feature that player can enjoy. Based on the explanation above, the researcher wanted to investigate and analyse from Genshin Impact player especially player in Manado. How the game can build a certain behaviour to player that can make the game gain demand and can be a reference to the other gaming company for development. The research topic will come with topic "Analyzing Online Game Player Behavior for Strategic Development in the Gaming Industry"

Research Objectives

Based on the background of the problem, the objectives in this research are:

1. To analyse the player behaviour of Genshin Impact online game player in Manado.
2. To find any strategic development that can be useful for gaming industry based on the player behaviour.

LITERATURE REVIEW

Marketing

Marketing refers to the process of engaging customers, creating value, and capturing value in return (Kotler et al., 2018). By creating and sharing value with others, marketing is also a social and managerial activity which helps people and organizations in achieving their goals.

Consumer Behaviour

Consumer behaviour refers to the habits of consumers take when they're searching for, purchasing, identifying, and discarding of items or services that they believe will suit their needs. Consumer behaviour describes how people deciding to spend their available resources on consumption-related activities. The consumption related activities refer on what people buy, why they buy it, when they buy it, where they buy it, how frequently they buy it, how often they use it, how they evaluate it after the purchase, and the influence of such judgments on future purchases, as well as how they dispose of it (Schiffman and Kanuk, 2004).

Gamification

Gamification is the using the game design and elements into a non-game context (Deterding et al., 2011). Gamification can also be explained as the use of game analogies in the real-world tasks and context to affect behaviour, boost motivation, and promote engagement (Marczewski, 2013). Gamification systems often include incorporating points, levels, leaderboards, awards, or badges into a real-world context to encourage engagement and reward participation.

Empirical Studies

Carneiro, et al. (2022) investigated players' taxonomies and typologies regarding their motivations, behavior, and personality characteristics, analyzing how they explore these traits. We conducted a systematic mapping of the literature and analyzed 19 studies that propose or update players' types, observing how they explore the above mentioned traits. The main contribution of this paper is to offer an overview of the identified taxonomies and typologies, comparing them and mapping their attributes and applications. Such knowledge is a tool for designing games and gamified systems and can support game designers to promote engagement and motivation in complementary ways in their games. It also allows researchers and practitioners to compose a multidimensional view of the different players' types.

Rumokoy, Liu and Chung (2024) investigated the impact of network centrality, established by a firm through its board members (i.e. boardroom networks), on corporate cash holdings. This study uses extensive panel data comprising 36,963 firm-year observations of firms listed on the Australian Securities Exchange, spanning a 22-year period (2001–2022). The study uses firm fixed-effect regression along with several alternative specifications and an instrumental variable approach to ensure the robustness of the results. Boardroom network centrality is quantified by five measures that capture different perspectives on networks as viable conduits for resource exchange and information flow: degree, two-step reach, closeness, eigenvector and betweenness. The authors find evidence for the benefits of board networks. Firms with well-connected boards (central firms) are more likely to have smaller cash holdings. The findings also reveal distinct effects stemming from local and global properties of centrality, with local network measures playing a more pronounced role in shaping cash-holding decisions. Overall, the evidence reflects the ability of connected directors to enhance governance by limiting managerial discretion over cash reserves, thus reducing agency conflicts associated with cash holdings.

Hyeong et al. (2020) examined the effect that these game updates have on individual gameplay. We compared 9342 players' daily gameplay for a month before and after updates across eighteen updates over seven online games. There are two novel findings. First, middle-ranked players tend to play the game more than high and low-ranked players before an update. Second, contrary to the widespread notion that game updates trigger players to increase their gameplay, online game updates only increase the gameplay of high and low-ranked players. Conclusively, high and low-ranked players tend to play the game more than the middle-ranked players after an update.

RESEARCH METHOD**Research Approach**

The research will use qualitative method. Research methods are essentially scientific approaches to gathering data for specific aims and applications (Sugiyono, 2013). Qualitative research points out that reality has several dimensions, is interactive, and consists of an interchange of social experiences that individuals interpret (Siyoto and Sodik, 2015). The purpose of qualitative research is to understand social processes from the participants' perspectives. Participants are those who are questioned, observed, and asked to provide information, ideas, opinions, and impressions.

Population, Samples and Technique Sampling

A population is a broad category of objects/subjects that have certain amounts and qualities that the researcher has chosen to study and make conclusions from. Population is also more than simply the number of items or subjects being researched; it encompasses all of the object's or subject's qualities and attributes. Even one individual may be used to represent a population since they have a variety of traits such as speaking style, discipline, personality, hobbies, and so on. In this research the population are Genshin Impact player that already played the game for 2 months. Sample is a selected portion of a population with comparable characteristics that is picked using certain techniques to correctly reflect the population. The sample from the population must be properly representative. The sample for this research is 15 informants. This research will conduct purposive sampling. Purposive sampling is a technique for determining samples with certain considerations (Sugiyono, 2013). In contrast to other methods of determining samples, determining sources of information purposively is based on certain objectives or considerations first. Therefore, the selection of information sources (informants) is based on previously determined purposes. Purposive can be interpreted as intent, purpose, or use (Yusuf, 2017).

Data Collection Method

In-depth interview is a type of qualitative research approach where a small number of respondents are interviewed one-on-one to get insight into a particular program, issue, or topic. In-depth interviews offer a deeper investigation of fresh subjects and a wealth of information about an individual's habits and opinions. Interviews give context for other data, such as outcome data, providing a fuller picture of program events and their causes (Boyce and Neale, 2006). Documentation is looking for data regarding things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, ledgers, agendas and so on. This documentation method is a non-human source, which is quite useful because it is available, so the costs to obtain it will be relatively cheap; is a stable and accurate source as a reflection of the actual situation or conditions, and can be explained repeatedly without changing (Samsu, 2017).

Operational Definition of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

No	Variable	Definition	Indicators
1.	Consumer Behaviour	Consumer behaviour refers to the habits of consumers take when they're searching for, purchasing, identifying, and discarding of items or services that they believe will suit their needs (Schiffman and Kanuk, 2004).	- Preference - Enjoyment - Satisfaction - Long-term gaming Engagement (Nguyen and Nguyen, 2021)

Data Analyse Method

Data analysis is the process of organizing and sorting data into patterns, categories and basic units of description so that themes can be found and working hypotheses can be formulated as suggested by the data. The work of data analysis in this case is to organize, sort, group, code and categorize it (Siyoto and Sodik, 2015). For this research, the analysis technique used based on qualitative analyzing steps (Mezmir, 2020):

1. Familiarization: The researcher must become familiar with the diverse material obtained. Even if the researcher does not gather the data, it is necessary to create opinions on major issues and emergent themes in the data while taking into account the context. Essentially, familiarization involves concentration in the data: listening to tapes, reading transcripts, studying observational notes and so on.
2. Data reduction: Reducing data means summarizing, selecting the main things, focusing on the important things, looking for themes and patterns. In this way, the reduced data will provide a clearer picture, and make it easier for researchers to collect further data and search for it if necessary.
3. Coding: Researchers create codes to encapsulate the essence of their data. Coding is an interpretative process, therefore it is feasible that two researchers will assign different codes to the same dataset.
4. Data display: Data presentation in qualitative research can take several forms, including brief explanations, infographics, correlations between categories, flowcharts, and so on. Displaying data makes it simpler to comprehend what happened and organize future work based on what is learned.
5. Conclusion drawing: The first results presented are still provisional and will alter if strong supporting evidence is not uncovered during the following step of data collecting. However, if the original findings are confirmed by solid and consistent evidence when the researcher returns to the field to gather data, the conclusions presented are trustworthy.

RESULT AND DISCUSSION

Result

Table 2. Coding Categorization

No	Indicators	Description	Informants
1	Preference	Liked game aspect	Exploration CL1, KP, MS1, EP, JP, KK, AM, CL2, BA, KM (10) (38%)
			Combat CL1, EP, KK, MS2, CL2, BA, KM (7) (27%)
			Character Design CL1, KP, EP, IR, JW, KM, RK (7) (27%)
			Story AM, EK (2) (8%)

2 Enjoyment	Reason to using character	Character Design	CL1, KP, MS1, IR, JW, KM (6) (30%)
		META & Performance	MS1, JP, KK, CL2, IR, EK (6) (30%)
		Ability	KP, EP, JP, AM, MS2, BA, KM, RK (8) (40%)
		Design	CL1, KP, MS1, BA, JW (5) (20%)
	Reason to pulling character and/or weapon	Team Composition	MS1, EP, JP, AM, CL2 (5) (20%)
		Playstyle & Gameplay	KK, MS1, EK (3) (12%)
		Ability	EP, IR, BA, EK, KM, RK (6) (24%)
		Character element	BA (1) (4%)
	Liked ingame events and content	META & Performance	KP, MS1, CL2, IR, EK (5) (20%)
		Coop event	KP, MS1, EP, JP, AM, MS2, CL2, IR, JW (9) (43%)
		Combat event	KK, CL2, BA, KM, RK (5) (24%)
		Puzzle event	AM, MS2, EK (3) (14%)
3 Satisfaction	In game purchase preference	Exploration event	AM (1) (5%)
		Limited time story event	KP (1) (5%)
		Instant reward event	KK (1) (5%)
		Not Specific	CL1 (1) (5%)
	Reason for purchasing	Blessing of Welkin Moon	CL1, KP, JP, KK, AM, MS, CL2, BA, EK, RK (10) (59%)
		Genesis Crystal	MS1, EP, IR, EK, JW, KM (6) (35%)
		Battle pass	EK (1) (6%)
	Enjoyable game content	Internal factor	CL1, KP, MS1, EP, KK, AM, MS2, IR, BA, EK, JW, KM, RK (13) (76%)
		External factor	KP, MS1, JP, CL2 (4) (24%)
		Story and Lore	CL1, KP, MS1, EP, KK, BA, EK, JW, RK (9) (43%)
		Exploration	MS1, JP, AM, MS2, CL2, BA, EK, KM (8) (38%)
3 Satisfaction	Enjoyable game world design	Collecting Characters	IR (1) (5%)
		Upgrading characters	AM, MS2, CL2 (3) (14%)
		Music	CL1, MS1, EP, JP, KK, AM, MS2, CL2, IR, BA, EK (11) (35%)
		Scenery	CL1, KP, MS1, EP, KK, AM, MS2, CL2, BA, EK, JW, RK (12) (39%)
	Coop Mode enjoyment	Storytelling	CL1, KK, AM, KM (4) (13%)
		Art Style	KP, CL1, IR, BA (4) (13%)
		Enjoyable	CL1, KP, MS1, EP, JP, KK, AM, MS2, CL2, BA, EK, JW, KM (13) (87%)
	New content update	Enjoyable only with friends	IR, RK (2) (13%)
		Satisfied	CL1, KP, MS1, EP, JP, KK, AM, MS2, CL2, BA, EK, JW, KM, RK (14) (93%)
		Not satisfied	IR (1) (7%)

4	Long term gaming engagement	Reward system	Satisfied	CL1, EP, JP, BA, RK (5) (33%)
			Not satisfied	KP, MS1, KK, AM, MS2, CL2, IR, EK, JW, KM (10) (67%)
		In game purchase disappointment	Have already	CL1, KP, MS1, KK, AM, MS2, CL2, IR, BA, EK, JW, KM, RK (13) (87%)
			Not yet	EP, JP (2) (13%)
		Hiatus or lost motivation to play	Not interested with the event	CL1, KK, MS2 (3) (19%)
			Device storage issue	MS1, EP, CL2, BA, KM (5) (31%)
			Failed to get characters	IR (1) (6%)
			Out of in game contents	AM, EK, RK (3) (19%)
			Boresome	JP (1) (6%)
			Monotonous contents	KP, EK (2) (13%)
			None	JW (1) (6%)
			Community (Friend)	MS1, AM, MS1, CL2, JW, KM (6) (30%)
		Motivation to keep playing	Upcoming new content	CL1, MS1, EP, JP, KK, MS1, CL2, IR, EK, JW, RK (11) (55%)
			Self	KP, AM, BA (3) (15%)
			Real life busyness	KP, MS1, EP, JP, KK, AM, MS2, IR, BA, EK, JW, KM (12) (75%)
		Reason of playtime changes	Out of in game contents	CL1, RK (2) (13%)
			Playing other games	CL2 (1) (6%)
			Boresome	KK (1) (6%)
		Things to improve	Reward system	CL1, KP, MS1, EP, JP, KK, AM, MS1, CL1, JW, KM (11) (69%)
			Gacha system	IR, BA (2) (13%)
			Event variants	JP (1) (6%)
			Quest duration	KK (1) (6%)
			Characters	EK, RK (1) (6%)
		Willing to continue playing	Continue	CL1, KP, MS1, EP, JP, KK, AM, IR, BA, EK, JW, KM, RK (13) (87%)
			Depends	MS2 (1) (7%)
			No	CL2 (1) (7%)

Sources: Data Processed 2024

Discussion Preference

Most informant likes the exploration feature. For them exploration is fun and the core of the game itself is the exploration where they can find various experience like finding chests, challenges, NPCs, animals, etc. Others may find that when exploring in Teyvat makes them freer than in real life. Most informant when they want to use character, they prefer on how the character ability is. By their ability can help players to clearing in game content such as combat or exploration. Character's ability also count on how the character can perform well in the various team, either their role is damage dealer or support. The most choice for pulling is based on the characters playstyle and mechanics. The characters offer various playstyle for the player that more variants of playstyle have been increased during running time. Genshin Impact has a various ingame event that player can enjoy, namely combat, exploration, puzzle, coop , etc. This variety of event not only giving the amount of reward but also a satisfaction of fun for the players. The informants have their own preferences on what event they liked but most of the choose coop

event. For them, coop event brings more fun rather than solo event. Coop event also can make them easier to earn the reward because players can work together as a team. In-game purchases are transactions done by players in a video game to get virtual products or services. In-game purchases are frequently paid with real money, and they are a typical monetization approach in free-to-play games, allowing users to improve their gaming experience or obtain competitive advantages (Cai et al., 2020). Genshin Impact in game purchase product including Blessing of the Welkin Moon, Genesis Crystal, and Gnostic Hymn/Chorus (battle pass). Most informant choose to buy Blessing of the Welkin Moon because the product is amount is bigger than Genesis Crystal with same price, this product also required 30 days log in so some players have a motivation to keep log in and play the game. For buying in game product, players have their own factor, usually the factors are internal and external. Most of the informants says that they doing in game purchasing is because of internal factor. Usually because of own desire to get upcoming character and/or weapon so they prepare a saving within a big amount.

Enjoyment

Genshin Impact has various of game content. Other than exploration, based on interview informants most enjoyable content is the story and lore. Story and lore in Genshin Impact are vast, players can enjoy story in archon quest (main story), story quest/hangout quest (character special quest), world quest (misc story), even in daily quest. But also, player can know about stories and lore from readable content ingame. Genshin also has a game design that for players is interesting and beautiful. Most of informant choose the scenery as the most enjoyable world design. Because the world of Teyvat is big, it also offers different scenery in every place. In the daylight, players can see the clouds and the sun shining but also in the night players can see the moonlight and beautiful stars in the skies. Players also use the opportunity to take photo of the sceneries. Other than scenery, music also gained quite choice. Genshin has single player mode and co-op mode that can be used by players. All informants enjoyed with this feature because they can help other players or helped by other players. Co-op mode also gives different experience than single mode where players can also have fun and connected with other players.

Satisfaction

Most of informants satisfied with the content rate update especially with region update. Because region update means there'll be something new and fresh like exploration area, gameplay mechanics, farmable content, etc. Although, informant IR not satisfied with the latest update because still trapped in her comfort zone in update that already in almost three years ago. Genshin Impact update when Natlan releases gives a good respond to the player especially when amount of reward was increased compared than reward given before Natlan update. But most of informant still not satisfied with the reward given. For them the reward amounts it's still not worth compared on how they already spend time playing and clearing the content. Other than event reward, they not satisfied with the quest reward that too little compared to how long the duration of quest that needed to be finished, especially world quest. Some informants luck enough that even they already spent a money for an ingame purchase, they get what they want in banner pulls. But majority of informant already felt the disappointment of in game purchasing especially for gacha pulls. After getting what they don't want, some of them started to tantrum even taking hiatus for a while from a while. But some also take it easy with the result and know this is the risk of gacha system and should prepare more for next target. Other than storage issue, some informants taking hiatus because they not interested with the event and there's no content that need to be cleared.

Long Term Gaming Engagement

When playing a game, players may also have a hiatus because of certain reasons. Most informants have a variety for reason of why they not playing the game for a while. When it comes from the game, most informant answer the reason they cannot play for a while because of their device storage isn't enough. Every player has its own motivation to keep playing a game. Most of the informants motivate to keep playing because waiting for new content. New stories, new characters, new area and more keeps them playing with a curiosity of what would happen next. Other than waiting for a new content, some informants keep motivated because of their friends and also self-satisfaction. Not all game player has a same playtime every day, it can be changed due to some circumstances. For most of informants, the reason their playtime changed is because real life busyness like school life and college life that is a priority. But some informants for them the reason their play time change is when there's no content can be played, they need to play another game or just boresome. Most of informant wishes that Genshin Impact increases their amount of reward, either from the events or from the quest. Since for them the current amount of primogems that can be gained wasn't enough for pulling in limited character and weapon banner that only have a 21-22 days duration. Other than the reward the informants also wishes for more improvement in upcoming characters for the

design, mechanics and gameplay, adjusting the quest duration, make the events more interesting and adjustment in gacha system. Most of informant will keep playing the game in upcoming time because they still curious for the upcoming stories and content.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of qualitative research can be conclude some conclusion from the variable of this study is the consumer behaviour (game player behaviour) of Genshin Impact player are presented as follows:

1. Based on the findings, it is known that when a player already plays a game, in this case Genshin Impact, there are some behaviours that has been grow towards the player
 - a. Preference: Most of the players choose to play the game because of the exploration feature, players choosing a character and pulling for a character most of them because of the character ability, player likes coop event a lot and the reason player choose to purchasing in game product is for pulling character and/or weapon on the banner.
 - b. Enjoyment: Most of the player enjoy the stories and the scenery that displayed on the game itself and player enjoy co-op mode that can make them connected with other players.
 - c. Satisfaction: Most of the players satisfied with the new version update but in the other hand not satisfied with the reward system and feel disappointed for what they already spend in the game.
 - d. Long term gaming engagement: Players keep motivated to play because most of them awaits the upcoming content, the reason they cannot be play the game can come from in game factor and player busyness factor, most of players willing to continue playing the game for upcoming content especially story content.
2. Based on findings regarding on player's behaviour towards Genshin Impact and based on the indicators, a strategic development also found
 - a. Preference: company may develop an event that can be done together with another player especially team-up model event, company can be focused on the character ability when releasing new character.
 - b. Enjoyment: improving stories and world scenery may improve player's enjoyment when playing the game. Other factors like music, characters, design, etc also needed for a balance of in game elements.
 - c. Satisfaction: balancing the amount of reward is important to keep player satisfied with the game, a less amount make player not really satisfied. The reward amount can be big only in several moments like game anniversary or another special moment that decided by the company.
 - d. Long term gaming engagement: Because players keep waiting for new upcoming content, keeping the current content fresh and a little "crumb" regarding new upcoming content can be spilled in current version.

Recommendations

There are few recommendations based on the result that can be useful for gaming companies:

1. In game content makes player keep motivated to play the game, it can be in game events, features, stories, etc. Companies can improve the content that already available in game and using the mandatory app update for players so players can enjoy improved features and new features. By the available content, company also can develop it to become a suggestion for newly upcoming content.
2. Company may look for player's preference and segmentation as reference for releasing new game elements, content or other features. For knowing this, company may run in game survey for players and giving them an amount of reward such as in game items. For releasing content, company also need to look to not only one preference and segmentation but more than it for a balancing content for players.

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