

# The influence of content, influencer, and experiential marketing on customer engagement of online game applications

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**Abstract:** This study was motivated by the rapid development of online games in Indonesia particularly in Denpasar City. It can be seen from the download increasement of online games on a number of platforms such as Playstore, Appstore, and also steam chart. Online games nowadays are easy to be played anywhere and anytime with good image quality. Additionally, the government really appreciate and support the world of online gaming sports or well-known as e-sport. The purposes of this study are; 1) to determine the effect of content marketing on the process of forming customer engagement in online game applications, 2) to find out the influence of influencers on the process of forming customer engagement in online game applications, 3) to determine the effect of experiential marketing on the process of forming customer engagement in online game applications, and 4) to find out whether there is a simultaneous influence between content marketing, influencers, and experiential marketing to customer engagement on online games in Denpasar. This study used quantitative data analysis method. Data collection techniques used were observation and questionnaires. Then, the data were analysed by using SPSS. Partially, content adoption, influencer, and experiential marketing have a positive and significant influence towards customer engagement on online games in Denpasar. The results of this study indicated that (1) variable content has a positive and significant effect on customer engagement, (2) influencer variables have a positive and significant effect on customer engagement, (3) experiential marketing variables have a positive and significant effect on customer engagement, and (4) content, influencers and experiential marketing variables have a positive and significant effect on customer engagement.

**Keywords:** Content, Influencer, Experiential Marketing, Customer Engagement, and Online Games

## INTRODUCTION

The development of internet usage has mingled with the community in everyday life. Utilization of the internet has been used in the social, cultural, economic, and entertainment fields. The number of internet users in Indonesia is projected to reach 175 million in 2019, or around 65.3% of the total population of 268 million (Investor.id, 2019). Newzoo.com (2019) said that in 2019, there were 82 million gamers and it had generated revenues of 1 Billion US dollar. This found Indonesia to be ranked 17th in the world in terms of revenue in games. The following data are the top 20 income countries in the world gaming industry (idntime.com, 2019).

*Tabel 1: Industrial Revenue of Game Online*

No	Country	Number of Gamers	Income in Year 2019
1	China	850 Million	US \$ 34,4 Billion
2	United States of America	265 Million	US \$ 31,5 Billion

3	Japan	121 Million	US \$ 17,7 Billion
4	South Korea	48 Million	US \$ 5,7 Billion
5	Germany	76 Million	US \$ 4,9 Billion
6	England	65 Million	US \$ 4,7 Billion
7	France	58 Million	US \$ 3,3 Billion
8	Canada	34 Million	US \$ 2,3 Billion
9	Spanish	39 Million	US \$ 2,2 Billion
10	Italy	40 Million	US \$ 2,1 Billion
11	Russia	113 Million	US \$ 1,6 Billion
12	Mexico	86 Million	US \$ 1,5 Billion
13	Brazil	142 Million	US \$ 1,4 Billion
14	Australia	23 Million	US \$ 1,29 Billion
15	Taiwan	20 Million	US \$ 1,23 Billion
16	India	481 Million	US \$ 1,1 Billion
17	Indonesia	82 Million	US \$ 1 Billion
18	Turkey	53 Million	US \$ 835 Million
19	Thailand	38 Million	US \$ 667 Million
20	Netherlands	16 Million	US \$ 646 Million

Source: <https://www.idntimes.com/tech/games>

Based on table 1 above, the number of online game players in Indonesia is quite high. It makes the researcher wants to know the indicators that caused community involvement in online games. The indicators used in examining customer involvement on online games are content, influencers, and experiential marketing.

## LITERATURE REVIEW

### Definition of Content

Content marketing is usually arranged based on the needs of the target market. It is produced with story telling techniques to make it easier to be received. Consequently, the message must be well designed then, it can produce the expected results. Moreover, digital media content has now been overloaded thus, only content that really attracts attention, and is well packaged, will get the attention of the audience (Gamble, 2016).

According to Karr (2016), Content Indicator consisted of the following aspects;

- Radar Cognition
- Persuasion
- Decision Making
- Usability
- Accessibility

### Definition of Influencer

Influencer is a method of choosing people or figures who are considered to have influence among the community or target consumer segments to be targeted and felt to be a promotional target of

the brand (Hariyanti & Wirapraja, 2018).

According to Hamman (2017), influencer indicators are;

- Relevance
- Engagement
- Frequency
- Authenticity

### **Definition of Experiential Marketing**

Experiential marketing is a marketing strategy that uses the emotions and feelings of consumers by creating positive experiences that cannot be forgotten therefore, consumers consume and are fanatical about certain products (Schmitt as cited in Novia, 2012).

According to Schmitt as cited in novia (2012) experiential marketing are:

- Sense
- Feel
- Think
- Action
- Relate

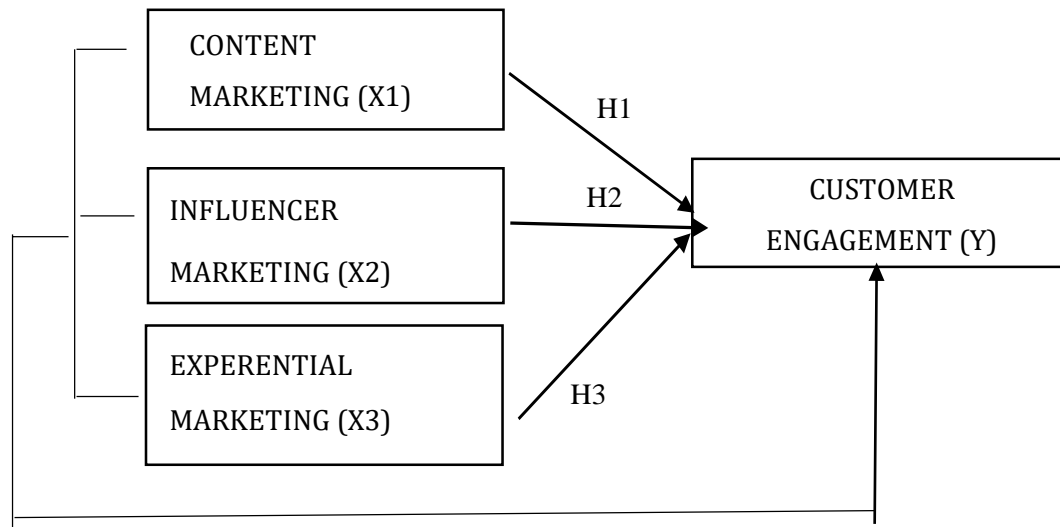
### **Definition of Customer Engagement**

Customer engagement is a marketing activity that focuses more on customer behavior and psychology. (So et al, 2014).

Customer engagement indicators according to Paine (2011):

- Lurking
- Casual
- Active
- Loyalty
- Consumption
- Curation

Figure 1: Research Framework



### Operational Definition

1. Content marketing is one of the promotional media used by online game developers in introducing their game products through various collaborations such as social media, live streaming media, influencers or game events.
2. Influencer marketing in a game is someone who helps create game content therefore, customers can enjoy the gameplay of a game from the version of the influencers that they followed.
3. Experiential marketing is an aspect of providing experience in order to create customer engagement in the selection and playing of online games. This experiential marketing utilizes the emotions or feelings of online game players.
4. Customer engagement is the stage of how someone is willing to be involved in activities carried out by the game developer. Therefore, it can establish an on going relationship and be able to influence the psychological of the customer.

### METHOD(S)

The study was conducted at Universitas Pendidikan Nasional (Jalan Bedugul No. 39, Sidakarya) and several Internet Cafe around Denpasar that provide facilities to play online games. This study used quantitative data analysis method by using SPSS. The data were collected through observation and questionnaire. Validity and reliability tests are also conducted to test the research instruments. Furthermore, there were several data analysis techniques used in this study namely, classic assumption test (multicollinearity test, normality test, heteroscedasticity), multiple regression analysis, partially significant regression test (T-test), significant regression test simultaneously (test F), and determination coefficient R<sup>2</sup>.

## FINDINGS AND DISCUSSION

### Findings

The number of the sample in this research is distributed as follows.

$$\begin{aligned}\text{Sample} &= \text{number of indicators} \times 5 \\ &= 20 \times 5 \\ &= 100 \text{ respondents}\end{aligned}$$

Furthermore, data distribution of research samples and respondents' characteristics are displayed in the following tables.

*Table 2: Data distribution of research samples*

No.	Location Description	Number of Samples
1	Universitas Pendidikan Nasional	50
2	VOID Online Game	10
3	D'thron Ultimate E-sport Arena	10
4	Fortress Nett	10
5	Noise Game Center	10
6	Anyway Online Game	10

*Table 3: Characteristics of Respondents*

	Characteristics	Number	Percentage (%)
<b>a</b>	<b>Gender</b>		
	Male	97	97
	Female	2	2
<b>b</b>	<b>Age</b>		
	15-20	89	89
	21-25	7	7
	26-30	4	4
<b>c</b>	<b>Playing Intensity</b>		
	<2 hours	5	5
	>2hours	95	95
	Number	100	100

Source: Data processed in 2019

Based on the table, it showed that the majority of respondents in this study were as many as male sex (97 percent), based on the age of most 15-20 years (89 percent) and based on the intensity of play known in > 2 hours is the highest number that is as much as 95 percent.

### Testing Instrument

## Validity Test

For this reason, the validity test of this research instrument was calculated using the SPSS for Windows 20.0 program.

*Table 4. Validity Test Results*

No.	Item of Questions	Correlation coefficient	Description
1	X1.1	0,812	Valid
2	X1.2	0,815	Valid
3	X1.3	0,867	Valid
4	X1.4	0,888	Valid
5	X1.5	0,887	Valid
6	X2.1	0,762	Valid
7	X2.2	0,574	Valid
8	X2.3	0,726	Valid
9	X2.4	0,792	Valid
10	X3.1	0,935	Valid
11	X3.2	0,761	Valid
12	X3.3	0,807	Valid
13	X3.4	0,799	Valid
14	X3.5	0,916	Valid
15	Y1	0,583	Valid
16	Y2	0,711	Valid
17	Y3	0,645	Valid
18	Y4	0,507	Valid
19	Y5	0,682	Valid
20	Y6	0,724	Valid

The calculated r value in the table above showed that all the calculated r values above are greater than the r table value = 0.3. These instruments can be used to further analyze statistics since all the research instruments used are valid.

## Reliability Test

According to Sugiyono (2017: 133) said that the variable is said to be reliable if it gives an alpha cronbach value > 0.60.

*Table 5: Reliability Test Results*

No.	Item of Questions	Correlation coefficient	Description
1	Content marketing	0,945	Reliabel
2	Influencer marketing	0,862	Reliabel
3	Experiential marketing	0,940	Reliabel
4	Customer engagement	0,851	Reliabel

All instruments have a Cronbach alpha value of more than 0.6 therefore, it can be concluded that the questions construct are reliable.

**Classic assumption test**

• Normality Test

The normality test results with the Kolmogorov-Smirnov test obtained unstandardized residues of 0.555 greater than  $\alpha = 0.05$ , which means that the data are normally distributed.

*Table 6: One-Sample Kolmogorov-Smirnov Test*

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,49758951
Most Extreme Differences	Absolute	,079
	Positive	,079
	Negative	-,078
Kolmogorov-Smirnov Z		,793
Asymp. Sig. (2-tailed)		,555

*Test distribution is Normal.*

*Calculated from data.*

The results of the normality test with the Kolmogorov Smirnov test obtained unstandardized residues of 0.555 greater than  $\alpha = 0.05$ , which means the data are normally distributed.

• Multicollinearity Test

Table 7. Multicollinearity Test Results Table Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	,996	1,004
	X2	,960	1,042
	X3	,957	1,045

Dependent Variable: Y

In Table 6, it can be seen that the results of tolerance values calculation indicated that there are no independent variables which have a tolerance value of less than 10% (0.100). Likewise, the VIF values are all below 10. This means that in the regression model, multicollinearity is not occurred.

•Heteroscedasticity Test

The way to detect the presence or absence of heteroscedasticity can be determined by using the Glejser statistical test. Regression models do not contain heteroscedasticity if the significance value of the independent variable is the absolute residual statistic above  $\alpha = 0.05$ .

Table 8. Heteroscedasticity Test  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,978	1,927		2,584	,011
	X1	,031	,057	,054	,552	,582
	X2	-,197	,656	-,299	-,301	,835
	X3	-,038	,060	-,063	-,636	,526

• Dependent Variable: Abres

Glacier test results obtained significance value of content marketing variables of 0.582, influencer marketing of 0.835, and experiential marketing variables of 0.526, greater than 0.05. It means that the regression model does not contain symptoms of heteroscedasticity.

**Discussion**

**Effect of Content, Influencers, and Experiential Marketing on Customer Engagement on Online Game Applications in Denpasar**

1. Multiple Linear Regression Analysis

The model used in analysing the effect of content marketing, influencer marketing, experiential marketing on customer engagement is a multiple linear regression model with the utilization of SPSS version 22.0 and tested with a significance level of 5%. In this multiple linear regression model, content marketing (X1), influencer marketing (X2), experiential marketing (X3), are used as independent variables, while customer engagement (Y) as the dependent variable. Multiple regression equation as follows;

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

$$= 6,211 + 0,224X_1 + 0,416X_2 + 0,231X_3$$

- a. The constant coefficient is 6.211, meaning that if the variable content marketing (X1), influencer marketing (X2), experiential marketing (X3) are constant at 0 (zero) then customer engagement (Y) is 6.211.
- b. Content marketing regression coefficient (X1) = 0.224, statistically shows that there is a positive influence on content marketing variables on customer engagement. The coefficient value of 0.224 means that if the value of content marketing rises by 1 unit,



the value of the customer engagement increases by 0.224 assuming other variables are constant.

- c. Influencer marketing regression coefficient (X2) = 0.416, statistically shows that there is a positive influence of influencer marketing variables on customer engagement. The coefficient value of 0.416 means that if influencer marketing goes up by 1 unit, then customer engagement increases by 0.416 assuming other variables are constant.
- d. Experience marketing regression coefficient (X3) = 0.231, statistically shows that there is a positive influence of experiential marketing variables on customer engagement. The coefficient value of 0.231 means that the experiential marketing value increases by 1 unit, then the value of customer engagement increases by 0.231 assuming other variables is constant.

## 2. Determination Analysis

This analysis is used to determine the contribution of content marketing (X1), marketing influencers (X2), experiential marketing (X3), to customer engagement (Y). Which is expressed as a percentage, with the formula  $D = R^2 \times 100\%$ . the coefficient of determination is 0.628 or 62.8%. This shows the influence of content marketing (X1), influencer marketing (X2) and experiential marketing (X3) contributed to the ups and downs of customer engagement by 62.8% and 37.2% caused by other factors not discussed in this study.

### G2. Significant Test of Regression Coefficient Partially (t-Test)

1. Content Marketing Test for Customer Engagement was conducted by comparing the significance value of t with  $\alpha$  (0.05). Large t count content marketing variable with a sig value of 0.041  $< \alpha$  (0.05), which means the rejection of H0 thus, H1 is accepted. It means that content marketing has a positive and significant effect on customer engagement.
2. The influence of influencer marketing test on customer engagement was conducted by comparing the significance value of t with  $\alpha$  (0.05). Large t count influencer marketing variable with a sig value of 0,000  $< \alpha$  (0.05), which means the rejection of H0 thus, H2 is accepted. It means that influencer marketing has a positive and significant effect on customer engagement.
3. The Effect of Experiential Marketing test on customer engagement was conducted by comparing the significance value of t with  $\alpha$  (0.05). Large t calculate experiential marketing variable with a sig value of 0.047  $< \alpha$  (0.05), which means the rejection of H0 thus, H3 is accepted. It means that experiential marketing has a positive and significant effect on customer engagement.

## Significant Test with F-test

Table 9: ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112,403	3	37,468	5,824	,001 <sup>a</sup>
	Residual	617,557	96	6,433		
	Total	729,960	99			

Predictors: (Constant), X3, X1, X2

Dependent Variable: Y

By comparing the significance value of F calculate with  $\alpha$  (0.05). The sig F value is 0.001  $< \alpha$  (0.05), which means the rejection of H0 therefore, H4 is accepted. It means that content marketing, influencer marketing, experiential marketing have a significant effect on customer engagement

## CONCLUSIONS

The results of research conducted can be concluded as follows:

- a. Content marketing (X1) has a positive and significant effect on customer engagement.
- b. Influencer marketing (X2) has a positive and significant effect on customer engagement.
- c. Experiential marketing (X3) has a positive and significant effect on customer engagement.
- d. Constant marketing, influencer marketing and experiential marketing have positive and significant effects on customer engagement.

Content, influencers, and experiential marketing are also important in increasing customer engagement. Content can attract attention because it includes themes, images and also the quality of delivery to the customers. The involvement of parties to convey information such as influencers, can reach the more appropriate target market. Providing positive experiences to customers can also increase customer engagement loyalty towards online games.

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