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 could be seen from the download increasement of online games on a number of platforms such as Play Store, Appstore, and also steam chart. Online games nowadays were easy to be played anywhere and anytime with good image quality. Additionally, the government really appreciated and supported the world of online gaming sports or well-known as e-sports. The purposes of this study were; 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 the quantitative data analysis method. Data collection techniques used were observation and questionnaires. Then, the data were analyzed by using SPSS. Partially, content adoption, influencer, and experiential marketing have a positive and significant influence on customer engagement in 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

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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).

TABLE 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

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.

Content is needed by game developers to improve customer attention to the games they release. Content Marketing is a distribution channel that developers use to convey messages with the aim of attracting customers' attention. The delivery of this message is usually distributed through social media accounts, websites, streaming media and with the help of influencer gamers. According to Pulizzi and Barrett (2009), Founder of the Content Marketing Institute, "Content marketing is a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent content, to attract and maintain a well-defined audience – and ultimately drive the customers to take profitable action. Content is the first thing that customers will see, even though the customer is a brand user but if the content on the media is not interesting and relevant to them, the customer is unlikely to join and want to interact with the content, so that no relationship is formed between the brand and the customer. The more interesting, entertaining, and emotional content a brand has, the higher the likelihood that customers will get involved.

According to (Kucuk & Krishnamhurty, 2007) Content marketing can attract consumers by creating an engagement between customers through content sharing and creativity of content with content that is relevant, meaningful, valuable, and able to be an inspiration for potential customers of a company. In online games what is meant is the presence of content from social media, influencer gamers, or content in the form of certain in-game events that follow world events such as winter, Halloween, Christmas, etc. This makes the connection between game developers and customers possible so that customer engagement can be established because players are required to log in repeatedly in the game to complete missions in the event or mission. -Other missions in the game.

In online games, the involvement of an influencer is to help introduce the gameplay of a game. Influencer marketing is a marketing strategy that is already widely used by companies. According to (Brown & Fiorella, 2013) Influencers are "Typically a noncustomer or business incentivized to recommend/create". The point is that influencers are not customers but people who do business who are given incentives to recommend or create content for a product. A good relationship between customers and influencers is able to give a boost of trust to followers and their community. Influencer games are usually offered in collaboration with other than game developers but also several companies such as computer equipment companies, headsets, virtual item charging, streaming media platforms, and others.

Impressive gaming experience at the moment playing games or viewing content presented by influencers helps increase customer engagement with the game itself, experiential marketing or the marketing process by providing experiences or impressions is one of the new marketing strategies and has been used quite a lot. According to (Andreani, 2007) in the concept of experiential marketing, organizations usually try to target aspects of the emotional and rational experience of customers, because these two aspects are generally able to have a tremendous effect on marketing, especially customer satisfaction and loyalty. Playing games provides an

experience and affects its own emotions for players. Currently, several companies are often seen participating in online game competitions in Denpasar City. So basically, playing games that originally just wanted to have fun now has a competitive side to every game player. According to Kartajaya in Handal (2010) says that in the experiential marketing approach, products and services must be able to evoke sensations and experiences that will become the basis of customer loyalty. In addition to the product provided, one of the media that plays an active role in the success of a product is the marketing process of the product. To achieve this goal, the company must provide pleasant services, adequate facilities, and supportive prices, which in this case can form customer engagement.

Influencers also share their experiences when playing online games with their followers, not a few who want to try to play similar games. The experience given to game players by the developer while playing can affect the emotions and also the satisfaction of the players. In addition, events held in a game also have a close relationship with content marketing. Through the events held, it will create a separate experience for the visitors so that if the content of the marketing event you own is very interesting, and with the delivery by a pleasant influencer, of course, customer engagement will be established.

Customer engagement occurs when the relationship between the brand and the customer is well established. This relationship has reached the highest stage, where if there is a strong emotional closeness. If this happens, the customer is no longer buying with rational considerations and price is no longer a factor of consideration when shopping. Seeing this, the author is interested in examining the influence of content marketing, influencer and also experiential marketing in affect customer involvement in online game applications. Because at this time online games are a phenomenon that is quite busy among people who are interested.

LITERATURE REVIEW

Content

Content marketing is typically designed to meet the needs of the target market, employing storytelling techniques to ensure the message is easily received and impactful. Therefore, it is essential for the content to be well-crafted to achieve the desired results. In today's digital age, where media content is abundant, only those pieces that are truly attention-grabbing and well-packaged will capture the audience's interest (Gamble, 2016). According to Karr (2016), effective content marketing indicators include radar cognition, persuasion, decision-making, usability, and accessibility.

McPheat (2011) highlights the critical importance of content in internet marketing, suggesting that content functions like a "human" interacting with target consumers about the product being marketed. Similarly, Cohen (2013) from Riverside Marketing Strategies states that content marketing involves providing valuable information to consumers to assist them in making purchasing decisions, enhancing the perceived value of products, and delivering entertainment without compromising corporate goals through unobtrusive promotional methods. Ryan (2017) further supports the notion that effective content marketing must include indicators such as usability and easy accessibility to ensure it meets consumer needs efficiently.

Influencer

An influencer is someone chosen for their significant influence within a community or target consumer segment, making them an ideal promotional target for a brand (Hariyanti & Wirapraja, 2018). According to Hamman (2017), effective influencer marketing relies on four key indicators: relevance, engagement, frequency, and authenticity. Brown and Fiorella (2013) describe influencers as typically non-customers who receive business incentives to recommend or create content about a product.

Hariyanti and Wirapraja (2018) explain that influencer marketing involves appointing influential figures to target specific consumer segments, making them central to promotional efforts. This approach is supported by Yoganarasimhan (2012), who notes that the number of followers an influencer has indicates the size of their audience, with more followers enhancing the speed of information diffusion. Utilizing influencer marketing is considered an effective strategy for reducing promotional costs by leveraging the influencer's social media presence to reach and engage potential customers.

Experiential Marketing

According to Lee (2012), experiential marketing is a strategy that creates deep, memorable experiences for customers. The term "experiential marketing" combines "experience," which refers to personal events stimulated by marketers before and after a purchase, and "marketing." Kassali, as cited in SWA (2001), classifies consumer behavior into three perspectives: decision making, social pressure, and experiential. The experiential perspective highlights that consumers often make purchases based on the impressions and feelings they get from a product or service rather than its functional benefits.

Experiential marketing leverages consumer emotions and feelings to create unforgettable positive experiences, fostering consumer loyalty and fanaticism towards certain products (Schmitt, as cited in Novia,

2012). Schmitt outlines five dimensions of experiential marketing: sense, feel, think, action, and relate. These dimensions encompass sensory experiences, emotional responses, cognitive engagement, physical actions, and social connections, all aimed at deeply engaging consumers and enhancing their overall experience with the brand.

Customer Engagement

According to Winston and Petterson (2006), customer engagement is defined by the level of a customer's physical, cognitive, and emotional presence in their relationship with a service organization. This engagement emerges from the interactions and services provided by the company. Brodie et al. (2011) further explain that customer engagement is reflected in how customers interact with other customers or the company, often in forums, to gather product information or evaluate potential risks associated with product consumption.

Duncan (2005) highlights the importance of engagement for three main reasons. Firstly, engagement is the initial stage in building a relationship between the customer and the brand. Secondly, engaging with consumers helps in promoting and protecting the brand, ultimately creating brand advocates. Thirdly, strong customer engagement contributes to the overall improvement of a product.

Customer engagement is a marketing activity that emphasizes understanding customer behavior and psychology (So et al., 2014). Paine (2011) and Negara (2021) identifies several indicators of customer engagement, which include lurking, casual interaction, active participation, loyalty, consumption, and curation. These indicators help measure the depth and quality of the customer's relationship with the brand.
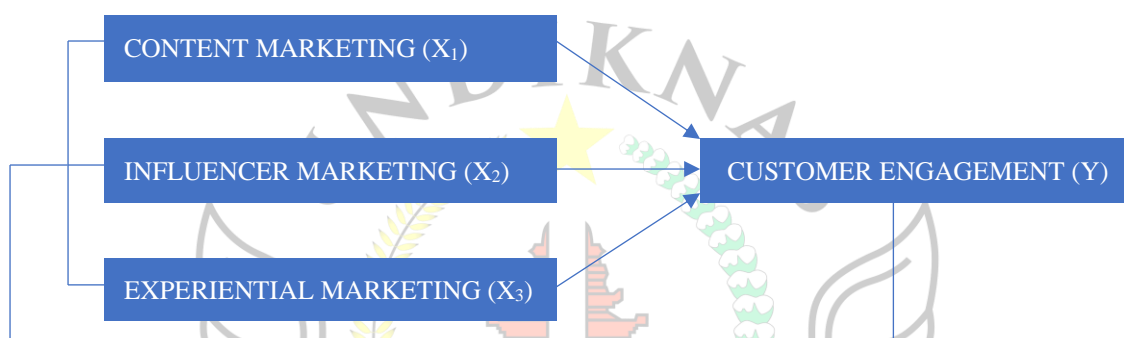
Operational Definition

Content marketing is a key promotional tool for online game developers, enabling them to introduce their game products through various channels such as social media, live streaming, influencer partnerships, and game events. Influencer marketing involves individuals who create game content, allowing customers to experience gameplay from the perspective of the influencers they follow. Experiential marketing focuses on providing experiences that foster customer engagement in selecting and playing online games, leveraging the emotions and feelings of players. Customer engagement reflects the willingness of individuals to participate in activities organized by the game developer, thereby establishing a lasting relationship and influencing the customer's psychological connection to the game.

Empirical Studies

There are several studies conducted by other researchers related to this issue. Firstly, the study was conducted by Puspa Puspitasari, Ratih Tresnati, Dede R Oktini in 2017. The result showed that the implementation of content marketing carried out on social media is quite good. Respondents' responses to the current implementation of content marketing tend to be poor. The level of consumer buying interest based on consumer responses is in the poor category. There is an influence between content marketing on interest buys consumers in Thirteenth Shoes Bandung, with a fairly strong level of influence on the direction of the relationship positive.

Secondly, the study was conducted by Novi Tri Hariyanti and Alexander Wirapraja in 2018. The result showed the marketing potential of the modern era is dominated by marketing through social media which is accessed through personal devices. Influencer Marketing is one of the strategies marketing using social media. Using Influencer Marketing can significantly cut costs spent on promotions. The application of Influencer Marketing is very suitable to be applied to improve brand image effectively and increase consumer's Brand Awareness of the brand.

Thirdly, the study was conducted by Made Resta Handika, Agus Fredy Maradona, Gede Sri Darma in 2018. The result showed technological advances have resulted in conventional marketing media having a less positive impact because currently people are considered more inclined to use Instagram media. By using social media marketing, especially Instagram, you can reduce costs in marketing financing. The use of influencers can increase marketing on social media, influencers also have a more positive impact on the progress of The Night Market

Café & C0-working Space.

METHOD

This study employed a quantitative data analysis approach, focusing on Universitas Pendidikan Nasional and several Internet Cafes in Denpasar that provide online gaming facilities. Data collection involved observation and questionnaires, with instruments undergoing validity and reliability tests using SPSS for Windows 20.0. The validity tests confirmed the appropriateness of the instruments with correlation coefficients above 0.3, and reliability was confirmed with Cronbach's alpha values above 0.60. Classic assumption tests included multicollinearity, normality, and heteroscedasticity tests. Multiple regression analysis was conducted to examine the relationships between the independent variables (content marketing, influencer marketing, and experiential marketing) and the dependent variable (customer engagement). Significance was tested using T-tests and F-tests, and the determination coefficient (R^2) was measured to assess the proportion of variance explained by the independent variables.

The sample size was determined using the formula: Sample = Number of indicators x 5, resulting in 100 respondents distributed among Universitas Pendidikan Nasional and five Internet Cafes. The majority of respondents were male (97%), aged between 15-20 years (89%), and engaged in gaming for more than 2 hours (95%). The study aimed to understand the effects of content marketing, influencer marketing, and experiential marketing on customer engagement in online games within Denpasar. The findings indicated that these marketing strategies significantly impact customer engagement, providing valuable insights for game developers and marketers.

RESULT AND DISCUSSION
Result

Table 2 outlines the distribution of research samples across various locations, detailing the number of samples collected from each. The primary location, Universitas Pendidikan Nasional, contributed the most significant portion with 50 samples. Additionally, samples were obtained from several gaming venues, including VOID Online Game, D'throne Ultimate E-sport Arena, Fortress Nett, Noise Game Center, and Anyway Online Game, each yielding 10 samples. This distribution provides valuable insight into the diverse sources of data for the research, illustrating a broad representation of both academic and gaming environments.

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'throne Ultimate E-sport Arena	10
4	Fortress Nett	10
5	Noise Game Center	10
6	Anyway Online Game	10

Table 3 presents the characteristics of the respondents, including gender, age distribution, and playing intensity, along with the corresponding number of respondents and percentages. In terms of gender, the majority of respondents were male, constituting 97% of the sample, while females accounted for only 2%. Regarding age distribution, the highest percentage of respondents fell within the 15-20 age range, comprising 89% of the sample, followed by 21-25-year-olds at 7%, and 26-30-year-olds at 4%. When examining playing intensity, the data reveals that 95% of respondents played games for more than 2 hours, whereas only 5% played for less than 2 hours. These insights into the demographics and gaming habits of the respondents provide a comprehensive understanding of the sample composition, which is crucial for analyzing the research findings effectively.

TABLE 3. Characteristics of Respondents

	Characteristics	Number	Percentage (%)
a	**Gender**		
	Male	97	97
	Female	2	2
b	**Age**		
	15-20	89	89
	21-25	7	7
	26-30	4	4

c	Playing Intensity		
	<2 hours	5	5
	>2hours	95	95
	Number	100	100

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
Table 4 displays the results of the validity test conducted on various items of questions, presenting the correlation coefficients and descriptions for each. The correlation coefficients indicate the strength of the relationship between the items and their respective constructs. The majority of items show high correlation coefficients, suggesting their validity in measuring the intended constructs. Items X1.1 through X3.5, as well as Y1 through Y6, exhibit correlation coefficients ranging from 0.507 to 0.935, all indicating strong validity. Only one item, X2.2, demonstrates a slightly lower correlation coefficient of 0.574 but is still considered valid. These findings affirm the reliability and validity of the questionnaire items in accurately assessing the targeted constructs, thereby ensuring the robustness of the research methodology.

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) said that the variable is said to be reliable if it gives an alpha cronbach value > 0.60. Table 5 presents the reliability test results for various items of questions, including the correlation coefficients and descriptions for each. The high correlation coefficients, ranging from 0.851 to 0.945, indicate strong reliability for all items. Specifically, content marketing, influencer marketing, experiential marketing, and customer engagement exhibit correlation coefficients of 0.945, 0.862, 0.940, and 0.851, respectively, all confirming the reliability of these constructs.

TABLE 5. Reliability Test Results

No.	Item of Questions	Correlation coefficient	Description
1	Content marketing	0,945	Reliable
2	Influencer marketing	0,862	Reliable

3	Experiential marketing	0,940	Reliable
4	Customer engagement	0,851	Reliable

Table 6 displays the results of the one-sample Kolmogorov-Smirnov test, assessing the normality of the distribution of unstandardized residuals. With a Kolmogorov-Smirnov Z statistic of 0.793 and an asymptotic significance (2-tailed) of 0.555, the test indicates that the distribution of residuals is normal. This suggests that the data adheres to a normal distribution pattern, enhancing the validity of statistical analyses conducted in the research.

TABLE 6. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,49758951
Most Extreme	Absolute	,079
Differences	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 presents the results of the multicollinearity test, displaying the tolerance and variance inflation factor (VIF) coefficients for each model. Multicollinearity occurs when independent variables in a regression model are highly correlated with each other, which can affect the reliability of the regression coefficients.

In this table, for Model 1, the tolerance values for the independent variables X1, X2, and X3 are 0.996, 0.960, and 0.957, respectively. The VIF values, which measure the extent of multicollinearity, are close to 1 for all variables (1.004, 1.042, and 1.045, respectively), indicating no significant multicollinearity issues in Model 1. These results suggest that the independent variables in each model are not highly correlated with each other, ensuring the stability and reliability of the regression coefficients and the overall model.

TABEL 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

Heteroscedasticity Test

Table 8 presents the coefficients from the heteroscedasticity test, including the unstandardized coefficients, standardized coefficients, t-values, and significance levels for each variable in the model. Heteroscedasticity refers to the situation where the variance of the errors in a regression model is not constant across observations, which can violate the assumptions of the model.

In this table, for Model 1, the unstandardized coefficients represent the effect of each independent variable (X1, X2, X3) on the dependent variable. The standardized coefficients (Beta) allow for the comparison of the relative importance of each variable in the model. The t-values assess the significance of each coefficient, with associated p-values indicating whether the coefficients are statistically significant.

For example, the constant term has an unstandardized coefficient (B) of 4.978 and a standard error of 1.927. Its t-value is 2.584, and the associated significance level (Sig.) is 0.011, indicating that the constant term is statistically significant at the 0.05 level.

Similarly, the coefficients for variables X1, X2, and X3 are provided, along with their corresponding standard errors, standardized coefficients, t-values, and significance levels. These coefficients are crucial for

understanding the relationships between the independent and dependent variables in the regression model and assessing their statistical significance.

TABLE 8. Heteroscedasticity Test Coefficients[a]

Model		Coefficients[a]				
		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. This means that the regression model does not contain symptoms of heteroscedasticity.

Significant Test with F-test

Table 9 presents the results of the ANOVA (Analysis of Variance) test conducted on the regression model assessing the relationship between the predictors (X1, X2, X3) and the dependent variable (Y), which represents customer engagement in online game applications in Denpasar.

TABLE 9. ANOVA[b]

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

Predictors: (Constant), X3, X1, X2
Dependent Variable: Y

ANOVA Results

- The regression model's Sum of Squares (SS) is 112.403, with 3 degrees of freedom (df) for the predictors.
- The Mean Square (MS), calculated by dividing the Sum of Squares by the respective degrees of freedom, is 37.468.
- The F-value (F-statistic) is 5.824, indicating the ratio of the explained variance to the unexplained variance in the model.
- The associated significance level (Sig.), denoted as p-value, is 0.001, denoted as a. This value represents the probability of obtaining the observed F-value or larger under the null hypothesis (no relationship between predictors and the dependent variable).

Interpretation

- The significant F-value (F = 5.824) and small p-value (p = 0.001) suggest that the regression model is statistically significant.
- This indicates that the predictors (content marketing, influencer marketing, experiential marketing) collectively have a significant effect on customer engagement in online game applications in Denpasar.
- The regression model explains a significant proportion of the variance in customer engagement, as indicated by the large Sum of Squares for the regression (112.403) compared to the residual (unexplained variance) (617.557).
- Overall, the ANOVA results provide evidence supporting the relationship between the predictors and customer engagement, reinforcing the validity of the regression model in explaining variations in customer engagement in the context of online gaming applications in Denpasar.

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

Discussion

Multiple Linear Regression Analysis

The model employed for analyzing the influence of content marketing, influencer marketing, and experiential marketing on customer engagement is a multiple linear regression model. In this model, content marketing (X1), influencer marketing (X2), and experiential marketing (X3) serve as independent variables, while customer engagement (Y) is the dependent variable. The regression equation is presented as:

$$Y = \alpha + \beta1X1 + \beta2X2 + \beta3X3$$

- The constant coefficient (α) is 6.211, indicating that if the independent variables (X1, X2, X3) are held constant at zero, customer engagement (Y) is 6.211.
- Content marketing (X1) has a regression coefficient ($\beta1$) of 0.224, indicating a positive influence on customer engagement. For every one-unit increase in content marketing, customer engagement increases by 0.224, assuming other variables are constant.
- Influencer marketing (X2) has a regression coefficient ($\beta2$) of 0.416, signifying a positive influence on customer engagement. A one-unit increase in influencer marketing leads to a 0.416 increase in customer engagement, assuming other variables remain constant.
- Experiential marketing (X3) has a regression coefficient ($\beta3$) of 0.231, indicating a positive impact on customer engagement. A one-unit increase in experiential marketing results in a 0.231 increase in customer engagement, assuming other variables remain constant.

Determination Analysis

The determination analysis aims to quantify the contribution of content marketing, influencer marketing, and experiential marketing to customer engagement. Expressed as a percentage, the determination coefficient (R^2) is calculated as 62.8%. This indicates that 62.8% of the variance in customer engagement can be explained by the combined influence of content marketing, influencer marketing, and experiential marketing. The remaining 37.2% of the variance is attributed to other factors not addressed in the study.

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

The results of the multiple linear regression analysis revealed significant positive relationships between content marketing, influencer marketing, experiential marketing, and customer engagement in online game applications in Denpasar. These findings suggest that strategic efforts in content creation, leveraging influencers, and enhancing user experience contribute to increased customer engagement within the gaming context. Furthermore, the determination analysis highlights the substantial explanatory power of these marketing factors in driving customer engagement, underscoring their importance in the online gaming industry. However, it's essential to acknowledge that other unexamined factors also influence customer engagement, indicating potential avenues for further research and analysis. Overall, these insights provide valuable guidance for marketers and developers seeking to optimize customer engagement strategies in online gaming environments.

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 α (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 α (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 α (0.05). Large t calculates 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.

CONCLUSION

Research on the influence of content, influencers, and experiential marketing on customer engagement with online game applications in Denpasar City yielded several conclusions. Firstly, the results indicate that content marketing significantly impacts customer engagement, with a positive influence demonstrated by a multiple linear regression

analysis coefficient of 0.224. This confirms that content marketing has a substantial positive effect on customer engagement. Secondly, influencer marketing also plays a significant role, as evidenced by a regression coefficient of 0.416, showing a strong positive impact on customer engagement. Similarly, experiential marketing has a notable influence, with a regression coefficient of 0.231, indicating a significant positive effect on customer engagement. Furthermore, when considering content marketing, influencer marketing, and experiential marketing together, the data analysis revealed a simultaneous significant impact on customer engagement. The F test results, with a significance value of 0.001 ($p < 0.05$), support this finding, leading to the acceptance of the hypothesis that these variables collectively affect customer engagement. Lastly, the coefficient of determination was found to be 0.628 or 62.8%, indicating that these three marketing variables account for 62.8% of the variation in customer engagement, while the remaining 37.2% is influenced by other factors not covered in this study.

To enhance customer engagement with a brand, high-quality graphics in content are crucial for capturing customer interest visually. Content should be crafted with communicative messages that effectively convey the developer's intentions and goals to the audience. When selecting influencers, it's essential to choose individuals not solely based on their follower count, but also on their genuine use and expertise in the relevant field, ensuring that customers trust the reviews and endorsements provided. Providing a positive customer experience can begin with creating a good first impression, which can be influenced by factors such as interior design, ventilation, service quality, and overall comfort. Building customer engagement is achieved when customers have confidence in a brand, whether through trusted influencers or personal reviews. Developers are encouraged to focus on the content marketing, influencer marketing, and experiential marketing variables. Future researchers should delve deeper into various sources and references related to online game development to produce more comprehensive and improved research outcomes.

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