

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

In this study, the Self Determination Theory has been used to analyze the factors determining the Intention to Play and pay for mobile MMORPG. The SDT was chosen because this model is a framework that explains how people's basic psychological needs for autonomy, competence, and relatedness influence their behavior and well-being. According to SDT, when people's basic psychological needs are fulfilled, they are more likely to experience positive outcomes such as increased motivation, well-being, and psychological health.

The result showed that the Intention to Play on mobile MMORPG is influenced by five primary variables, as much as 41.4%. This means that 41.4% of the Intention to Play on mobile MMORPG games is significantly influenced by Time Flexibility, Arousal, Challenge, Competition, and Fun.

Time flexibility has an impact on the Intention to Play, as indicated by the T-value of 2.64. This suggests that players will be more inclined to play a MMORPG if it can be played at any time. Time flexibility also increases the willingness of players to play the game for longer periods of time, as they can play the game according to their own schedule. This can enhance engagement and player loyalty towards the game. Therefore, Game Developers should take into consideration the factor of time flexibility in game development and provide game events at times that are suitable for the players' needs.

Arousal has a significant impact on the Intention to Play, as indicated by the T-value of 3.34. This suggests that players will be more likely to engage with a MMORPG if it is able to elicit feelings of excitement and stimulation while playing. Game Developers should pay more attention to creating events or gimmicks that can stimulate the players' emotions and increase their interest in the game. This can be achieved by incorporating various game mechanics such as puzzles, challenges, and interactive elements. Furthermore, the game should also

be designed to provide a sense of progression and accomplishment, which can further enhance the player's motivation to continue playing.

Challenge has an impact on the Intention to Play, as indicated by the T-value of 2.78. This suggests that players will be more inclined to play a MMORPG if they can experience a sense of mastery in aspects that have not yet been discovered by other players. Game Developers should focus on creating a more flexible approach to playing the game, allowing players to have their own ways of completing challenges or enjoying the game. Furthermore, game developers should also consider incorporating various difficulty levels to cater to players with different skill levels. This can increase engagement and player loyalty, as players will have a sense of achievement in overcoming different challenges. Game Developers should also consider providing a variety of challenges such as problem-solving, strategy-building, and skill-based challenges, which can keep players motivated and engaged.

Competition has an impact on the Intention to Play, as indicated by the T-value of 3.14. Similar to Challenge, this suggests that players will be more inclined to play a MMORPG if they have the opportunity to become the strongest player in the game. Game Developers should focus on gradually unlocking potentials of the characters being played by the players, such as in a certain stage, the attack generated by a player can kill a mini-boss with one attack. In the case of Player versus Player, game developers should provide counters for the attacks or make the attack less powerful, so that the competitive atmosphere is always maintained among players. Additionally, game developers should consider incorporating leaderboards and ranking systems, to provide players with a sense of competition and to motivate them to strive to become the top player in the game.

Diversion does not have an impact on the Intention to Play, as indicated by the T-value of 1.58. This suggests that it will not have an effect on the interest of playing if the MMORPG makes the player divert from the work that should be done. Game Developers should be wise not to demand players to always increase

the screen-on time in the game being played. Additionally, game developers should consider providing players with the option to pause or save their progress, allowing them to reclaim reward when not playing a game in a day without feeling pressured to play for an extended period. This can create a more balanced and enjoyable gaming experience for the players.

Fun has an impact on the Intention to Play, as indicated by the T-value of 2.06. This suggests that players will be more inclined to play a MMORPG if it creates a sense of enjoyment. This is an important aspect for Game Developers as it is expected that a game should be enjoyable. Game Developers should also consider incorporating humor, satire, and parody elements to the MMORPG, in order to create a more lighthearted and enjoyable gaming experience for the players.

Fantasy does not have an impact on the Intention to Play, as indicated by the T-value of 0.98. This suggests that pretending to be someone else or doing something that cannot be done in real life does not affect players' interest in playing MMORPG. Game developers should have a clear identity for their game, whether it focuses on a storyline that can create the players' imagination or focuses on game mechanics.

Social Interaction does not have an impact on the Intention to Play, as indicated by the t-value of 0.84. This suggests that spending time with a group of friends and using MMORPG as a means of meeting someone does not affect one's interest in starting to play a game. Because the communication that exists in the game is limited, game developers can consider integrating communication features directly with third-party applications such as Discord.

Authenticity does not have an impact on the Intention to Play, as indicated by the t-value of 1.18. This suggests that the feeling of reality of players when playing or interacting with others in MMORPG does not affect one's interest in playing a game. Game developers can provide events that can bring players together in real life, such as anniversary gatherings or bazaar events in a certain

location. Additionally, game developers should consider providing a sense of immersion and realism within the game, allowing players to feel as if they are part of the game world. This can be achieved through the use of high-quality graphics, realistic sound effects, and detailed characters and environments.

In addition, the results indicate that the Intention to Play has a high degree of influence on the Intention to Pay, and mediation experiments reveal that the preceding variables also have a significant influence on the Intention to Pay. Consequently, it should be underlined that the present approach of freemium and play-to-pay mobile games is an effective method for stimulating the Intention to Play and, finally, the Intention to Pay.

## **5.2 Suggestion**

For theoretical contributions, one suggestion for studying player behavior in mobile Massively Multiplayer Online Role-Playing Game (MMORPGs) using Self Determination Theory (SDT) could be to examine the effects of various in-game rewards and incentives on player motivation and engagement.

According to SDT, individuals are more likely to be motivated and engaged in activities fulfilling their basic psychological needs for autonomy, competence, and relatedness. Therefore, it may be useful to investigate how different types of rewards and incentives, such as achievement-based rewards or social rewards, impact players' feelings of autonomy, competence, and relatedness within the game.

From a managerial perspective, for game developer to produce more arousing experiences in-game, keeping the player on the edge of his or her seat is necessary. For example, event collaborations with well-known animated film characters (such as Ultraman, Demon Slayer, and others) will raise player excitement. The game may become more engaging and meaningful for the player, resulting in more satisfaction and a desire to continue playing. By adding these features into a game's design, developers can improve player motivation and encourage continued play.