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THE IMPACT OF SOCIAL INFLUENCE FACTORS IN ACCEPTANCE RATE OF VALORANT GAME

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ABSTRAK

VALORANT adalah game penembak orang pertama berbasis tim online yang dikembangkan oleh Riot Games. Saat ini VALORANT sedang populer di kalangan gamers karena game ini mirip dengan Counter Strike namun diberikan skill set seperti Overwatch. Sekarang sudah ada 560k pemain di Indonesia yang begitu besar dan menarik untuk diketahui faktor dari fenomena tersebut. Penelitian ini bertujuan untuk mengetahui faktor-faktor pengaruh sosial yang mempengaruhi tingkat penerimaan. Model penelitian yang digunakan dalam penelitian ini adalah TAM yang kemudian dimodifikasi sesuai kebutuhan dengan menggunakan 6 konstruk yaitu Perceived Usefulness, Perceived Ease of Use, Social Influence, Attitude Toward Use, Intention to Use dan Actual Usage sebagai perwakilan penerimaan. Metode pengumpulan data dalam penelitian ini adalah dengan menyebarkan survei kepada 105 responden di Jakarta. Hasil penelitian menunjukkan bahwa semua variabel berpengaruh terhadap Actual Usage kecuali Perceived Ease of Use, meskipun sebagian besar responden merasa game ini mudah dipahami. Hasil yang telah dibahas dapat dijadikan rekomendasi empiris bagi developer yang ingin membuat game sejenis.

Keywords:
Social Influence, Online Games, Valorant, TAM, Acceptance Rate

ABSTRACT

VALORANT is an online team-based first-person shooter game developed by Riot Games. Currently VALORANT is popular among gamers because the game is similar to the Counter Strike but is given a skill set like the Overwatch. Now players on Indonesia are 560k player which so big and interesting to know the factors of this phenomenon. This study aims to determine the factors of social influence impacted the acceptance rate. The research model used in this study is TAM which is then modified as needed by using 6 constructs, namely Perceived Usefulness, Perceived Ease of Use, Social Influence, Attitude Toward Use, Intention to Use and Actual Usage as representatives of acceptance. The method of data collection in this study was to distribute surveys to 105 respondents in Jakarta. The results show that all variables affect Actual Usage except Perceived Ease of Use, although most respondents feel that this game is easy to understand. The results that have been discussed can be used as empirical recommendations to developers who want to make similar games.

INTRODUCTION

Video games have been around for decades, providing entertainment for children and adults alike. Now the market of video games is already very large and very attractive for developers to still make games with various platforms.

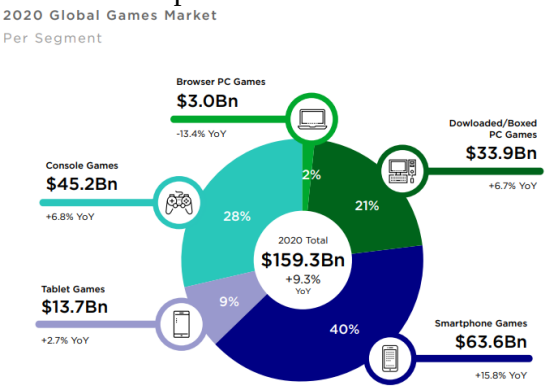

Figure 1Global Games Market 2020(Aguilera et al., 2007)

Not only the platforms keep expanding but also the players from worldwide are getting bigger and dominated by asia-pacific players.

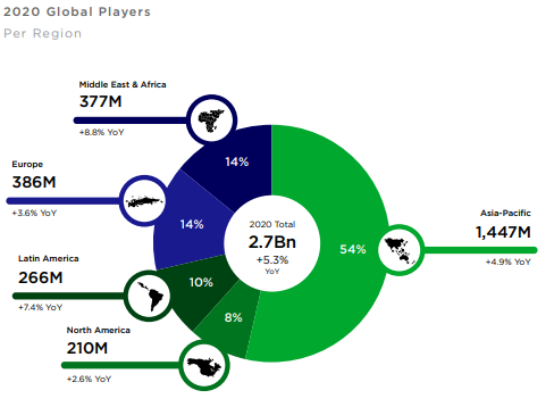

Figure 2 Global Player 2020(Aguilera et al., 2007)

In June 2020 valorant was released and has now become one of the most played FPS games. Currently VALORANT is popular among gamers because the game is similar to the Counter Strike game but is given a skill set like the Overwatch game(van der Molen, 2022). This is also supported by data reported from oneesports.gg that the average number of CS:GO players has decreased dramatically from 857,604 in May 2020 to 768,795 in June 2020. The difference is almost 100,000 players and that happened less than a month after VALORANT launched. Since its launch, Valorant now has 14 million players and Indonesia accounts for 4% of the total number of players or around 560 thousand players based on data from ActivePlayer.

On the Indonesian scene, VALORANT has also filled the void in the competitive world of FPS tactical shooter games for the PC platform, which has been a void for a long time(Hwang, 2021). Even though there are games like CS:GO, Valve's absence to develop it to the local level has made many Indonesian players reluctant to compete in the game. VALORANT is different. Indonesia has been treated fairly well so far. In terms of esports, the appointment of One Up Organizer as an esports license holder in Indonesia makes VALORANT one step further.

Moreover, Riot Games also presents tiered competitions from local to international through the VALORANT Champions Tour 2021 series.

Based on Esports Charts data, the VCT Indonesia event with the highest viewership record was in the VCT Indonesia Stage 02 Week 1 match with over 13 thousand peak viewers, 118 thousand more total watch hours than 24 total viewing durations.

VALORANT was released during the covid pandemic around the world and still managed to get a lot of players and was even able to compete with the game that has dominated for quite a long time, namely CS:GO especially in Indonesia.

From the explanation above we conclude that acceptance rate of VALORANT game is already high and good. But we don't know how social influence impact the acceptance rate of VALORANT.

In this research, we will find out how social Influence factors impacted of the VALORANT game Acceptance.

2. LITERATURE REVIEW

ONLINE GAMES

Online games are multiplayer games that involve players connected to the internet(Chen, 2015). Online games have changed from just a game but also have entered life, each game has its own scene from the forest, the beach, the mountains to the city. With the development of online games, players can create characters that represent themselves, such as choosing skin color, hair color and others. Because online games are a social space where players consistently assess social motivation as the main reason for continuing to play the game.

There are also various types of online games, including:

a. Massively multiplayer online role-playing (MMORPG) is a game that offers players the opportunity to put the player in a character situation (Hammady & Arnab, 2022). Examples of this type of game are New World, Warcraft, RF Online.
b. First Person Shooter (FPS) is a gun shooting game that is done from a first-person perspective. Players must quickly search for visual information and choose response behavior from that visual information (Seya & Shinoda, 2016)examples from FPS games: Point Blank, VALORANT, Counter Strike, Overwatch
c. Massively Multiplayer online real-time strategy (MMORTS) is a combination of strategy and tactics in a world. Players usually start the game as the king / leader of an army in a war. The theme of MMORTS is usually Science Fiction. Examples of MMORTS games are DOTA, LOL, Star Craft.

Describes several aspects of online gaming. Players use this aspect to motivate them to play continuously(Yee, 2006). These aspects are:

a. Achievement Component

This component is divided into several sub-components, namely Advancement, namely the desire to gain strength, fast game progress, gain status or get symbols of wealth in the game. The second Mechanics is the desire to analyze the system that underlies the playable characters in the game. Finally, Competition is the desire to finish and fight other players.

b. Social Component

consists of several sub-components. The first is Socializing, namely the desire to help and communicate with others. Furthermore, the relationship is the desire to build relationships with other players. And the last is Teamwork, which is the satisfaction of being part of a group.

c. Immersion Component

is a component that "sinks". "Drowning" here means to drown the player in the game world. The first component is Discovery, which is finding things that the player doesn't know. Furthermore, role playing is creating a persona with a background story and interacting with other players to develop the story. Customization is the curiosity of the player to adjust, change the character to be played. And the last thing is Escapism, people move to the Online Platform, away from real life problems and they feel calmer when in the game.

FIRST PERSON SHOOTER (FPS)

First Person Shooter (FPS) is a specific game sub-genre which is after the "Shooters" genre. Shooter is a game where the player controls a character or vehicle to shoot. In this case, FPS is a “Shooter” game that has characters as the first point of view as its gameplay. The image seen from this point of view is the result of a simulation that is tried to be as realistic as possible. Realism of an FPS game is very important. Because all of the action is seen through the eyes of the character the player is playing. In the last 20 years, the evolution of FPS games is so popular that even virtual reality uses FPS as its theoretical paradigm(Elias, 2008).

SOCIAL INFLUENCE

Social Influence refers to how other people influence behavioral decisions somebody. social influence related to external pressure (from important people in someone's life, such as family, friends, and supervisors at work). Social influence is the extent to which the network social influence people's behavior through messages and signals from other people who community value formation perceived from the technology system. Besides social influences affect individuals through both messages about social expectations and observed behavior of others.

Social influence is formed by two dimensions, namely subjective norms and visibility. Subjective norm, related to consumer perceptions of what should or should not do. Visibility, namely the social influence that formed by a situation of consumer behavior that can observed by other consumers, who reflect that the decision consumers are influenced by how is consumer perception on consumer behavior other (Wang & Chou, 2014).

Social influence is the extent to which social networks influence people’s behavior through messages and signals from others that facilitate the formation of people’s perceived value of a technology system. Furthermore, social influence affects individuals through both messages about social expectations and the observed behavior of others (Wang & Chou, 2014).

RESEARCH METHOD

The model used in this research is a modified TAM. Social Influence, Perceived Usefulness, Perceived Ease Of Use, Attitude Toward Use, Intention to Use and Actual Usage as the main construct in this research. Actual usage in the model will represent acceptance. In addition, Attitude Towards Use and Intention to Use will be the mediating variables.

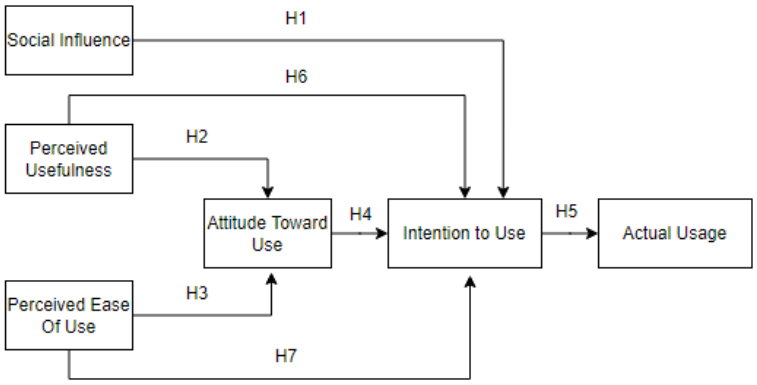

Fig 3 Research Model

From fig 1 we can get the the following hypothesis:

H1: Social Influence (SI) has a significant effect on Intention to Use (ITU) in the use of the VALORANT

H2: Perceived Usefulness (PU) has a significant effect on Attitude Toward Use (ATU) in the use of the VALORANT

H3: Perceived Ease Of Use (PEOU) has a significant effect on Attitude Toward Use (ATU) in the use of the VALORANT

H4: Attitude Toward Use (ATU) has a significant effect on Intention to Use (ITU) in the use of the VALORANT

H5: Intention to Use (ITU) has a significant effect on Actual Usage (AU) in the use of the VALORANT

H6: Perceived Usefulness (PU) has a significant effect on Intention to Use (ITU) in the use of the VALORANT

H7: Perceived Ease of Use (PEOU) has a significant effect on Intention to Use (ITU) in the use of the VALORANT

The data collection method used in this research is by distributing questionnaires in the form of a collection of questions about the measured variables which are submitted in writing to the respondents. Questionnaires were distributed to adolescents who met the criteria. by selecting the answer options provided. In addition to collecting data through questionnaires, literature studies are also conducted from sources such as journals, books, literature, articles and other sources to find information that can support research.

The questioners will be using the Likert scaling which scale 1-5. 1 is for strongly disagree, 2 is for disagree, 3 is for neutral, 4 is for agree and 5 is for strongly agree.

Here is the indicator from every variable listed below:

Table1Indicator From Every Variable

Variable		Indicator	Source
Perceived Usefulness	PU1	I feel that playing VALORANT helped me when I got stress or problem.	(Jap, 2017)
	PU2	I feel that playing VALORANT is a good way to spend my free time	(Dewi & Natalia, 2021)
	PU3	I feel like playing VALORANT my abilities in the game are constantly improving	[7]

	PU4	Playing VALORANT gives me advantages outside the game (example: Money)	[6]
Perceived Ease Of Use	PEOU1	VALORANT is easy to play	[7]
	PEOU2	VALORANT is easy to understand	[7]
	PEOU3	It's easy to get good at playing VALORANT	[7]
	PEOU4	It's easy to understand the interactions in VALORANT	[6]
Social Influence	SI 1	My friends who suggested me to play VALORANT	(Dewi & Natalia, 2021)
	SI 2	My friend think that I must play VALORANT	(Dewi & Natalia, 2021)
	SI 3	My environment play a lot of VALORANT	(Nguyen & Nguyen, 2021)
	SI 4	I love playing VALORANT with friends	(Chang, 2013)
Attitude Toward use	ATU1	I like playing VALORANT	(Dewi & Natalia, 2021)
	ATU2	I think playing VALORANT is a good idea	[7]
	ATU3	I think playing VALORANT is a positive thing	(Ristiadi et al., 2019)
Intention to Use	ITU 1	I will keep playing VALORANT	(Dewi & Natalia, 2021)
	ITU 2	I will recommend VALORANT to my friends	(Dewi & Natalia, 2021)
	ITU 3	I will play VALORANT for long time	(Dewi & Natalia, 2021)
Actual Usage	AU 1	I like my experience while playing VALORANT	(Dewi & Natalia, 2021)
	AU 2	I'm satisfied with what VALORANT presents	(Dewi & Natalia, 2021)
	AU 3	I like the games that are presented in the VALORANT game	(Dewi & Natalia, 2021)

This research will be followed by 105 respondents, which the population of this research is player VALORANT which is actively plays VALORANT and 15- 25 years old in Jakarta. This is because the requirement to play VALORANT is 16 years old and according to data from

raiseyourskillz.com the average CS:GO player is 22.7 years old. Because the VALORANT and CS:GO games are similar, this year's measurement can be used as a reference..

RESULTS AND DISCUSSION

After distributing the questionnaire and it has been filled in by 105 people. The resulting data is as follows.

1. Validity And Reliability

The measurement model (outer model) was used to assess the validity and reliability of the model. An indicator is declared valid if it has a loading factor above 0.70 for the construct being measured.

Table 2 Outer Loading

	ATU	AU	ITU	PEOU	PU	SF
ATU1	0.883					
ATU2	0.948					
ATU3	0.855					
AU1		0.908				
AU2		0.855				
AU3		0.919				
ITU1			0.884			
ITU2			0.871			
ITU3			0.913			
PEOU1				0.889		
PEOU2				0.759		
PEOU3				0.857		
PEOU4				0.733		
PU1					0.69	
PU2					0.753	
PU3					0.756	
PU4					0.566	
SI1						0.6
SI2						0.716
SI3						0.723
SI4						0.642

Based on the table 2 above variable PU1,PU4, SI1, SI4 has been removed since its <0.70 and also it can be concluded that there are all indicators > 0.70 so it can be concluded that the data is valid and can be continued back to the average variance Extracted (AVE).

Table 3 Reability Test

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
ATU	0.877	0.924	0.803

AU	0.876	0.923	0.8
ITU	0.868	0.919	0.791
PEOU	0.835	0.885	0.66
PU	0.617	0.838	0.722
SI	0.447	0.783	0.643

Convergent validity of the measurement model can be seen from the correlation between the indicator scores and the variable scores. The indicator is considered valid if it has an AVE value > 0.500 /0.5 or shows all outer loading dimensions of the variable having a loading value > 0.500 /0.5 so it can be concluded that the measurement meets the criteria for convergent validity. So if < 0.5 then it is not convergently valid (Chin, 2009). Cronbach's Alpha value for all constructs is > 0.7 which indicates that all constructs in the estimated model meet the criteria or are valid.

2. Hipothesis Test

Hypothesis testing is done by calculating Bootstrapping on the SmartPLS application. The significance level used is 0.05. The following is the result of testing the hypothesis of this research.

H1: Social Influence (SI) has a significant effect on Intention to Use (ITU) in the use of the VALORANT

Table 4 hypothesis 1

	Original Sample (O)	Sample Mean (M)	T Statistics	P Values
SI -> ITU	0.302	0.304	3.726	0.000

In table 4, the resulting P-Value is 0.000, which means that Social Influence has a significant effect on Intention To Use. The coefficient value shows a positive number, namely 0.304, which means that Social Influence has a positive effect on Intention To Use. Based on these data, the result of hypothesis testing 1 is that Social Influence positively and significantly influences Intention To Use.

H2: Perceived Usefulness (PU) has a significant effect on Attitude Toward Use (ATU) in the use of the VALORANT

Table 5 hypothesis 2

	OriginalSample (O)	Sample Mean (M)	T Statistics	P Values
PU-> ATU	0.674	0.675	10.996	0.000

In table 5, the resulting P-Value is 0.000, which means that Perceived Usefulness has a significant effect on Attitude Toward Use. In addition, the coefficient value indicates a positive number, namely 0.675, which means that Perceived Usefulness has a positive effect on Attitude Toward Use. Based on this explanation, it can be concluded that Perceived Usefulness has a significant and positive effect on Attitude Toward Use.

H3: Perceived Ease Of Use (PEOU) has a significant effect on Attitude Toward Use (ATU) in the use of the VALORANT

Table 6 hypothesis 3

	Original Sample (O)	Sample Mean (M)	T Statistics	P Values
PEOU->ATU	-0.008	0.015	0.093	0.926

In table 6, the resulting P-Value is 0.926 which means Perceived Ease Of Use does not have a significant effect on Attitude Toward Use. In addition, the coefficient value shows a positive number, namely 0.015, which means Perceived Ease Of Use does not have a positive effect on Attitude Toward Use. Based on this explanation, it can be concluded that Perceived Ease Of Use has no significant effect on Attitude Toward Use, which means that the hypothesis is rejected.

H4: Attitude Toward Use (ATU) has a significant effect on Intention to Use (ITU) in the use of the VALORANT

Table 7 hypothesis 4

	OriginalSample (O)	Sample Mean (M)	T Statistics	P Values
ATU -> ITU	0.293	0.285	2.561	0.011

In table 7, the resulting P-Value is 0.011 which means Attitude Towards Use has a significant effect on Intention to Use. In addition, the coefficient value indicates a positive number, namely 0.285, which means that Attitude Towards Use has a positive effect on Intention to Use. Based on this explanation, it can be concluded that Attitude Towards Use has a positive and significant effect on Intention to Use

H5: Intention to Use (ITU) has a significant effect on Actual Usage (AU) in the use of the VALORANT

Table 8 hypothesis 5

	OriginalSample (O)	Sample Mean (M)	T Statistics	P Values
ITU -> AU	0.621	0.626	8.299	0.00

In table 8, the resulting P-Value is 0.00 which means that Intention To Use has a significant effect on Actual Usage. In addition, the coefficient value indicates a positive number, namely 0.626, which means that Intention To Use has a positive effect on Actual Usage. Based on this explanation, it can be concluded that Intention To Use has a positive and significant effect on Actual Usage

H6: Perceived Usefulness (PU) has a significant effect on Intention to Use (ITU) in the use of the VALORANT

Table 9 hypothesis 4

	OriginalSample (O)	Sample Mean (M)	T Statistics	P Values
PU -> ITU	0.243	0.253	2.183	0.03

In table 9, the resulting P-Value is 0.03 which means that Perceived Usefulness has a significant effect on Intention To Use. In addition, the coefficient value indicates a positive number, namely 0.253, which means that Perceived Usefulness has a positive effect on Intention

To Use. Based on this explanation, it can be concluded that Perceived Usefulness has a positive and significant effect on Intention To Use

H7: Perceived Ease of Use (PEOU) has a significant effect on Intention to Use (ITU) in the use of the VALORANT

Table 10 hypothesis 5

	OriginalSample (O)	Sample Mean (M)	T Statistics	P Values
PEOU -> ITU	0.004	0	0.039	0.969

In table 12, the resulting P-Value is 0.969 which means Perceived Ease Of Use has no significant effect on Intention to Use. Based on this explanation, it can be concluded that Perceived Ease of Use does not have a significant effect on Intention to Use, which means that the hypothesis is rejected.

Table 11 Summarize of hypotheses.

Hypotheses		**Conclusions**
H1	Social Influence (SI) has a significant effect on Intention to Use (ITU) in the use of the VALORANT	Accepted
H2	Perceived Usefulness (PU) has a significant effect on Attitude Toward Use (ATU) in the use of the VALORANT	Accepted
H3	Perceived Ease Of Use (PEOU) has a significant effect on Attitude Toward Use (ATU) in the use of the VALORANT	Rejected
H4	Attitude Toward Use (ATU) has a significant effect on Intention to Use (ITU) in the use of the VALORANT	Accepted
H5	Intention to Use (ITU) has a significant effect on Actual Usage (AU) in the use of the VALORANT	Accepted
H6	Perceived Usefulness (PU) has a significant effect on Intention to Use (ITU) in the use of the VALORANT	Accepted
H7	Perceived Ease of Use (PEOU) has a significant effect on Intention to Use (ITU) in the use of the VALORANT	Rejected

Furthermore, each variable needs to know the level of significance of each path:

Table 12 Significance of each path

Path	Sample Mean (M)
SI -> ITU -> AU	0.189
PU -> ITU -> AU	0.157
PU -> ATU -> ITU -> AU	0.123
PU -> ATU -> ITU	0.191
PEOU -> ITU -> AU	0.009
PEOU -> ATU -> ITU -> AU	0.001
PEOU -> ATU -> ITU	0.003
ATU -> ITU -> AU	0.182

In table 12 all paths are significant but the path that begins with Perceived Ease of Use is not significant to Actual Usage. In addition, mediating variables such as Attitude Toward Use and Intention to Use have great significance.

CONCLUSION

After doing the research, the formulation of the problem in this research can be answered. ThatSocial Influence has a significantly positive effect on Actual Usage both in terms of path significance and relationship to every other connected variable. And Perceived Usefulness, Attitude Toward Use, Intention to Use and Social Influence influence the Actual Usage of the VALORANT game in Jakarta. Then Perceived Usefulness is the variable that has the most positive influence on Actual Usage of the VALORANT game in Jakarta. And then Perceived Ease of Use has no effect on the Actual Usage of the VALORANT game in Jakarta
Hypotheses H1, H2, H4, H5, H6 are accepted but H3 and H7 are rejected.

SUGESTIONS

Based on the results of the research that has been done, the advice that can be given is the need for more consideration of Social Influence when making a game because it can be seen from the results of the presentation that Social Influence affects the level of acceptance with a fairly good impacted rate. The next step is the need for further research on Social Influence in games. In the VALORANT game, Perceived Ease of Use does not affect Actual Usage as the publisher of the VALORANT game, Riot Games needs to pay attention to this and needs to improve in the future. In fact, in the questionnaire the majority of VALORANT players felt that the game was easy to understand but difficult to be good at. Attitude Toward Use in the VALORANT game has a positive influence on Actual Usage. This is also reflected in the questionnaire that most respondents are happy when playing VALORANT.

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