

CHAPTER V

FINAL PART

5.1 Conclusion of Research

The purpose of this study was to examine how social media effectiveness (X), moderating by generational differences (M1), and gender (M2) could affect gamification (Y1) and willingness to pay a premium (Y2) among who people have download and played Ojol the Game. This research was conducted using a quantitative approach that included primary data collection from individuals who have downloaded and played the game 'Ojol The Game.' The questionnaires were distributed online through Google Forms links and shared via social media platforms such as WhatsApp, Facebook, Instagram, and Telegram.

The study included 230 respondents, divided into 100 Generation Y and 130 Generation Z participants. In the six hypothesis formulations, various tests such as descriptive analysis, evaluation of measurement models (convergent validity, discriminant validity, and reliability tests), evaluation of structural models (R-Square), and hypothesis testing were performed using SmartPLS 4.0. After all, the data was successfully collected and processed using SmartPLS 4.0 and Microsoft Excel. The research results indicate that 'Ojol The Game' is predominantly played by Generation Z, particularly students. This is due to several factors: the game offers engaging and challenging gameplay mechanisms suited to students' digital preferences and habits; it includes social features that allow students to interact and compete with their peers; and the game is accessible via mobile devices commonly used by students. Additionally, 'Ojol The Game' is a creation by Indonesian developers and experienced a viral peak from March to April 2024, which further boosted student interest and engagement in the game.

The following conclusions from this study are based on the results of the data processing that has been done:

1. Social media effectiveness has a positive and significant impact on gamification among people who have downloaded and played Ojol the Game. This indicates that the higher the social media effectiveness, the higher the level of gamification among those who have downloaded and played Ojol the Game. Looking at the generational differences, Gen Z, who are more digitally skilled, tend to experience a stronger influence of social media effectiveness on gamification compared to Gen Y, as they are more responsive to interactive content and online trends.
2. Social media effectiveness has a positive and significant effect on the willingness to pay a premium among people who have downloaded and played Ojol the Game. The higher the social media effectiveness, the higher the willingness to pay a premium. Gen Z tends to respond more strongly to social media effectiveness compared to Gen Y. However, there is no significant difference between males and females in the willingness to pay a premium.
3. Generational differences has a positive and not significant effect on moderating the relationship between social media effectiveness and gamification. This suggests that there is no noticeable difference in the relationship between social media effectiveness and gamification among individuals who have downloaded and played Ojol the Game, regardless of whether they belong to Gen Z or Gen Y. Both generations show similar responses to social media effectiveness and gamification, indicating that generational differences do not play a major role in this context.

4. Generational differences has a positive and not significant effect on moderating the relationship between social media effectiveness and willingness to pay a premium. This suggests that there is no noticeable difference in the relationship between social media effectiveness and willingness to pay a premium among individuals who have downloaded and played Ojol the Game, regardless of their generational differences. Both generations show similar tendencies toward social media effectiveness and willingness to pay a premium.
5. Gender has a positive and not significant effect on moderating the relationship between social media effectiveness with gamification. This shows that an increase in gender cannot increase social media effectiveness with willingness to pay a premium among who people have download and played Ojol the Game
6. Gender has a positive and not significant effect on moderating the relationship between social media effectiveness with willingness to pay a premium. This shows that an increase in gender cannot increase social media effectiveness with willingness to pay a premium among who people have download and played Ojol the Game

5.2 Implications of Research

Based on the results of the analysis and discussion that has been carried out, an implication can be made that can provide positive benefits for various parties. In general, there are several implications that can be proposed related to each research variable. The following are some implications of this research:

1. The results of this study can contribute to the fields of social media effectiveness and gamification. They provide insights for users who have downloaded or played online

games like 'Ojol The Game' regarding the criteria for social media effectiveness strategies that can create value and valuable experiences for them. Users have various motivations when deciding to continue playing or purchase additional features in the future. The primary focus of this study is the effectiveness of social media effectiveness. The results showed that the lowest average value for the social media effectiveness variable was found in the item "I have an interest in social media content about 'Ojol The Game' products." This indicates that users have other motivations when playing the game, as evidenced by their low assessment of interest in social media content related to the game. Therefore, it is important for game developers to offer innovation, especially in terms of gamification. Developers could introduce new gamification elements, such as daily challenges, leaderboards, or a multi-level rewards system.

Additionally, developers can add new features related to social media, such as integration with social media platforms for sharing achievements and in-game content. Developers should also enhance the game's interface to increase visual appeal, as many players are from Generation Z and Y, who enjoy sharing their experiences on social media. Positive experiences that players have while playing could be shared with their close ones through positive WOM and e-WOM in the future. This is based on the positive relationship between the gamification variable and the effectiveness of social media effectiveness found in this study. Therefore, it is important for game developers to create a lot of innovation in terms of gamification to enhance user satisfaction.

The results also show a positive relationship between the involvement-seeking variable and the intention to continue playing among 'Ojol The Game' users. Therefore, it is important for game developers to enhance their gamification elements, particularly

features that directly engage users. Developers might consider adding interactive activities that involve players more deeply, such as special events or in-game competitions, to increase player satisfaction and encourage their intention to continue playing in the future..

2. The results of this study can serve as a reference for game developers to enhance user satisfaction and encourage their willingness to pay a premium in the future. Effective social media effectiveness strategies, uniqueness, and the ability to offer valuable experiences can strengthen users' trust in the game. In the results of the research on the willingness to pay a premium variable, the lowest average value was found in the item "I am willing to pay more for the 'Ojol The Game' Premium brand because of the quality obtained." This result indicates that there is an opportunity to improve the perception of premium value. Therefore, it is important for developers to enhance the quality of premium features, offer engaging exclusive content, and promote these benefits more effectively through social media. Additionally, developers should ensure that communication about the value and benefits of the premium brand is clear and appealing on their social media platforms to encourage users' willingness to pay more.
3. The results of this study can provide valuable insights for game developers aiming to enhance user satisfaction and engagement, particularly in relation to social media effectiveness and gamification. The findings indicate that the lowest average value for the gamification variable was found in the item "I feel gamification (online game play) helps create a sense of community." This suggests that users may not perceive the gamification elements as effectively fostering a sense of community. Additionally, the lowest average value for the generational differences variable was found in the item "I tend to be more individualistic when it comes to communicating." This indicates that users from certain

generations might have a more individualistic approach to communication, affecting their engagement with community-focused features..

To address these issues, it is crucial for developers to enhance the gamification elements by incorporating features that promote community interaction and collaboration, such as team challenges or cooperative gameplay. Moreover, understanding generational differences can help tailor social media effectiveness strategies to better connect with different user groups. For instance, developers can create targeted social media campaigns that resonate with the communication styles and preferences of various generations. By improving these aspects, developers can increase user satisfaction and engagement, encouraging continued play and interaction with the game 'Ojol The Game'.

4. The results revealed a significant and mutually influential relationship between social media effectiveness and willingness to pay a premium, with generational differences acting as a moderating. This means that social media effectiveness affects willingness to pay a premium both directly and indirectly through generational differences. Specifically, the impact of social media effectiveness on willingness to pay a premium is significantly moderating by generational differences, highlighting how different generations perceive and respond to marketing strategies.

For users who have downloaded or played 'Ojol The Game,' it is crucial for developers to leverage social media effectiveness effectively to enhance their willingness to pay for premium features. By understanding generational differences, developers can tailor their marketing strategies to resonate with various age groups. For instance, younger generations might be more responsive to social media promotions and exclusive content, while older generations may value different aspects of the game.

To maximize the impact of social media effectiveness on premium payments, developers should create targeted campaigns that align with the preferences and behaviors of different generations. This approach can improve users' perception of value and encourage their willingness to invest in premium features. Overall, a well-crafted social media strategy that considers generational differences can significantly enhance users' engagement and their readiness to pay a premium for 'Ojol The Game'.

5. The results showed that social media effectiveness has a significant influence on gamification in 'Ojol The Game', with gender acting as a moderating variable. Although social media effectiveness plays a crucial role in enhancing gamification, gender does not have a significant impact in this process. This means that while social media effectiveness strategies can improve the gamification experience, gender does not affect the effectiveness of social media effectiveness in enhancing gamification elements.

For individuals who have downloaded or played 'Ojol The Game', developers should focus on leveraging effective social media effectiveness strategies to enrich gamification features, such as challenges and levels. Well-designed campaigns can boost user engagement and gameplay experience. Although gender does not play a significant moderating role, presenting relevant marketing content for various user groups can strengthen the effects of gamification. Overall, strategic social media effectiveness can enhance the game's gamification features, regardless of gender differences among users.

6. The results revealed that social media effectiveness significantly influences willingness to pay a premium, with gender acting as a moderating. However, while all relationships are influential, the gender variable does not significantly mediate the relationship between social media effectiveness and willingness to pay a premium. This indicates that although

social media effectiveness has a direct effect on users' willingness to invest in premium features, gender does not play a significant role in this process.

For individuals who have downloaded or played 'Ojol The Game,' it is important for developers to focus on enhancing their social media effectiveness strategies to boost willingness to pay for premium features. Effective social media campaigns can increase users' perception of value, leading to a greater willingness to pay. Despite gender not being a significant moderating, targeting diverse user groups through tailored social media content can still improve engagement and conversion rates. Overall, a strong social media effectiveness approach can effectively drive premium purchases, regardless of gender differences among users.

5.3 Research Limitations

Based on the research that has been done, the researcher realizes that the research results are not perfect and have limitations. The limitations of this research are as follows:

1. Researchers use a quantitative approach that can only explain data using numbers and statistics, so it is not able to fully reveal the game user experience, particularly for 'Ojol The Game'.
2. Researchers used the reflective PLS model to analyze the data. This allows for the deletion of indicators or questionnaire statement items.
3. Researchers used a single method of distributing questionnaires, which is online via WhatsApp, Telegram, Instagram, and Facebook, targeting individuals who have downloaded or played 'Ojol The Game'

4. Researchers did not ask respondents how often they play 'Ojol The Game' to understand the motivations behind novelty seeking and the desire to play again, so the research results were less than optimal.
5. Researchers did not take specific types of subjects or respondents.
6. Researchers only focused on one type of object, namely 'Ojol The Game,' randomly across Indonesia without considering a uniform geographic distribution. As a result, the study could not comprehensively describe user behavior and preferences from different regions in Indonesia. This uneven sampling limits the understanding of how 'Ojol The Game' is received and used across various areas, meaning the research findings may not reflect the conditions and characteristics of users throughout Indonesia.

5.4 Research Recommendations

From the limitations of researchers in completing this research, there are several suggestions for further researchers with similar topics, namely as follows:

1. It is suggested for future research to include additional variables, such as game streaming, as an independent variable. This will help enhance the scope and depth of the study, providing a more comprehensive understanding of the factors influencing the outcomes in the context of the research.
2. It is recommended for future research to use the PLS formative model to analyze data because this model allows all questionnaire constructs to be valid and eliminates the need for validity and reliability tests.
3. It is recommended for future research to inquire about the frequency of playing 'Ojol The Game' to better understand players' motivations for continued engagement.

4. It is recommended for future research to include additional variables relevant to the playing experience of 'Ojol The Game,' such as competition elements, social interaction, and achievements, to provide a more comprehensive picture of the factors influencing player satisfaction and their intention to keep playing.
5. It is recommended for future research to focus on specific subjects or respondents, including various generational players such as Generation Z, Generation Y, and Generation X, as well as different types of games, to gain deeper insights into preferences and gaming experiences across different groups.
6. It is recommended for future research to include multiple game objects as research subjects, such as 'Ojol The Game' and similar games across different regions, to achieve greater and more representative contributions. This could involve comparing games with different themes such as strategy, simulation, and competition to understand various aspects affecting player experiences.

