

Research Article

Influence of Service Quality on Purchase Decision with Customer Satisfaction and Hedonistic View as Mediating Variables

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Abstract.

Practicing pilot service in a game is popular. One of them is EL's Merchant Pilot Service. This study was conducted to find the significant impact of service quality that influenced purchase decisions with customer satisfaction and hedonistic view as mediating variables using Smart PLS 3.0 software. The sample of respondents was 150, and they were asked to grade all the indicators using a five-point Likert scale. The results showed that service quality had a significant impact on purchase decisions. The hedonistic view also mediates well between service quality and purchase decision, as well as the serial mediation of the hedonistic view and customer satisfaction that mediates service quality and purchase decision. However, customer satisfaction does not mediate the relationship between service quality and purchase decisions. Theoretically, this study cooperates the collaboration among the service quality, hedonic view, and customer satisfaction to discover what may create the purchase decision in an online game pilot service sector. It enforces that the hedonic view and customer satisfaction are serially positioned as mediation variables between service quality and purchase decision.

Keywords: service quality, purchase decision, customer satisfaction, hedonistic viewCorresponding Author: Gede
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Knowledge E

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Selection and Peer-review under
the responsibility of the SEABC
Conference Committee.

1. Introduction

With the existence of the internet, it is not only used to gather information but also for entertainment, and education. One of the things that gets much public attention regarding entertainment on the internet is games [1]. Factors in the development of a game business that previously could only be played offline, with internet games being able to be played online with no more time constraints [2]. One of the factors that contribute to this growth is the application of the freemium revenue model by many games developer. In this freemium model, the game is published freely, but players would spend actual money to make in-game purchasing of virtual items to accelerate their game progression [3]. The practice of pilot service in a game is commonplace; in this case, someone who is proficient in playing a game takes advantage of playing

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game skills to gain an advantage, namely by Pilot Servicing, helping other players whose abilities are still below average but want to level up quickly, or players who are busy but still want the game level to reach a high level [4] By using the pilot service in the game, players can earn various better in-game items, currency, achievements, and prestige.

Getting better in-game items, unlocking higher achievements, and prestige can improve the motivation to play the game on massively multiplayer online role-play games (MMORPG) [5]. However, not all players have the capability of skill, time, and energy to get all those in-game stuff. In response, there is a phenomenon of the mushrooming of the online game pilot service business that opened up [6]. It happens because many people are interested in playing online games, not just playing but reaching the top level of these games for self-satisfaction [6]. According to [7] it is one of the most popular hedonic forms in the information system. In terms of purchasing decisions, consumers not only consider the quality of the product alone but are also influenced by other factors, such as service quality [8].

According to [9], service quality is an effort the company makes for satisfying its customer's needs. It also can be defined as measuring how well the level of service provided can match customer expectations. In many cases, service quality is often linked positively to the purchase decision. For example, according to [8] Izogo (2017), In their journal about the influence of price, location, promotion, and service quality on purchase decisions in Game Zone Mega Mall computer store, the service quality is positively affecting the customer purchase decision. Research by [10] Hizkia & Ariadi (2023) found that service quality has significant impact to purchase decision, another research by [11] the research found that service quality has a positive impact on purchase decisions on grab food. However, research from [12] stated that there is no influence between service quality and the purchase decision of Garuda Indonesia airline service.

Based on the research gap between service quality and purchase decisions, the researcher uses a theory of pure happiness to solve this problem. [13] Brülde, B. (2007) stated that a person's life depends only on what is called happiness. The happier the person is, the better his life is, and the unhappier he is, the worse. It is important for customers to feel happy when they get their service done because the influence of emotional attachment to post-consumption behavior is important to deciding their next action . Therefore, the researcher decided to add two mediating variables into the research, which are customer satisfaction and hedonistic view; each variable will mediate the service quality towards purchase decision and will act as a serial mediating variable for service quality and purchase decision as this research novelty.

This study's purpose is to analyze the relationship between service quality and purchase decisions on a pilot service sector in online games by asking four research questions: 1) Does the service quality have a significant impact on a purchase decision? 2) Does the service quality and purchase decision have a significant impact mediated by customer satisfaction? 3) Does the service quality and purchase decision have a significant impact after being mediated by a hedonistic view? 4) Does the service quality and purchase decision have a significant impact mediated by serial mediation of hedonistic view and customer satisfaction?

2. Theory, Literature Review, and Hypothesis

2.1. Service Quality

Service quality is a custom assessment of the service received with the expected service [14]. According to [15] Choi et al. (2017), Products or services are considered quality if they have the users' expected value. Two main factors affect service quality: expected and perceived service [16]. Suppose the perceived service fits with what customer's expectations. Thus it can be defined as good or satisfying. Moreover, if the perceived service exceeds the customer's expectation, thus it can be defined as ideal service quality. Vice versa, if the customer receives a service that is below their expectation, thus the perceived service quality is bad [9]. Therefore, a company's good or bad service quality depends on how the company or the service provider consistently fulfills their customer's expectations.

According to [17] Research found that service quality has a strong influence on the customer buying decisions of an online transaction. Also, [18] stated that service quality strongly influences the purchase decision. [18] also stated that the same idea of service quality positively impacts purchasing decisions. Because this field of business is based on online service, thus, this Research proposes the hypothesis :

H1 : Service quality positively influences Purchase decision

2.2. Customer Satisfaction

According to [19], satisfaction is a feeling of being happy or disappointed, which appears after comparing between person's perceptions or impressions of the performance of a product or service and its expectation. While according to [18] Ahmad et al. (2017), customer satisfaction is a perception of the performance of products/services exceeding

a person's hope before purchase. In other words, customer satisfaction can be defined as what customers expect of a product/service before purchasing and what they get in reality. According to [20] Kaveh et al. (2021), customer satisfaction is crucial in mediating service quality regarding reliability and validity. Research from [14] shows that service quality mediated by customer satisfaction impacts the purchase decision. It also aligns with the research done by [15], which stated that service quality positively impacts customer satisfaction as the mediating variable towards customer loyalty to buy. [21] also found that customer satisfaction positively influences customer loyalty, and customer satisfaction has direct and indirect effects on customer loyalty. Therefore, this research proposes the hypothesis :

H2 : Service quality mediated by customer satisfaction will influence Purchase decision

2.3. Hedonistic View

Hedonism word comes from the ancient Greek language for 'pleasure.' According to [13], Pleasure is understood broadly as including all pleasant feelings or experiences such as delight, ecstasy, enjoyment, euphoria, gratitude, and joy. While the Hedonistic view is the Pleasure, fantasy, adventures, and fun of emotional consumption [22], the hedonistic view is the value associated with the multisensory, emotional experience in consuming the product or service [23]. In other words, the hedonistic view that can create emotions after consumption can be positive or negative.

In addition, a hedonistic view of a branded product is positive and favorable, as well as a supportive influence on purchase intention [16]. [24], there are two indicators to be decided: having a hedonistic view that is having fun and experiencing an adventure feeling, particularly those related to the purchase decision of pilot service. [25] found that Hedonism positively impacts customer satisfaction and purchase decision. It is also aligned with the research from [26] that Hedonism positively influences service quality to purchase decisions. The Hypothesis researcher proposes will be :

H3 : Service quality mediated by a hedonistic view will influence the purchase decision

2.4. Purchase Decisions

A purchase decision is when the customer buys a product or service [27]. According to [22], a customer's decision is a motive that emerges when a customer purchases caused

by a need and want. [22] also said that a purchase decision is a set of decisions with several components, such as a decision about product type, the form of the product, brand decision, purchase time, and buying method. Research from [18] found that service quality positively impacts purchase decisions if mediated by hedonism and customer satisfaction. Therefore, this research proposes the hypothesis as follows :

H4 : Service quality mediated by a hedonistic view and customer satisfaction will influence the purchase decision

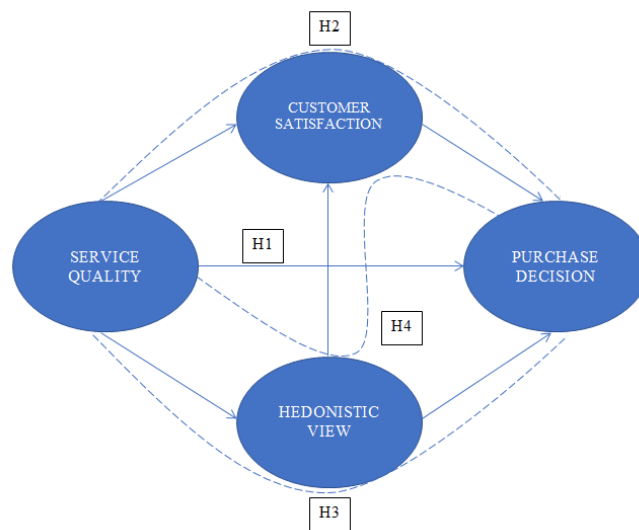


Figure 1: Conceptual Model. Sources: Author’s own representation.

3. Research Methods

3.1. Data and Sample Collection

This study adopted a quantitative method with a questionnaire through Google Forms to collect data from EL’s Merchant customers who had made at least one order for pilot service. [28] states that the quantitative research method aims to test the established hypotheses. It aims to find a relationship or explain the problem causal based on measurable facts on EL’s merchant.

The population of respondents is 200 people, and they were asked to grade all the indicators using a five-point liker scale (from 1 “strongly disagree” to 5 “strongly agree”) according to [28]. A total of 150 customers submitted the questionnaire, with 70% (105) of male respondents and 30% (45) of female respondents, with 60% (90) being more than 25 of age. A further result of the data collected is listed in Table 1 below.

3.2. Items for Measurement

In this study, four variables will be studied that are service quality (SQ) which is the independent variable; purchase decision (PD) as the dependent variable; customer satisfaction (CS) and Hedonistic View (HV) as the mediating variables. Each variable consists of four to six-item of indicators to be asked of the respondent, according to [19-21]. The Likert scale is utilized in this data to evaluate the attitudes, opinions, and perceptions of individuals or groups toward social phenomena. It is accomplished by asking questions in a questionnaire and measuring the extent to which they agree. The possible responses range from Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), to Strongly Agree (5), providing insight into their stance on the subject matter.

The Google Form questionnaire was employed as the research instrument to gather participant responses. At the same time, demographic factors such as gender, age (less than 21, 21-25, and over 25), occupation, Average expenses for one game in a month, and average expenses for pilot service purchase meant were used to group respondents. Judgmental sampling was utilized, where specific individuals were chosen to fill out the questionnaire. The objective was to explore the relationship between service quality and purchase decision, with customer satisfaction and a hedonistic view using mediation analysis. The PLS-SEM method was used to test the relationship and assess the entire calculation model, with SmartPLS software being utilized for this purpose [29].

TABLE 1: Respondent Demographics.

Characteristics		Number	%
Age grouping	Less than 21 years old	15	10
	21-25 years old	45	30
	More than 25 years old	90	60
Monthly average expenses for one game	Less than IDR 150.000	21	14
	IDR 150.000 – IDR 1.000.000	59	40
	IDR 1.000.000 – IDR 5.000.000	53	35
	More than IDR 5.000.000	17	11
Monthly Average pilot service purchasement	1 time	28	19
	1 – 3 times	73	49
	More than 3 times	49	32
		150	100

TABLE 2: Convergent validity.

Construct	Items	Loading of factors	AVE	Reliability of Composites	Rho A
Service Quality	SQ1 : 1. Admin response is fast, and solving my problem	0,794	0,628	0,871	0,812
	SQ2 : The work is done faster than the estimated time				
	SQ3 : My character is greatly improved after using pilot service	0,758			
	SQ4 : The price is worth of the service	0,800			
	SQ5 : The service gives additional service outside my order	0,818			
Customer Satisfaction	CS1 : Achieve the requested rank	0,701	0,551	0,86	0,8
	CS2 : The service length is on time	0,772			
	CS3 : Always giving a progress report	0,745			
	CS4 : The pilot always login on the designated time	0,783			
	CS5 : Get ingame item such as item drops as a bonus	0,706			
Hedonistic View	HV1 : The character Want to look strong	0,879	0,663	0,855	0,754
	HV2 : Have to fulfil daily attendance in the game				
	HV3 : As a substitute when busy during the day	0,761			
	HV4 : Want to be seen as an active player in the game	0,799			
PURCHASE DECISION	PD1 : Customer want to use pilot service again	0,731	0,583	0,893	0,863
	PD2 : Customers trust the testimonials given by admin	0,787			
	PD3 : Customer didn't have time to play	0,814			
	PD4 : Customer didn't know the game well	0,733			
	PD5 : Customer was given reference from their friends	0,746			
	PD6 : Customer sees the merchant is reliable	0,766			

4. Results and Discussion

TABLE 3: Discriminant validity.

CS	HV	PD	SQ
0,875			
0,815	0,885		
0,645	0,626	0,705	

4.1. Hypothesis Examining

The examiner’s hypothesis testing findings indicate significant results for both convergent validity and discriminant validity, with a validity score of over 0.7, a reliability score of over 0.8, and an Average Variance Extracted (AVE) score of over 0.5 for all variables. AVE, which represents the average extent of variance, is also known as the average variance. Dengan demikian, uji tabel 2 dan tabel 3 sudah memenuhi syarat dan layak untuk dilakukan uji hipotesis (hair

The results of the hypothesis testing conducted by the testers show that service quality has a positive influence on purchase decision, where the results show that service quality has a significant effect of $\beta = 0.156$ on service quality. For Indirect effect, customer satisfaction failed to become mediation variable between service quality and purchase decision with $\beta = 0.070$. meanwhile, Hedonic view has significant result on mediation between service quality and purchase decision with $\beta = 0.297$, and with serial mediation along with customer satisfaction which mediating service quality and purchase decision $\beta = 0,073$. The hypothesis result is presented in section Table 4 and Figure 2 as below.

TABLE 4: Testing hypotheses.

Hypothesis	Relationship	Standard Coefficients	Test Result
H1	Service Quality \rightarrow Purchase Decision	0,156 **	Significant
H2	Service Quality \rightarrow Customer Satisfaction \rightarrow Purchase Decision	0,070	Not significant
H3	Service Quality \rightarrow Hedonistic View \rightarrow Purchase Decision	0,297 *	Significant
H4	Service Quality \rightarrow Hedonistic View \rightarrow Customer Satisfaction \rightarrow Purchase Decision	0,073 *	Significant

Note: Significant at *99%; **95%

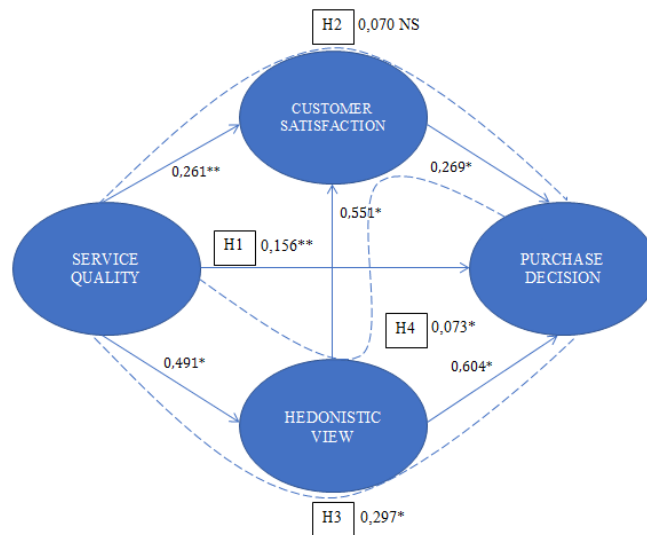


Figure 2: Result Path Analysis (Note: Significant at *99%; **95%; NS: Non-significant).

The result shows that customer satisfaction does not mediate the relationship between service quality towards a purchase decision. This result aligns with [30] and [15] research. Customers who buy pilot service do not need extra service or bonus such as extra dropped in-game items; they want their character to be played and clear the daily activity as average pilot service usually does. The need for a pilot service arises due to the customers' work overload from their office. It is not bothersome to them if the service takes a long time or does not achieve the top rank, as long as their character has certain progress and is active, which is in line with the customers' expectations of the service.

The second result indicates that the hedonistic view well mediated the service quality towards a purchase decision. This result aligns with the research done by [22,26] and [31]. One of the reason is that not every player master the game features and have time to play the exclusive features, yet, they still want their character looks strong or even stronger compared to other players. For this reason, they are willing to spend money to hire a pilot game service to play their character. Some other players also joined a guild that requires a player to be active at any cost because they are a competitive guild consisting of hardcore gamers. Some players are hardcore players, playing games nonstop and willing to spend much money to boost their character to be top-ranked, however at some point, they also have their activity and cant be absent from the guild activity at the same time, and as a result, pilot service is hired in charge of those schedules.

The third result shows that service quality, mediated by the hedonistic view and customer satisfaction, positively impacts the purchase decision. This result is also in line with a previous study from [23,26] customers have a positive hedonic view of a particular gaming service, they are more likely to purchase to continue using the pilot service they ordered. For example, some players are eager to hire pilot game services and pay for them to play their characters. In addition, other players have joined a highly competitive guild that demands its members to be consistently active and consists mainly of hardcore gamers. Meanwhile, some players fall under the category of hardcore players, who play games incessantly and are willing to spend significant money to enhance their character and attain a high rank. The hedonic view is a perspective that emphasizes the role of pleasure and enjoyment in shaping customer satisfaction. According to this view, customers are not only seeking functional benefits from products or services but also seeking to satisfy their emotional and psychological needs. Thus, customer satisfaction is not solely based on the functional performance of the service, but also on the emotional and psychological experiences that the customer gets from using pilot service. For instance, when a player cannot attend a weekly guild war, he hires a pilot service to do it. As a result, the pilot successfully wins the war and makes his customer's char glorified by other players during the event. When consumers feel content with their gaming service, they tend to make more purchases, in this case, by ordering other services or extending the service length.

The last result is that service quality has influenced the purchase decision positively. This research aligns with [32]. Many customers hesitate to use pilot service because of the scam practice often happening in the game. Customers usually ask for their testimonials and track records to ensure the service provider is safe. After they had seen the testimonials provided by the company, they found that it is reliable because they can give a deadline for each job, are trustable, and the price offered by admin is reasonable for their requested service.

Theoretically, this study cooperates the collaboration among the service quality, hedonic view, and customer satisfaction to discover what may create the purchase decision in an online game pilot service sector. The hedonic view and customer satisfaction are the full mediation variables between service quality and purchase decision. As a result, the hedonic view mediates customers to purchase the service as a mediator between service quality and purchase decision. It also well-mediated service quality to customer satisfaction, leading to customer purchase decisions towards the service.

From a practical point of view, businesses that provide pilot game services should consider enhancing the hedonic experience of their customers by providing a highly

enjoyable and pleasurable gaming experience. By doing so, businesses can increase the likelihood of customers making repeat purchases and developing a positive.

5. Finding and Conclusion

In conclusion, the study found that customer satisfaction did not mediate the relationship between service quality and purchase decisions for customers of pilot game services. However, the hedonic view mediated the relationship between service quality and purchase decision, meaning customers prioritize having a highly enjoyable and pleasurable gaming experience over extra services or bonuses. A positive hedonic view of the service also directly impacts purchase decisions, leading to increased customer satisfaction and repeat purchases. Thus, businesses should focus on enhancing the hedonic experience of their customers by providing a highly enjoyable and pleasurable gaming experience, building trust and credibility through testimonials and track records, and ensuring their services are free from scams and fraudulent practices.

6. Implications, Limitations, and Suggestions

Hedonistic view has the greatest impact as the mediating variable of customer service to purchase decision. A positive hedonic view of the service also directly impacts purchase decisions, leading to increased customer satisfaction and repeat purchases. Thus, businesses should focus on enhancing the hedonic experience of their customers by providing a highly enjoyable and pleasurable gaming experience, building trust and credibility through testimonials and track records, and ensuring their services are free from scams and fraudulent practices.

From a practical point of view, businesses that provide pilot game services should consider enhancing the hedonic experience of their customers by providing a highly enjoyable and pleasurable gaming experience. By doing so, businesses can increase the likelihood of customers making repeat purchases and developing a positive business quality in terms of sales revenue.

There are limitations to this study that may lead to future research. Firstly, this research only focused on the gaming pilot service and included limited variables. Secondly, the respondents were limited to only EL's Merchant customers, which may not be representative of all types of gamers.

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