

ABSTRAK

Penelitian ini dilatarbelakangi oleh tingkat retensi pemain game digital mengalami penurunan yang sangat signifikan, dan juga semakin berkembangnya model bisnis game digital *Free-to-Play* (F2P) dan *Pay-to-Play* (P2P) pada platform Steam yang memiliki karakteristik berbeda dalam mempertahankan pemain (*User Retention*). Tujuan penelitian ini adalah untuk menganalisis persepsi mengenai Model Bisnis Game *Free-to-Play* dan Model Bisnis Game *Pay-to-Play*, mengetahui tingkat *User Retention*, serta menganalisis pengaruh Model Bisnis Game *Free-to-Play* dan Model Bisnis Game *Pay-to-Play* terhadap *User Retention* pada pengguna platform Steam di Kota Bandung, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Sampel penelitian yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan analisis regresi linier berganda, analisis korelasi berganda, koefisien determinasi, dan uji hipotesis.

Hasil analisis deskriptif menunjukkan bahwa persepsi mengenai Model Bisnis Game *Free-to-Play* berada pada kategori baik, persepsi mengenai Model Bisnis Game *Pay-to-Play* juga berada pada kategori baik, sedangkan tingkat *User Retention* berada pada kategori baik. Hasil analisis verifikatif menunjukkan bahwa secara parsial Model Bisnis Game *Free-to-Play* berpengaruh positif namun tidak signifikan terhadap *User Retention*, sedangkan Model Bisnis Game *Pay-to-Play* berpengaruh positif dan signifikan terhadap *User Retention*. Secara simultan, Model Bisnis Game *Free-to-Play* dan *Pay-to-Play* berpengaruh positif dan signifikan terhadap *User Retention* dengan kontribusi sebesar 42,6%, sedangkan 57,4% dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci: Model Bisnis Game *Free-to-Play*, Model Bisnis Game *Pay-to-Play*, *User Retention*, Steam, Kota Bandung.

ABSTRACT

This study was motivated by the fact that the retention rate of digital game players has declined significantly, as well as the growing popularity of the Free-to-Play (F2P) and Pay-to-Play (P2P) digital game business models on the Steam platform, which have different characteristics in terms of player retention. The objectives of this study are to analyze players' perceptions of the Free-to-Play and Pay-to-Play game business models, determine the level of user retention, and analyze the influence of the Free-to-Play and Pay-to-Play game business models on user retention among Steam platform users in Bandung, both partially and simultaneously. This study employs a quantitative approach using descriptive and confirmatory methods. The research sample was selected using purposive sampling. Data were collected through questionnaire distribution and analyzed using multiple linear regression analysis, multiple correlation analysis, the coefficient of determination, and hypothesis testing.

The results of the descriptive analysis show that players' perceptions of the Free-to-Play game business model fall into the "good" category, players' perceptions of the Pay-to-Play game business model also fall into the "good" category, and the user retention rate falls into the "good" category. The results of the confirmatory analysis show that, partially, the Free-to-Play Game Business Model has a positive but insignificant effect on user retention, while the Pay-to-Play Game Business Model has a positive and significant effect on user retention. Simultaneously, both the Free-to-Play and Pay-to-Play game business models have a positive and significant effect on user retention, contributing 42.6%, while 57.4% is influenced by other factors outside the scope of this study.

Keywords: *Free-to-Play game business model, Pay-to-Play game business model, user retention, Steam, Kota Bandung.*