

Virtual Gaming Platform Customer Experience Evaluation

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Abstract. The concept of Virtual Gaming Platform is introduced. The modern type of organizational structure in the virtual gaming ecosystem is analysed. A methodological approach through Structural Equations Modeling (SEM) is suggested. A conceptual model for customer experience evaluation is proposed. Research tools for enlightening latent structures are presented. Analysis of the results, as well as relevant discussion and conclusions are proposed.

Keywords: *Virtual Gaming Platform, Structural Equations Modeling (SEM), Customer Experience, Modern Organizational Structure*

I. INTRODUCTION

According to [3] based on recently published study, around 92 % of worldwide PC game sales nowadays originate from digital spreading services with sales of physical reproductions of games making up the still existing 8 % of PC game sales. The subject of this study is a virtual gaming platform. The object of the investigation is its customer experience evaluation. Its analysis is a key aspect to achieve customer satisfaction and involvement [6]. The main goal of the present analysis is to reveal opportunities to improve the customer experience.

II. THE VIRTUAL GAMING PLATFORM AS A MODERN ORGANIZATIONAL STRUCTURE

The Concept of Virtual Gaming Platform

The concept of virtual gaming platform (VGP) represents an one-stop online gaming solution with the power to directly connect numerous games to operators and service providers. This concept has evolved over years of running B2C gaming websites [1].

The Modern Type of Organizational Structure in the Virtual Gaming Ecosystem

The role of the gamers on a VGP evolves from customers to sort of employees as a part of this kind of a social network. That is why the organizational structure in the virtual gaming environment is the contemporary one 'flatarchies' which lies somewhere in between hierarchies and flat organizations [5].

III. METHODOLOGICAL APPROACH OF THE STUDY

The Structural Equations Modeling (SEM) is a generalized approach that includes a broad set of statistical methods to evaluate the validity of theoretical models by empirical data and to study the structure of interconnections between multiple variables [4].

A Conceptual Model for Customer Experience Evaluation

The theoretical framework of the study comprises the following conceptual model as given below in fig. 1 on which whole research is structured. It presents the main aspects that decompose and characterize the complex concept of customer experience. On the basis of a comprehensive literature review, ten basic aspects which cover to a large extent the basic characteristics of improving the customer experience have been defined.

Research Tools

On the basis of the so defined ten aspects and their implementation through a set of indicators, a questionnaire was developed to assess the generated consumer experience. The survey was conducted using an online survey of 10 questions with Survey Monkey. Each of the questions corresponds to one of the observed parameters in the conceptual model. More than 90 users of one of the most popular VGP [7] are invited to participate in the poll. Of these, 72 responded to the request. Most of them actively use or are familiar with the services provided by the platform. Each respondent has a unique ID that aims to avoid re-interviewing the same respondents. Responses are ranked on a 5-point scale of Likert, with each question being scored from 1 to 5. The scale between 1 and 5 ranges from the lowest to the highest degree of satisfaction. The demographic profile of the respondents corresponds to a predominantly young age group (from early teenage to mid-40s) of essentially male gender.

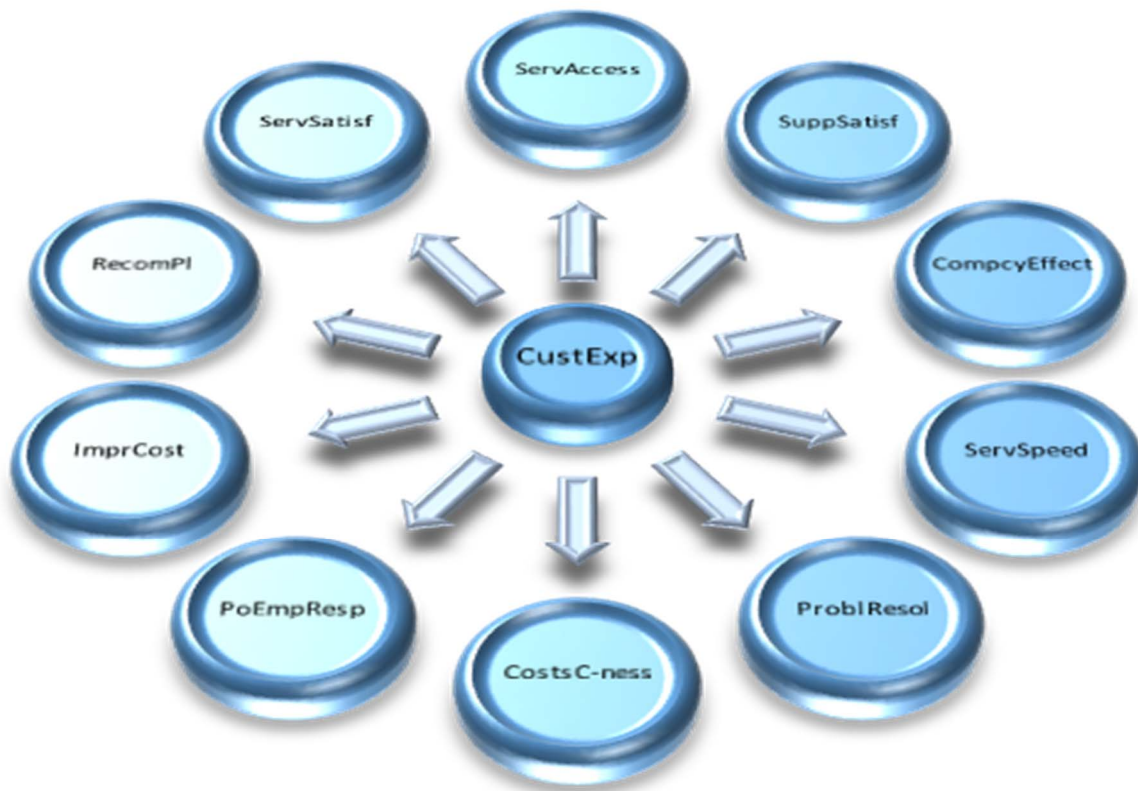


Figure 1. A conceptual model for generating and exploring consumer experience

IV. ENLIGHTENING LATENT STRUCTURES THROUGH SEM

The measurement model is specified by specialized Structural Equations Modeling (SEM) software - Lisrel. The model contains one major latent factor - the composite indicator for customer experience and 10 monitored variables according to table. 1.

TABLE 1. SUMMARY TABLE OF THE RESULTS OF THE CONSULTATION

	Monitored Variables	Abbreviation	1	2	3	4	5
1.	Services Accessibility	ServAcc	13.89%	5.56%	8.33%	27.78%	44.44%
	Satisfaction with the Support of the Devices /Services	SuppSat	5.56%	5.56%	13.89%	33.33%	41.67%
	Competency & Effectiveness of the Service Support Employees	CompEff	11.11%	5.56%	16.67%	27.78%	38.79%
	Speed of the Provided Services	ServSp	11.11%	5.56%	11.11%	19.44%	52.78%
	Quickness of the Problems Resolution	ProblRes	19.44%	0.00%	19.44%	38.89%	22.22%
	Competitiveness of the Services Costs	CostsComp	8.33%	5.56%	27.78%	19.44%	38.89%
	Politeness, Empathy & Responsiveness of the Maintenance Staff	PoEmResp	8.33%	5.56%	22.22%	33.33%	30.56%
	Cost of Services Improvement	ImprCost	19.44%	13.89%	16.67%	27.78%	22.22%
	Recommendation of the Platform	RecomPI	8.33%	0.00%	2.78%	13.89%	75.00%
	Overall Satisfaction with the Provided Services	ServSati	8.33%	2.78%	13.89%	30.56%	44.44%
	Total number of respondents	72					

Constructed on the outcomes found from the factor analysis, it can be concluded that the empirical data confirms the validity of the defined hypotheses of correlation between the observed parameters and their influence on the complex latent indicator for the customer experience. The variables used are appropriately selected to describe the constructs. The interdependencies are represented by the Path Model in Fig. 2.

variables can circumstantially relate to dependent latent factor via these variables

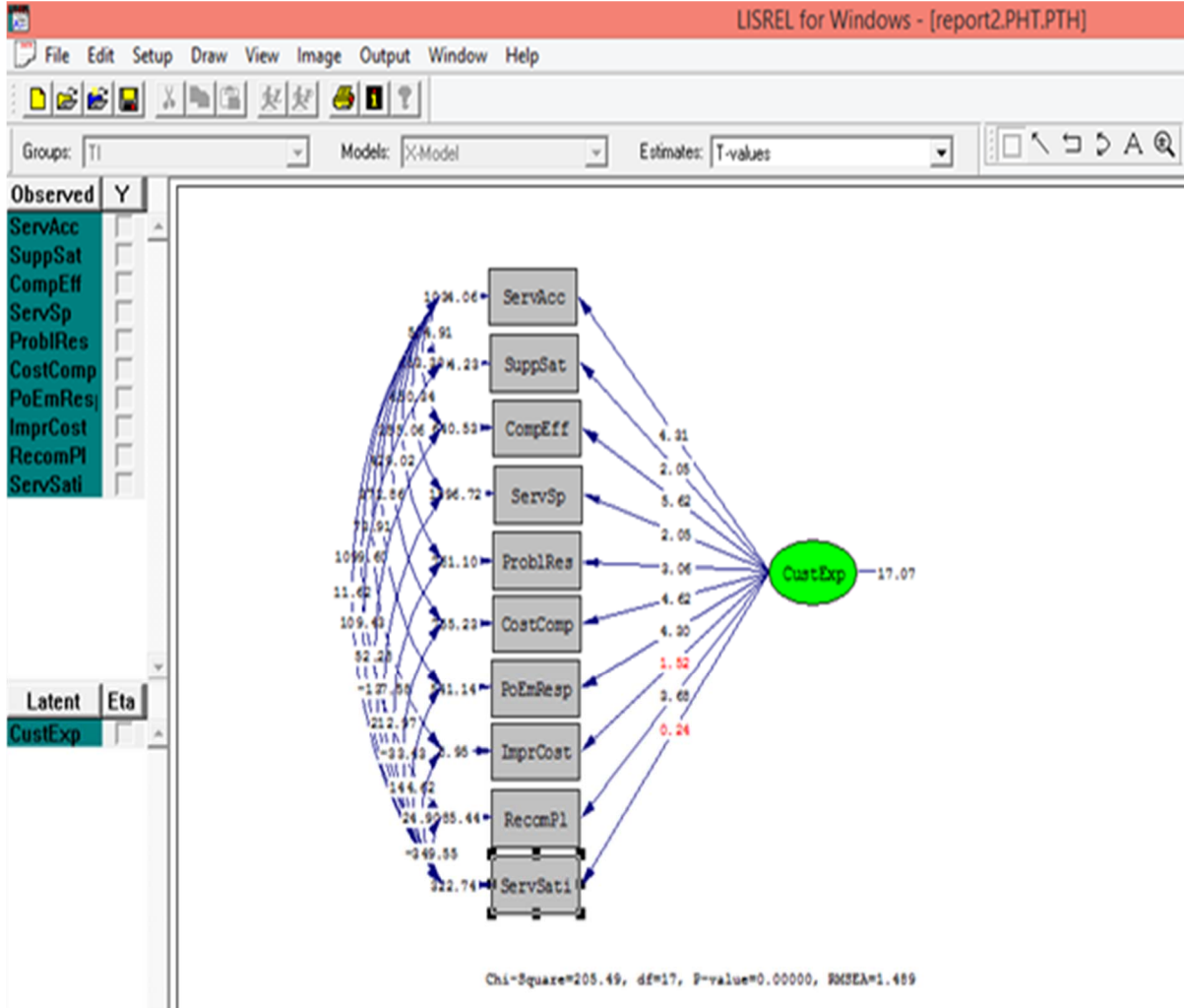


Figure 2. A path model of the interdependencies between the different factors with T-value

Analysis of the Results

The subordinations of independent variables to dependent variable might be measured along with T-value coefficients. $T < 2$ shows the lack of rational relations among independent and dependent variables [2]. As we can see in fig. 2, when $T < 2$ coefficient is red it indicates that there are no significant subordinations among commented paths or variables. Notably direct subordination factors of services accessibility; satisfaction with the support of the devices/services; competency & effectiveness of the service support employees; speed of the provided services; quickness of the problems resolution; competitiveness of the services costs; politeness, empathy & responsiveness of the maintenance staff and recommendation of the platform with latent dependent variable is 99 percent significant ($T > 2$) [8]. It is apparent that the aforementioned factors have straight influence on the latent factor. But the additional two

V. CONCLUSIONS

Based on the virtual gaming platform investigation, we can draw the following conclusions. The strengths of the platform [9] are the speediness with which they provide their services and that nearly 90% of people would recommend it to their friends. Weaknesses are that, according to many people, there is no improvement in price compared to last year and the insufficient resolution of problems. The overall satisfaction of the platform is extremely high, but improvement can be achieved through further training in the maintenance department, aiming at improving the timing of troubleshooting. Considering the global economic situation, the VGP 's products could be run more often at preferential prices in order to increase sales in

lower-income countries. In the digital video game distribution market, the platform has a slight competition, capturing most of the markets in Europe and the United States. The trend in using virtual gaming platform services points to successful platform development in the future based on the exceptional consumer experience it generates. Plans include increasing the supported OS and increasing the number of ongoing products.

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