EXAMINING MOBILE GAME'S LOYALTY STRATEGY: THE CASE OF HONKAI STAR RAIL

FINAL PROJECT

**To Fulfill the Requirements
for Obtaining a Bachelor's
Degree**

**ANGGA SUDA PAMUNGKAS
NIM.B1024211022**

**MANAGEMENT STUDY PROGRAM INTERNATIONAL CLASS
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK**
2025

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PONTIANAK
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STATEMENT OF ORIGINALITY

Name	: Angga Suda Pamungkas
Student Number	: B1024211022
Department	: Management
Study Program	: International Management
Concentration	: Marketing
Title	: Examining Mobile Game's Loyalty Strategy: The Case of Honkai Star Rail

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Pontianak, January 10th, 2025



Angga Suda Pamungkas
B1024211022

ACCOUNTABILITY STATEMENT

I, undersign below:

Name	: Angga Suda Pamungkas
Department	: Management
Study Program	: International Management
Concentration	: Marketing
Date	: January 10th, 2025

Final Project Title:
Examining Mobile Game's Loyalty Strategy: The Case of Honkai Star Rail

Hereby declares that this final thesis is the result of my own work, and all sources, whether quoted or referenced, have been properly acknowledged.

Pontianak, January 10th, 2025



Angga Suda Pamungkas
B1024211022

JURIDICAL SHEET

EXAMINING MOBILE GAME'S LOYALTY STRATEGY: THE CASE OF HONKAI STAR RAIL

Juridical person in charge

Angga Suda Pamungkas
B1024211022

Department : Management
Study Program : Management
Concentration : Marketing
Date of Exam : January 10th, 2025

BOARD OF EXAMINERS

Board of Examiners	Name NIP	Date	Signature
Advisor 1	Prof. Mustaruddin, S.E., M.Si., Ph.D. NIP. 196206021989031002		
Advisor 2	Prof. Dr. Ramadania, S.E., M.Si. NIP. 197509212000032005		
Examiner 1	Heriyadi, S.E., M.E., Ph.D. NIP. 196908171995121004		
Examiner 2	Dr. Wenny Pebrianti, S.E., M.Sc. NIP. 198502072006042001		

Declared to have fulfilled the requirements and passed by the Board of Examiners in the MBKM Research and Comprehensive Final Project Examination to obtain a Bachelor's degree.

Pontianak, 24 JAN 2025
Coordinator of Management Study Program

Bintoro Bagus Purmono, S.E., M.M.
NIP. 199205082019031006

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Pontianak, January 10th 2025



Angga Suda Pamungkas
B1024211022

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ANGGA SUDA PAMUNGKAS

FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS TANJUNGPURA, INDONESIA

ABSTRAK

Industri gim *mobile* mengalami pertumbuhan eksponensial, terbukti dari kontribusinya terhadap separuh pendapatan pasar gim global. Honkai Star Rail, produk dari *Mihoyo*, telah meraih penghargaan sebagai Gim *Mobile* Terbaik pada tahun 2023. Setahun setelah peluncurannya, *Honkai Star Rail* tetap menjadi gim *mobile* kelas atas, secara konsisten masuk dalam peringkat 15 aplikasi dengan pendapatan tertinggi. Efektivitas strategi yang diterapkan oleh pengembang gim dapat secara signifikan meningkatkan loyalitas pelanggan dan perilaku pembelian ulang. Fenomena ini menyoroti sifat dinamis sektor gim *mobile* dan peran penting perencanaan strategis dalam mempertahankan posisi pasar serta membangun keterlibatan konsumen dalam ekosistem digital yang sangat kompetitif ini. Oleh karena itu, penelitian ini mengkaji apakah variabel *in-game reward, flow experience*, dan *content marketing* yang dimediasi oleh *customer satisfaction* dapat memengaruhi *loyalty* pemain. Penelitian ini menggunakan metode kuantitatif serta aplikasi S.P.S.S. dan Amos 26 untuk memproses dan menguji data. Berdasarkan data yang dikumpulkan dari 225 responden di Indonesia, *in-game reward*, *flow experience,* dan *content marketing* secara signifikan memengaruhi *loyalty* pemain *Honkai Star Rail*, dengan variabel mediasi berupa *satisfaction*.

Keywords: Content Marketing, Flow Experience, Loyalty, Reward, Satisfaction

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FACULTY OF ECONOMICS AND BUSINESS
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ABSTRACT

The mobile gaming industry is experiencing exponential growth, as evidenced by its contribution of half the revenue to the global gaming market. Honkai Star Rail, a product of Mihoyo, has secured the prestigious position of Best Mobile Game Award in 2023. A year post-launch, Honkai Star Rail has maintained its status as a top-tier mobile game, consistently ranking among the top 15 grossing applications. The effectiveness of strategies implemented by game developers can significantly enhance customer loyalty and repurchase behaviour. This phenomenon underscores the dynamic nature of the mobile gaming sector. It highlights the critical role of strategic planning in sustaining market position and fostering consumer engagement in this highly competitive digital ecosystem. Therefore, this research examines whether the variables of In-game Reward, Flow Experience, and Content Marketing mediated by Customer Satisfaction can affect the player's loyalty. Researchers use quantitative methods and S.P.S.S. and Amos 26 applications to process and test the data in this research process. Based on the data collected from 225 respondents from Indonesia, in-game rewards, flow experience, and content marketing significantly affect the loyalty of Honkai Star Rail's players, with the mediating variable of satisfaction.

Keywords: Content Marketing, Flow Experience, Loyalty, Reward, Satisfaction.

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RINGKASAN

1. Latar Belakang

Industri gim dalam beberapa tahun terakhir telah mengalami pergeseran signifikan dari platform tradisional seperti konsol dan PC menuju gim mobile. Sejak tahun 2012, pendapatan gim mobile terus meningkat secara eksponensial dan pada tahun 2018, gim mobile telah melampaui platform tradisional menjadi segmen dominan dalam industri global. Pada tahun 2022, gim mobile diproyeksikan menghasilkan pendapatan sebesar $95,4 miliar, mencakup hampir setengah dari total pasar. Wilayah Asia Tenggara, termasuk Indonesia, telah muncul sebagai pasar potensial dengan pendapatan yang terus meningkat, didukung oleh aksesibilitas smartphone yang terjangkau. Sebagian besar gim mobile mengadopsi model bisnis freemium, di mana pendapatan dihasilkan melalui pembelian dalam aplikasi atau iklan, yang sangat bergantung pada retensi pemain. Oleh karena itu, mempertahankan keterlibatan pemain menjadi kunci utama dalam strategi monetisasi gim mobile.

2. Tujuan Penelitian

a. Untuk menguji dan menganalisis pengaruh in-game reward terhadap satisfaction.
b. Untuk menguji dan menganalisis pengaruh flow experience terhadap satisfaction.
c. Untuk menguji dan menganalisis pengaruh content marketing terhadap satisfaction.
d. Untuk menguji dan menganalisis pengaruh in-game reward terhadap loyalty.
e. Untuk menguji dan menganalisis pengaruh flow experience terhadap loyalty.
f. Untuk menguji dan menganalisis pengaruh content marketing terhadap loyalty.
g. Untuk menguji dan menganalisis pengaruh satisfaction terhadap Loyalty.
h. Untuk menguji dan menganalisis pengaruh in-game reward terhadap loyalty melalui satisfaction.
i. Untuk menguji dan menganalisis pengaruh flow experience terhadap loyalty melalui satisfaction.
j. Untuk menguji dan menganalisis pengaruh content marketing terhadap loyalty melalui satisfaction.

3. Metode Penelitian

Penelitian ini menggunakan desain penelitian kausal dengan kuesioner yang diberikan kepada responden yang memenuhi kriteria tertentu. Kuesioner menggunakan skala Likert dari 1 hingga 5, dengan kategori mulai dari sangat setuju hingga sangat tidak setuju. Data dikumpulkan dari 225 responden di Indonesia yang

memainkan Honkai Star Rail selama minimal tiga bulan dan telah melihat konten promosi gim tersebut. Pengambilan sampel dilakukan secara purposive sampling, yaitu memilih responden berdasarkan kriteria khusus yang sesuai dengan tujuan penelitian. Instrumen pengukuran diadaptasi dari penelitian sebelumnya untuk mengukur in-game rewards, flow experience, content marketing, satisfaction, dan loyalty. Data dianalisis menggunakan Structural Equation Modeling (SEM) dengan bantuan perangkat lunak AMOS 26, yang memungkinkan eksplorasi hubungan antar variabel independen dan dependen dalam penelitian ini.

4. Hasil dan Pembahasan

Penelitian ini menunjukkan bahwa in-game rewards, flow experience, dan content marketing secara signifikan memengaruhi kepuasan dan loyalitas pemain Honkai Star Rail. Semua hipotesis terbukti signifikan, dengan kepuasan menjadi variabel mediasi yang memperkuat hubungan antara variabel-variabel tersebut dengan loyalitas. In-game reward, flow experience, dan content marketing meningkatkan keterlibatan pemain dan menciptakan loyalitas jangka panjang. Uji Sobel juga menunjukkan pengaruh tidak langsung variabel-variabel tersebut terhadap loyalitas melalui kepuasan.

5. Kesimpulan dan Rekomendasi

Penelitian ini menyimpulkan bahwa in-game rewards, flow experience, dan content marketing secara signifikan memengaruhi loyalitas pemain Honkai Star Rail, dengan kepuasan sebagai variabel mediasi yang penting. Penelitian ini memberikan wawasan berharga bagi pengembang gim untuk menyempurnakan strategi pemasaran dan meningkatkan keterlibatan pemain guna mempertahankan loyalitas jangka panjang. Rekomendasi bagi pengembang gim adalah untuk terus menawarkan hadiah dalam gim yang menarik, menciptakan pengalaman bermain yang mengalir dan menantang, serta menggunakan pemasaran konten yang efektif melalui media sosial dan komunitas pemain. Dengan strategi ini, pengembang dapat meningkatkan kepuasan dan loyalitas pemain, yang pada akhirnya berdampak pada kesuksesan jangka panjang gim di pasar yang kompetitif.

EXAMINING MOBILE GAME'S LOYALTY STRATEGY: THE CASE OF HONKAI STAR RAIL

SUMMARY

1. **Background**

In recent years, the gaming industry has undergone a significant shift from traditional platforms such as consoles and PCs towards mobile gaming. Since 2012, mobile game revenues have increased exponentially, and by 2018, mobile gaming had surpassed traditional platforms to become the dominant segment in the global industry. By 2022, mobile games were projected to generate $95.4 billion in revenue, accounting for nearly half of the total market. Southeast Asia, including Indonesia, has emerged as a potential market with increasing revenues, driven by the affordability and accessibility of smartphones. Most mobile games adopt a freemium business model, where revenue is generated through in-app purchases or advertisements, heavily relying on player retention. Thus, maintaining player engagement has become a critical factor in the monetization strategy of mobile games.

2. **Research Objectives**

a. To examine and analyze the influence of in-game reward on satisfaction.
b. To examine and analyze the influence of flow experience on satisfaction.
c. To examine and analyze the influence of content marketing on satisfaction.
d. To examine and analyze the influence of in-game reward on loyalty.
e. To examine and analyze the influence of flow experience on loyalty.
f. To examine and analyze the influence of content marketing on loyalty.
g. To examine and analyze the influence of satisfaction on loyalty.
h. To examine and analyze the influence of in-game reward on loyalty through satisfaction.
i. To examine and analyze the influence of flow experience on loyalty through satisfaction.
j. To examine and analyze the influence of content marketing on loyalty through satisfaction.

3. **Research Method**

This study employed a causal research design, utilizing questionnaires administered to respondents who met specific criteria. The questionnaire was based on a Likert scale ranging from 1 to 5, with categories spanning from strongly agree to strongly disagree. Data were collected from 225 respondents in Indonesia who had been playing Honkai Star Rail for a minimum of three months and had viewed the game's promotional content. The sampling method used was purposive sampling, selecting respondents based on specific criteria aligned with the research objectives. The measurement instruments were adapted from previous studies to assess in-game rewards, flow experience, content marketing, satisfaction, and loyalty. Data analysis was conducted using Structural Equation Modeling (SEM) with the assistance of AMOS 26 software, which enabled the exploration of

relationships between the independent and dependent variables in the study.

4. Results and Discussion

The study demonstrates that in-game rewards, flow experience, and content marketing significantly influence player satisfaction and loyalty in Honkai Star Rail. All hypotheses were found to be significant, with satisfaction serving as a mediating variable that strengthens the relationship between these variables and loyalty. In-game rewards, flow experience, and content marketing enhance player engagement and foster long-term loyalty. The Sobel test also confirmed the indirect effects of these variables on loyalty through satisfaction.

5. Conclusion and Recommendations

This study concludes that in-game rewards, flow experience, and content marketing significantly influence player loyalty in Honkai Star Rail, with satisfaction serving as a key mediating variable. The research offers valuable insights for game developers to refine their marketing strategies and enhance player engagement to sustain long-term loyalty. Recommendations for game developers include continuing to offer attractive in-game rewards, creating a seamless and challenging gameplay experience, and employing effective content marketing through social media and player communities. By implementing these strategies, developers can improve player satisfaction and loyalty, ultimately contributing to the long-term success of the game in a competitive market.

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