# ANALYSIS OF THE INFLUENCE OF IMAGE, QUALITY PERCEPTION, AND RISK PERCEPTION ON DECISION TO PLAY TRADITIONAL GAMES THROUGH VALUE PERCEPTION AS INTERVENING

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**Abstract:** Modern games dominate the games of children, teenagers, adults in today's urban areas. Smartphones resulting from technological developments can  be installed into various digital games, played anytime and anywhere during the spare time. While traditional games are less technological developments and are gradually being abandoned, they have many benefits of social competence, such as problem-solving, self-control, cooperation and empathy and are derived from noble cultural values. This study examines the variables of image, quality perception and risk perception of the game on decisions to play traditional games through value perception as an intervening. The sample is 100 respondents from parents of boys and girls who are currently exposed to digital games and are looking for ideal games that are useful for their children and located in urban areas. A technique used in data collection is the accidental sampling method. The data is sourced from questionnaires, and the analysis used in testing the relationship is the SEM using the SmartPLS applications. The conclusions from the analysis are: (1) Brand Image did not have a significant and positive effect on VP; (2) QP has a significant & positive effect on VP; (3) RP did not have a significant & positive effect on VP; (4) VP has a significant & positive effect on DTP Traditional Games; (5) VP did not mediate the Images on DTP Traditional Games; (6) VP mediate the QP on DTP Traditional Games; (7) VP did not mediate the RP on DTP Traditional Games.

**Keywords:** Brand Image; Quality Perception; Risk Perception; Value Perception; and Decision to Play Traditional Games.

## INTRODUCTION

Moral development is shaped and encouraged by social interaction, by interacting constantly with other people, our generation has the opportunity to discover identity, how to crack problems, adapt, innovate and analyze situations and circumstances that exist in the environment. The development of positive moral values can be done by playing, traditional games have a cognitive, social, emotional aspects and become very important things that must be owned by children in their growth period (Iswinarti, 2017). Games can be divided into two categories: modern and traditional. Modern games result from the latest technological sophistication, innovation and creativity of their makers, which are not hindered by cultural norms and less thought about the importance of positive sustainability to society, but more towards the sustainability of the game maker's own business. Modern games are played with gadgets/tools connected to the digital world or the internet. That can connect players with far different locations but with minimal motor movements and the ability to be exposed to positive and negative information. In short, information disclosure and cultural exchanges/changes influenced by creativity (without limits) occur, which do not necessarily match the cultural values of the recipient and may

even damage existing cultural norms. In addition, modern or online games can cause children to become anti-social and only respect their ego (Khobir, 2009).

With Traditional Games, it is hoped that the younger generation can develop their potential and talents cognitively, socially, and emotionally. So that the role of this traditional game is essential for the character, moral and emotional development of the nation's generation; it is fun to develop skills and abilities by playing. Traditional games contain the values of character, morals, and emotional development to develop abilities and skills with fun activities. The existence of traditional children's games causes the maintenance of positive values that show the existence and sustainability of local culture through socialization and enculturation in games. Traditional games, apart from being part of Indonesian culture, have also been proven to provide various benefits for children's development and foster positive character in children.

This is a supporting paper for my leading research, which tries to develop tourism products or tourist attractions based on traditional games and this research tries to look at the perception of the people of the city of JABODETABEK which has huge potential to become domestic tourists in traditional game tourism products.
The purpose of this study is to examine the variables of brand image, quality perception and risk perception of the respondents on decisions or intention to play traditional games through value perception as an intervening.

**METHOD**

The quantitative method was applied in this research, using an online survey through convenience sampling with total respondents 160 responses and complete response 100 responses. The sample is 100 respondents from parents of boys and girls who are currently exposed to digital games and are looking for ideal games that are useful for their children. The specific location of the respondent is Jakarta, Bogor, Depok, Tangerang, and Bekasi (JABODETABEK), an urban area where the people have the vast potential to be tourists. A technique used in data collection is the accidental sampling method. The data is sourced from questionnaires, and the analysis used in testing the relationship is the SEM using the SmartPLS applications. Questionnaire development follows five theories of each variable which are (1) Brand Image (Kotler & Keller, 2005), (2) Quality Perception (Garvin & Davis on Nasution, 2005), (3) Risk Perception (Schiffman, 2015), (4) Value Perception (Sweeney & Soutar, 2001), (5) Decision to Play/Buy (Kotler dan Keller, 2009).

**RESULTS AND DISCUSSION**

*Brand Image* is defined as a set of beliefs, ideas, and impressions a person has of a brand; therefore, consumer attitudes and actions towards a brand are determined mainly by the brand image (Kotler, 2011). Kotler & Keller (2012:10) say that all companies try to create a good and strong brand image by creating a unique brand that can be profitable. Brand Image has five dimensions (Kotler & Keller, 2005), (1) Brand Identity; (2) Brand Personality; (3) Brand Association; (4) Brand Attitude; (5) Brand Benefit & Competence.

Tourist perception of service quality is the total assessment of tourists because of the superiority of service in tourist attractions. Perception of quality is an indicator of assessment of whether or not the quality of service is good. It is closely related to the formation of tourist perceptions for business owners of tourism attractions who want to

continue to exist and excel in business competition to attract tourists' attention. They must provide services and supporting facilities according to ticket prices. If the service is received and perceived as appropriate, then the service quality can be said to be ideal; on the contrary, if the service is perceived to be lower than expectations, the service quality will be perceived as wrong. Dimensions of perceived quality can be done through eight dimensions (Garvin & Davis, 1994), (1) Performance; (2) Features; (3) Reliability; (4) Conformance; (5) Durability; (6) Serviceability; (7) Aesthetics; (8) Fit and Finish.

According to Schiffman and Kanuk (2015), risk perception is the uncertainty consumers face when they cannot predict the impact of their purchasing decisions. *Perceived risk* is also defined as an unfavourable outcome related to a product or service or the
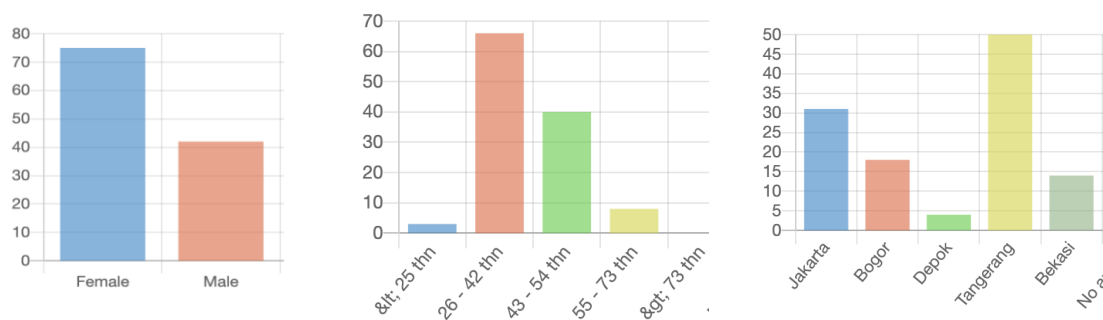


uncertainty of a purchase decision (Hoyer & MacInnis, 2010). It can be concluded that perceived risk is a consumer assessment of the negative results that may be obtained from the consumer purchasing decision process, which becomes essential information for consumers. Dimensions of risk perception can be done through six dimensions (Schiffman, 2015), (1) Performance Risk; (2) Financial Risk; (3) Privacy Risk; (4) Source Risk; (5) Physiological Risk; (6) Time Risk.

Purchasing decisions can arise when stimuli can encourage purchase decisions, one of which is perceived value. Choy John Yee et al. (2011) stated that purchasing decisions are influenced by perceived value. The perceived value is influenced by brand image, perceived quality, and perceived risk (Ya-Hui Wang & Cing-Fen Tsai, 2014). There are three dimensions of value perception, (1) Emotional Value; (2) Social Value; and (3) Functional Value.

The purchasing decision is an integration process that combines knowledge to assess two or more selection behaviors and choose one. Consumer decision is an approach to solving problems in human activities to buy goods or services to fulfil their wants and needs. There are six dimensions of the decision to buy variable, (1) Product Option, (2) Choice of Brand, (3) Reseller Choice, (4) Purchase Time; (5) Purchase Amount; (6) Payment Method.

**Figure 1** : The majority of responses are from Parents & came from Tangerang (source: self-processed data)

The demographic data response from the majority of respondents was Female (68%), came from Tangerang (44%), aged 25 – 42 years old (55%), with education S1 bachelor (44%), Profession Gov Officer PNS (38%) and income 5 – 8 million per mount (34%). The respondents are 25 – 42 (55%), and 43 – 54 (35%) Total of 90% is parents who are concerned with the development of his/her child related to the selection of the games.

**Figure 2** : SmartPLS Model for Decision to Play Traditional Game (source: self-processed data)

In the validity test, On condition that the outer loading of the variable measurement indicator is 0.5, then the indicator is talked about to be valid. And providing that the outer loading of the variable measurement indicator <0.5, the indicator is invalid. The processed results appear that the outer loading value of all indicators > 0.5, so it can be concluded that all indicators are assured to be valid.

In reliability testing, a variable is said to be reliable (consistent) if Cronbach's alpha is 0.6, and a variable is said to be unreliable (inconsistent) if Cronbach's alpha <0.6. The processing results for testing the reliability of the Image variable with four valid indicators produce a Cronbach alpha of 0.799 > 0.6, which means that the four indicators of the Image variable are consistent. From the processing results for testing the reliability of the Quality Perception variable with eight valid indicators, it produces a Cronbach alpha of 0.909 > 0.6 which means that eight indicators of the Quality Perception variable are consistent. From the processing results for testing the reliability of the Risk Perception variable with three valid indicators, it produces a Cronbach alpha of 0.682 > 0.6 which means that the three indicators of the Risk Perception variable are consistent. From the results of processing for testing the reliability of the Value Perception variable with three valid indicators, it produces Cronbach alpha of 0.716 > 0.6 which means that the three indicators of the Value Perception variable are consistent. From the processing results for testing the reliability of the Decision to Play variable with six valid indicators, it produces a Cronbach alpha of 0.846 > 0.6, which means that the six indicators of the Decision to Play variable are consistent.

In the multicollinearity assumption test, if VIF ≤ 10, then there is no multicollinearity and if VIF > 10 then there is multicollinearity. For the Value Perception (VP) model, three independent variables produce VIF < 10, so the resulting model does not have multicollinearity. For the Decision to Play (DTP) model, three independent
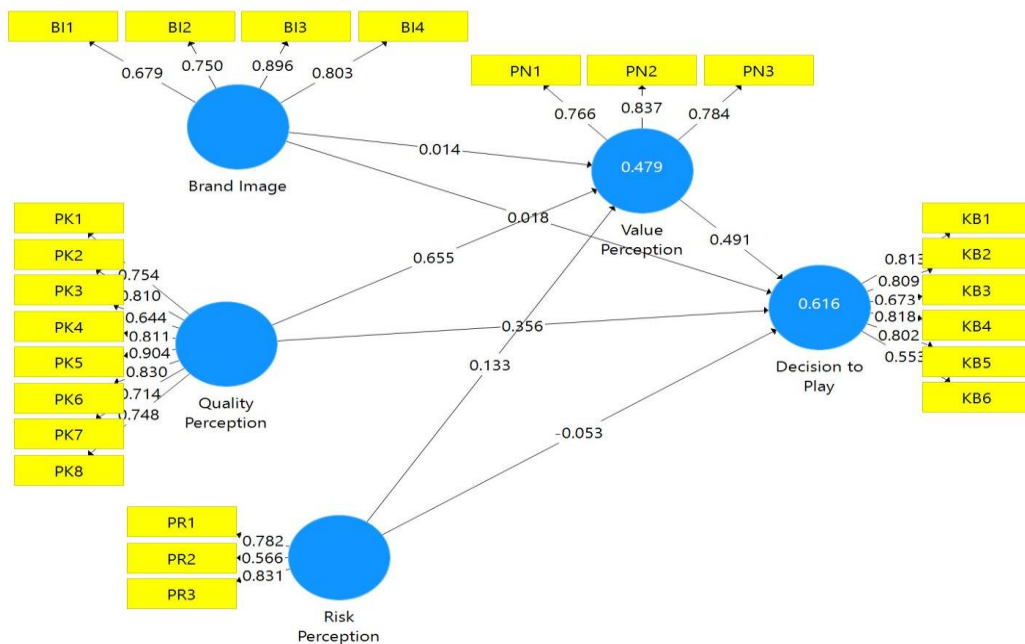


variables produce VIF < 10 so that in the resulting model, there is no multicollinearity.

**Table 1 :** The results hypothesis for all variable tradisional game (source: self-processed data)

| | HYPHOTHESIS | RESULTS | ACTIONS |
|---|---|---|---|
| H1 | Brand Images has a significant and positive effect on Value perception | β 0,014, p = 0,903 > 0,05 | Rejected |
| H2 | Quality Perception has a sign ificant and positive effect on Value Perception | β 0,665, p=0,000 < 0,05 | Supported |
| H3 | Risk Perception has a significant and positive effect on Value perception | β 0,133, p=0,196 > 0,05 | Rejected |
| H4 | Value Perception has a significant and positive effect on Decision to play Traditional Games | β 0,491, p=0,000 < 0,05 | Supported |
| H5 | Value Perception mediates the Brand Images effect on Decision to play Traditional Games | β 0,018, p=0,902 > 0,05 | Rejected |
| H6 | Value Perception mediates the Quality Perception on Decision to play Traditional Games | β 0,0356, p=0,000 < 0,05 | Supported |
| H7 | Value Perception mediates the Risk Perception on Decision to play Traditional Games | β -0,053, p=0,192 > 0,05 | Rejected |

The relation can be explained by 61,6% ($R^2$ = 0,616)

The results hypothesis are (1) Brand Images did not have a significant and positive effect on Value Perception, (2) Quality Perception has a significant and positive effect on Value Perception, (3) Risk Perception did not have a significant and positive effect on Value Perception, (4) Value Perception has a significant and positive effect on Decision to play Traditional Games, (5) Value Perception did not mediates the Brand Images effect on Decision to play Traditional Games, (6) Value Perception mediates the Quality Perception on Decision to play Traditional Games, (7) Value Perception did not mediates the Risk Perception on Decision to play Traditional Games

**CONCLUSION**

The survey results of Quality Perception and Value Perception variables show that the people of JABODETABEK can accept the presence of traditional game tourism products. This means that traditional game tourism products have the potential to be developed because the perception of the largest market urban community(JABODETABEK) is positive and welcoming. The recommendation is to conduct additional qualitative research and FGD with tourism stakeholders (Tour Operator, Travel Agent, Online Travel Agent, Tour Guide) to have another insight into the results for further research.

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