

The Influence Attribute Product to Loyalty Consumer Through Satisfaction Consumer as Intervening Variables (Case Study on Players Games Online Valorant in Surabaya City)

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ABSTRACT

Various new games have emerged with the changing times. Riot Games is a video game development company that has successfully produced a First Person Shooter (FPS) game named "Valorant". Despite being relatively new, this game has managed to capture the interest of FPS enthusiasts. This study aims to determine how the effect of product attributes consisting of product quality, product features, and product style and design through customer satisfaction as an intervening variable on Valorant consumer loyalty in Surabaya. The method used in this research is a quantitative method with a descriptive approach. This study uses purposive sampling technique with population provisions including 17 years and over, domicile in Surabaya City, and playing and purchasing virtual products in Valorant since the last 2 years, so that a sample of 100 respondents was obtained. The data collection used a questionnaire distributed online. The data analysis method uses path analysis and is processed using Statistical Program for Social Science (SPSS) software. The results obtained in this study indicate that the influence of product quality variables, product features, and product style and design each have a significant influence on consumer loyalty. Variable Customer satisfaction has a significant effect on customer loyalty. The product quality variable does not have a significant effect on consumer loyalty. The variables of product features and product style and design each have a significant influence on consumer loyalty.

Keywords : Product Quality, Product Features, Product Style and Design, Customer Satisfaction, Customer Loyalty

INTRODUCTION

Internet moment This has already become the part that isn't inseparable from life every day. The Internet frequently utilized for necessity, communication, interaction, social transactions, business, and even entertainment, e.g., playing online games. The development of online games has become very popular among children, teenagers, and adults because of the accessibility of the internet in all areas. A familiar type of video game is an online game that can only be played on a device connected to the internet. The growth of online games, which is now prevalent on computers and mobile phones, gets everyone's attention.

Online games have already reached a peak in popularity in Indonesia, particularly in the last three years. The more affordable Internet access gives gamers easy access to their favorite games, such as Where Just and When Just. This thing became a factor. The main thing that makes online games increasingly popular in Indonesia Besides that, the COVID-19 pandemic also plays a crucial role in the development of the digital industry, especially online games. According to a report from We Are Social, Indonesia occupies position three as a country with the most video game players in the world. According to the report, around 94.5% of internet users aged 16–64 in Indonesia play video games as of January 2022 (Dihni, 2022).

Valorant has become an online game that is currently on the rise. Valorant is an FPS (first person shooter) game developed and released on June 2, 2020, by Riot Games, a game developer based in the United States. Valorant does not need a long time to get extra attention from community game lovers. Along with the increasing popularity of this game made by Riot Games, the number of

players worldwide in Valorant is on the rise since it was launched in 2020. After two years of good progress, Sum Player Valorant, as of September 2022, had almost reached 22 million players (Newzoo.com, 2022).

Valorant provides virtual products in the form of various skins, but they are only available on weapons or weapons alone. Various unique themes and also full color are always presented by Riot Games for the sake of interest. Players can collect various weapon skins in Valorant. Although sometimes only applies to certain types of weapons, variations of skins presented are very interesting and not boring. This is what makes the players willing to spend a lot of money so they can own and collect the best skins available. Player can make available purchases in the in-game store feature.

Blessing enthusiasm players with the virtual products presented, Riot Games revenue from VALORANT skin sales is spelled out fantastically. According to the official website of Valorant, the Valorant Champions 2022 Skin Bundle succeeded in selling until more than 16 million USD or around 240 billion Rupiah (playvaloran.com, 2022). This thing proves that players have very high enthusiasm for buying virtual products offered by developers. The players who volunteer spend a lot of money to own and collect this skin for the sake of getting satisfaction in the game. because it's a phenomenon This interesting research related to how satisfied consumers are with the virtual products presented in the game, remembering moderate gaming industry experience improvements as well as high enthusiasm from players like yourself.

Attribute the product: describe something attached to the product. Product attributes are important because they are one of the factors considered by consumers when purchasing a product. Attribute product can give a representation accurate from the product itself. Attribute products are elements that become a differentiator product, so they give markup plus benefits as well as become material considerations in making purchases (Kotler & Armstrong, 2017: 249). Besides differentiating between one product and another, attribute products should also become a power pull for consumers.

Satisfaction consumer is defined by Kotler (2005:70) as feeling like or disappointed in somebody, which originates from comparison between the impression and performance (results) of a product with his hopes (Matantu, Tampi, & Mangindaan, 2020:356). That is, the level of satisfaction a customer has with a product is based on how much they enjoy the results or performance. Management believes that customer satisfaction with a product or service is critical, and that this has an impact on the productivity of the Online Game itself.

According to Keller & Keller (2016: 153, loyalty is a deep commitment to buy and return for support of a product or preferred service in the future, regardless of emotional, situational, or marketing influences that may change behavior (Rajab & Nora, 2021:75). Consumer satisfaction is an important factor in a company's success. Consumers will be satisfied if producers can produce goods and services in accordance with what they want. Every consumer has a different level of satisfaction. This thing needs to be noticed by the company. Because loyalty of consumers to a product offered by a company is reflected in their habits, consumers who consistently purchase products straight away.

Literature Review

Attribute Product

(Kotler & Armstrong, 2017:249) explains that an attribute product is a distinguishing feature of a product that is taken into account when making a purchase decision. The perception of the buyer of something as a product is strongly influenced by the characteristics that Product attributes must be interesting to customers while also distinguishing one product from another. This is due to the fact that physique products provide a variety of benefits that buyers require and desire.

The customer will be served with various attributes offered by the company because every product has different attributes. This thing has become not quite enough for the company to check and evaluate the features of the products it sells to determine if they are features. This fulfills requirements and preferences, customer or not. Element attribute product, according to Kotler & Armstrong (2017:249), differentiates into three parts, namely:

- **Quality product**
(Puspita & Nuvriasari, 2018) stated that a quality product is an ability product for carrying out function; ability covers power durability, reliability, accuracy produced, convenience operated and repaired, as well as other valuable attributes of the product in a way. A quality product is an aspect of mandatory importance worked on by each company to produce the product. No product is lost to competitors. The higher the quality of a product, the higher its mark (Primary & Azizah, 2022).
- **Product features**
According to Kotler & Armstrong (2012), features is means competitive to differentiate a product company from its competitors. Past features can create a difference between the product and its competitors. Introduce new features that have a greater impact on the eyes of consumers is one of the most effective ways for a company to outperform its competitors. The consumer can choose whether or not to have certain characteristics.
- **Style and design of the product**
Design is a potential way to overcome competition with competitors because it can differentiate and position products and services for a company. A good performance process, as well as aesthetic colors and styles, will produce a nice design supported by the right composition and adapt to changing times. (Stanton, 2006:285) states that design is one aspect formation of an image product. A unique design, different from the others, can be the only characteristic differentiator for a product (Yuliana & Pratama, 2019:148). Product with good style and design get lots of attention, perform better, and are more competitive in the market. (Anggraini, Putri, et al., 2021) said that consumers will be loyal if they have own Lots choice and get benefits from the products they use. Therefore, to reach such a goal, the company must implement a marketing strategy that focuses on improvement and innovation in its products and keeps going continuously (Azizah, 2022).

Satisfaction Consumer

Consumer satisfaction results from a comparison of what he accepts and hopes for. A customer If you feel satisfied with the value provided by the product or service, then there is a good chance you will become a customer for a long time. (Kotler & Keller, 2007:177) said that satisfaction After comparing the results of the product in mind to the expected performance, the consumer feels like or disappointed. Every business wants to fulfill the needs of the customer. Satisfying the customer's need can give superiority in competition and is very important for continuity in his life. When customers are satisfied with a product or service, they tend to buy it again and use the same service again in the future. This shows that satisfied customers are more likely to purchase next, which is the majority of the company's sales volume.

According to Indrasari (2019: 87–88), there are five main factors that must be noticed by the company to determine the level of satisfaction of consumers, namely:

- **Quality product**
customer will be satisfied. If the evaluation results show that the product used by the customer is of high quality. Rational customers always demand quality goods for every effort made to get them. Consumers will see a plus in something whose quality is high.

- **Quality service**
If service is satisfying or in accordance with hope, the customer will be satisfied. Satisfied customers will more likely buy the same product again. Customers who are pleased with the company's products are more likely to recommend it to others.
- **Emotional**
When customers get the best service, it will appear as an emotional factor. When using a product from a certain brand, which usually has a high level of satisfaction, the customer will feel proud and earn the trust that other people will be impressed by him. Social value that creates customers, like a brand, is what gives them satisfaction; no quality product
- **Price**
The price offered is very influential on consumer satisfaction because consumers will consider price. The quality of a product is determined by its price. Consumers will place more value on the products it offers of the same quality at a low relative price. Because of this, the company can adjust the product's price. This is factor key.
- **Cost and convenience**
Customers are more likely to be satisfied with a product or service if they do not have to pay additional fees or waste time in order to obtain it. Aside from that, the ease with which a customer can obtain a product is important. The easier it is to obtain such a product, the happier the customer is.

Loyalty Consumer

According to Hurriyati (2010), loyalty consumer is commitment customer endure in a way deep for subscribe, return, or do purchase repeat product or service in a way consistent in the century front. According to (Ishak & Luthfi, 2011), consumer loyalty is defined as consistency purchase repeat in a way that is periodic and ongoing over a specific time period because the consumer is interested in a product or brand. Based on the opinions of a number of the experts above, we can conclude that loyalty is an attitude of commitment, closeness, and loyalty to something brand, shop, manufacturer, service, or other entities in the term of time, marked with purchase in a way consistent with repetition in a variety of situations where the choice of product or service available fulfills needs and the customer's own ability to get it.

According to Griffin (2005), there are four types of loyalty based on level of attachment pattern purchase repeat from low to high, including:

- **Without Loyalty**
There are several buyers who don't push faithfulness or dependency on goods or administration because of the lots factor. Low connection rates with low levels of purchase and repeat show a lack of dedication. Basically, a business must avoid this market because they will not become loyal clients.
- **Weak loyalty (inertia loyalty)**
Loyalty type, known to consumers as loyalty weak, is marked by low attachment and high purchase repetition. People who have an attitude usually make purchases based on routine. Convenience factor and situational factors determine the base purchase of goods or services. Most of the time, products or many services used get a sort of loyalty sort of thing.
- **Loyalty is hidden (latent loyalty).**
Loyalty level or relative attachment is tall accompanied with level purchase and low return in type loyalty. Aside from attitude, situational factors influence customers with latent loyalty to purchase again. Companies can utilize strategies such as adding variation to a product or service

with a known factor situation on loyalty hidden, so they can influence customers to make purchases in a repetitive way.

- Premium Loyalty
Attachment level combined with height and activity purchase return produce loyalty. By nature, loyalty is sort of This is something that everyone looks forward to from any company. Feelings of pride among consumers when they find and use a product or service and, with a good heart, recommend it to friends, family, and others are an illustration of premium loyalty of sorts.

Hypothesis

Based on variables that will be researched, the hypothesis to be filed in this study is as follows:

- H1: Quality products are influential and significant to satisfaction consumers.
- H2: Product features are influential and significant to customer satisfaction.
- H3: Product design is influential and significant to satisfaction consumers.
- H4: Consumer Satisfaction Influences Loyalty Consumer
- H5: Quality products are influential and significant to satisfaction among consumers.
- H6: Product features are influential and significant to the satisfaction of consumers.
- H7: Style and design are influential on loyalty consumers through satisfaction consumers.
- H8: Quality products are influential to loyalty consumers through satisfaction consumers.
- H9: Product features are influential to loyalty consumers through satisfaction consumers.
- H10: Style and design are influential and significant to loyalty consumers.

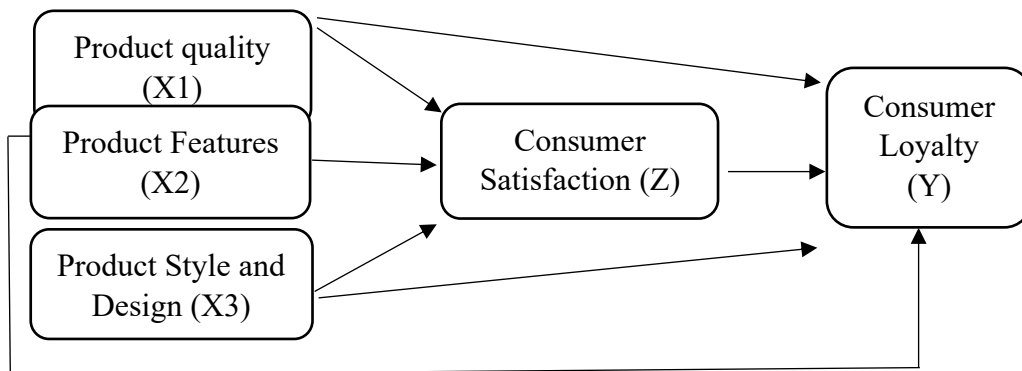


Figure 1. Framework Think

RESEARCH METHOD

Study This is a quantitative type study with a descriptive approach. Study This aim is to know how attributes of products consisting of quality (X1), features (X2), and style and design (X3) influence loyalty among consumers through satisfaction as an intervening variable. The population in the study This is a player-online *game called Valorant* with criteria. 17 years old and above, domiciled in the city of Surabaya, as well as play the *Valorants online game with* as many as 100 respondents. Measurement variable using the obtained Likert scale from the spread questionnaire in a way *on line* using *Google Forms* The tests used in the research This includes data instrument tests that include validity and uni-test reliability. Furthermore, the classic assumption test is carried out,

which includes the normality test, the multicollinearity test, and the heteroscedasticity test. Furthermore, the T test and coefficient test were also carried out for the determinant (R²), as well as the analysis of the path (path analysis). As for the data tested using SPSS version 29.

RESULTS AND DISCUSSION

Characteristics respondent

Questionnaires distributed have filled out responses for as many as 100 people. Based on the results of the acquisition of questionnaire data, the majority of respondents were men, with as many as 76 (76%) respondents, while women amounted to 24 (24%) respondents. Based on age, the majority of respondents were aged 21–23 years, for a total of 69 respondents (60%). Based on work, the majority of respondents professed to be students, with a total of 89 respondents (89%). Based on domicile, the majority of respondents were domiciled in the city of Surabaya East, with a total of 28 respondents (28%).

Validity Test

Table 1 Validity Test

Variable		Coefficient Correlation	Sig	r Table	Conclusion
Quality Product (X1)	X1.1	0.782	<0.001	0.196	Valid
	X1.2	0.685	<0.001	0.196	Valid
	X1.3	0.728	<0.001	0.196	Valid
	X1.4	0.684	<0.001	0.196	Valid
	X1.5	0.614	<0.001	0.196	Valid
	X1.6	0.621	<0.001	0.196	Valid
Product Features (X2)	X2.1	0.731	<0.001	0.196	Valid
	X2.2	0.695	<0.001	0.196	Valid
	X2.3	0.646	<0.001	0.196	Valid
	X2.4	0.687	<0.001	0.196	Valid
	X2.5	0.641	<0.001	0.196	Valid
Product Style and Design (X3)	X3.1	0.649	<0.001	0.196	Valid
	X3.2	0.604	<0.001	0.196	Valid
	X3.3	0.660	<0.001	0.196	Valid
	X3.4	0.590	<0.001	0.196	Valid
	X3.5	0.679	<0.001	0.196	Valid
	X3.6	0.743	<0.001	0.196	Valid
	X3.7	0.735	<0.001	0.196	Valid
Loyalty consumer (Y)	Y. 1	0.760	<0.001	0.196	Valid
	Y.2	0.716	<0.001	0.196	Valid
	Y.3	0.643	<0.001	0.196	Valid
	Y.4	0.708	<0.001	0.196	Valid
	Y.5	0.742	<0.001	0.196	Valid
Satisfaction Consumer (Z)	Z. 1	0.749	<0.001	0.196	Valid
	Z. 2	0.697	<0.001	0.196	Valid
	Z. 3	0.671	<0.001	0.196	Valid
	Z.4	0.653	<0.001	0.196	Valid
	Z.5	0.773	<0.001	0.196	Valid
	Z.6	0.726	<0.001	0.196	Valid

Based on the table above, it shows that results testing validity on indicators variables own valid information because the mark correlation is entirely valid.

Reliability Test

Table 2 Reliability Test

Variable	Cronbach's Alpha	Cronbach's Minimum Alpha	Information
Quality Product (X1)	0.770	0.60	Reliable
Product Features (X2)	0.699	0.60	Reliable
Product Style and Design (X3)	0.784	0.60	Reliable
Loyalty Consumer (Y)	0.751	0.60	Reliable
Satisfaction Consumer (Z)	0.806	0.60	Reliable

Based on the data from Table 1, it can be seen that quality products (X1), product features (X2), product style and design (X3), loyalty consumers (Y), and satisfaction consumers (Z) have a Cronbach alpha value of 0.60. So that can be concluded that all variables stated are reliable and capable of being used as instruments in research.

Normality Test

**Table 3 Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.37847665	
Most Extreme Differences	Absolute	.077	
	Positive	.077	
	Negative	-.054	
Test Statistic		.077	
Asymp. Sig. (2-tailed) ^c		.155	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.152	
	99% Confidence Interval	Lower Bound	.142
		Upper Bound	.161

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

From the table the can explained that Kolmogorov-Smirnov test results indeed proven residual values follow normal distribution because Asymp . Sig. (2-tailed) = 0.155 > 0.05.

Multicollinearity Test

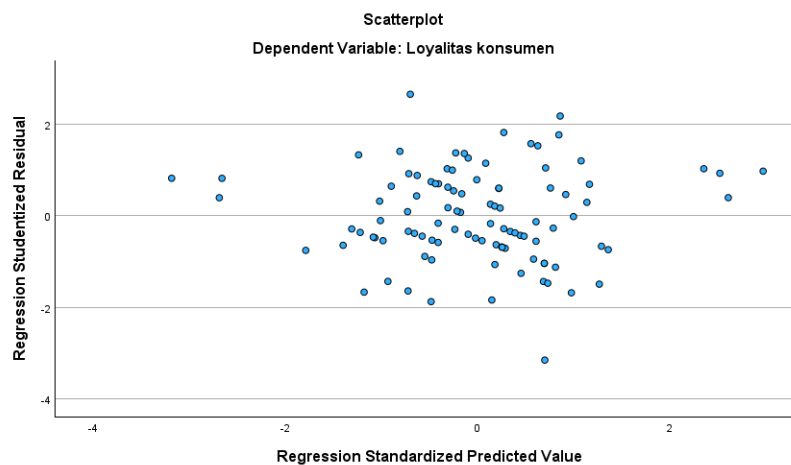
Table 4 Multicollinearity Test

No	Variable	tolerance	VIF
1	Quality Product	0.494	2,023
2	Product Features	0.344	2,907
3	Product Style and Design	0.390	2,565

From the results calculation multicollinearity with VIF value can be known in the table on that for all variable own VIF value < 10, and tolerance value > 0.1, so third variable free on research This No found symptom multicollinearity.

Heteroscedasticity Test

Table 5 Heteroscedasticity Test



Based on the scatterplot graphic output image above, it can be seen that dot, dot, dot spread above and below number 0 on the Y axis with no form pattern. So you can conclude that there is no problem with heteroskedasticity in regression models and their feasibility for use.

Analysis and Hypothesis Testing Sub Structure 1

Table 6 Structure t test 1

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.681	1.858		1.443	.152
	Kualitas Produk	.273	.095	.266	2.857	.005
	Fitur Produk	.366	.147	.281	2.495	.014
	Gaya dan Desain Produk	.285	.102	.293	2.785	.006

a. Dependent Variable: Kepuasan Konsumen

Quality Product (X1) has a sig of 0.005 and t count of 2.857 at a coefficient of 5% because has sig <0.05 and t table >1.66 then variable Quality Product (X1) has an effect positive and significant to Satisfaction Consumer (Z). Product Features (X2) has a sig of 0.014 and t count of 2.495 at a coefficient of 5% because sig value <0.05 and t count > 1.66 then Product Feature variable (X2) has an effect positive and significant to Satisfaction Consumer (Z). Product Style and Design (X3) has a sig of 0.006 and t count of 2.785 at a coefficient of 5% because sig value <0.05 and t count > 1.66 then Product Style and Design variables (X3) have an effect positive and significant to Satisfaction Consumer (Z).

Coefficient Test Sub Structure Determinants 1

Table 7 Coefficient Test Determinants of Sub Structure 1

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743 ^a	.552	.538	2.409

a. Predictors: (Constant), Gaya dan Desain Produk, Kualitas Produk, Fitur Produk

b. Dependent Variable: Kepuasan Konsumen

Based on the results of testing, it can be explained that the mark coefficient notated determination The adjusted R square figure is 0.538, which means 53.8% consumer satisfaction is influenced by variables such as quality, features, styles, and designs of products, so the remainder (100%-53.8%) with 46.2% results was affected by other outside variables studied.

Sub Structure 2

Table 8 Sub Structure t test 2

Coefficients ^a

Model	Unstandardized Coefficients B	Standardized Coefficients Beta	std. Error	t	Sig.
1 (Constant)	-1,495		1,447	-1,033	.304
Quality Product	.045	.061	.069	.647	.519
Product Features	.226	.244	.108	2,093	.039
Product Style and Design	.243	.351	.074	3,279	.001
Satisfaction Consumer	.166	.209	.068	2,417	.018

a. Dependent Variable: Loyalty Consumer

Quality Product (X1) has a sig of 0.519 and t count of 0.647 at a coefficient of 5% because has sig > 0.05 and t table < 1.66 then variable Quality Product (X1) does not influential significant to Loyalty Consumer (Y). Product Features (X2) has a sig of 0.039 and t count of 2.093 at a coefficient of 5% because sig value < 0.05 and t count > 1.66 then Product Feature variable (X2) has an effect significant to Loyalty Consumers (Y). Product Style and Design (X3) has a sig of 0.001 and t count of 3.279 at a coefficient of 5% because sig value < 0.05 and t count > 1.66 then Product Style and Design variables (X3) have an effect significant to Loyalty Consumer (Y). Satisfaction consumer (Z) has a sig of 0.018 and t count of 3.279 at a coefficient of 5% because sig value < 0.05 and t count > 1.66 then variable Satisfaction consumers (Z) are influential significant to Loyalty Consumer (Y).

Table 9 Coefficient Test Determinants of Sub Structure 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 ^a	.554	.535	1.72061

a. Predictors: (Constant), Kepuasan Konsumen, Kuaitas Produk, Gaya dan Desain Produk, Fitur Produk

b. Dependent Variable: Loyalitas Konsumen

Based on the results of testing, it can be explained that the mark coefficient notated in the determination of the adjusted R square number is 0.535, which means 53.5% of loyal consumers are influenced by variables such as quality, features, style, and design of the product, and satisfaction of the consumer, so that the rest (100% - 53.5%) with a yield of 46.5% are affected by other variables outside the study of this.

Discussion

Influence Quality Product (X1) against Satisfaction Consumer (Z)

Based on hypothesis test results, quality products have a sig value of 0.005 and a t count of 2.857 at a coefficient of 5%. Because the sig value is 1.66, it means variable quality product (X1) has

a positive as well as significant influence on satisfaction consumer (Z). Because of that the results of the study prove that hypothesis 1 (H1) can be accepted. This thing shows that the quality provided by the Valorant developers to the players has a strong influence on satisfaction. Research results This is relevant to a study previously carried out by Purna Sari, H. Chalil, and Engki P. Nainggolan (2018) with the title research Influence Attribute Product to Satisfaction Consumer Using an ASUS Brand Smartphone in Palu City". Study the mention that satisfaction felt by consumers about the ASUS brand is influenced by how much good quality the company provides. because research has shown that quality products have a significant influence on consumer satisfaction.

Effect of Product Features (X2) on Satisfaction of Consumers (Z)

Based on the results, testing hypotheses show that product features have a sig value of 0.014 and a t count of 2.495 at a coefficient of 5%. because sig value < 0.05 and t count > 1.66, meaning the product feature variable (X2) has a positive influence as well as being significant to satisfaction consumer (Z). Because of that the results of the study prove that hypothesis 2 (H2) can be accepted. This can prove that the product features that are offered by Valorant developers to the players have a strong influence on satisfaction. The same research results were also obtained in research previously conducted by Purna Sari, H. Chalil, and Engki P. Nainggolan (2018) with the title Influence Attribute Product to Satisfaction Consumer Using an ASUS Brand Smartphone in Palu City," which shows that feature products have a significant influence on satisfaction consumers.

Influence of Product Style and Design (X3) on Consumer Satisfaction (Z)

Based on the results of the testing hypothesis, Product Style and Design have a significant value. 0.006 and t count 2.785 at a coefficient of 5%. because sig value < 0.05 and t count > 1.66, meaning the Product Style and Design variable (X3) has a positive influence as well as being significant to Satisfaction Consumer (Z). Because of that the results of the study prove that hypothesis 3 (H3) can be accepted. This thing can prove that valuable game product style and design can give satisfaction to the players. The same research results were also obtained in research previously conducted by Purna Sari, H. Chalil, and Engki P. Nainggolan (2018) with the title Influence Attribute Product to Satisfaction Consumer Using an ASUS Brand Smartphone in Palu City," which shows that design products have a significant influence on satisfaction consumers.

Influence Satisfaction Consumer (Z) against Loyalty Consumer (Y)

Based on the results, the testing hypothesis shows that satisfaction consumers have a value of sig. 0.018 and a t-count count 2.417 at a coefficient of 5%. because sig value < 0.05 and t count > 1.66, meaning variable satisfaction consumer (Z) gives significant influence to loyalty (Y). Because of that, therefore, the results of the study prove that hypothesis 4 (H4) can be accepted. The same research results were also obtained in the study previously carried out by Fenny Indrawati (2018) with the title Influence of Quality Products on Loyalty Customers With Satisfaction As Intervening Variables at Cincau Station Surabaya," with the result that satisfaction consumers have a significant influence on loyalty consumers.

Influence Quality Product (X1) against Loyalty Consumer (Y)

Based on the results, testing hypotheses show that quality products have a sig value. 0.519 and t count 0.647 at a coefficient of 5%. because sig value > 0.05 and t count < 1.66, meaning variable quality product (X1) does not give significant influence to loyalty consumer (Y). Because of that the results of the study prove that hypothesis 5 (H5) is rejected. This thing can prove that quality products offered by the Valorant developers to the players are not yet guaranteed to ensure consumer loyalty

without other factors. Condition This is directly related to the increased number of games released with high quality from Valorant Games. because that's the majority of players, no matter what game they are playing.

The same research results were also obtained in the study previously conducted by Agung Widodo, Dr. Wahdiyati Moko, SE., MM (2019) with the title Influence Attribute Product to Loyalty Consumers in Mobile Games: Mobile Legends: Bang Bang (Studies in University of Brawijaya Malang Students)," which shows that quality products have no significant influence on loyalty consumers. However, different results were found in research conducted by Indrawati (2018), which found that quality products are influential and direct in a way that is significant and positive for loyalty among customers. In research on this, if quality product increases, then loyalty customers follow and experience improvement.

Influence of Product Features (X2) on Loyalty Consumers (Y)

Based on the results, testing hypotheses show that product features have a sig value. 0.039 and t count 2.093 at a coefficient of 5%. because sig value is 0.05 and t count is > 1.66 , meaning the product feature variable (X2) has a positive influence as well as being significant to the loyalty consumer (Y). because that's why the results study This proves that hypothesis 6 (H6) can be accepted. This thing can prove that Sennakin has good product features presented by the developers in Game Valorant, so the players will become increasingly loyal.

Research results This is different from the results obtained in the research conducted by Agung Widodo, Dr. Wahdiyati Moko, SE., MM (2019) with the title Influence Attribute Product to Loyalty Consumers in Mobile Games: Mobile Legends: Bang Bang (Studies in University of Brawijaya Malang Students)," which shows that feature products have no significant influence on loyalty consumers.

Influence of Product Style and Design (X3) on Loyalty Consumer (Y)

Based on the results, testing hypotheses show that product style and design have significant value. 0.001 and t count 3.279 at a coefficient of 5%. because sig value < 0.05 and t count > 1.66 , meaning the Product Style and Design variable (X3) has a positive influence as well as being significant to the loyalty of the consumer (Y). Because of that the results of the study prove that hypothesis 7 (H7) can be accepted. This thing can prove more The style and design presented by the developers in the Valorant Game are good, for the players will become increasingly loyal to the game.

The same research results were also obtained in the study previously conducted by Agung Widodo and Dr. Wahdiyati Moko, SE., MM (2019) with the title research Influence Attribute Product to Loyalty Consumers in Mobile Games: Mobile Legends: Bang Bang (Studies in University of Brawijaya Malang Students)," which shows that design products have significant influence on loyalty consumers.

Influence Quality Product (X1) against Loyalty Consumer (Y) through Satisfaction Consumer (Z)

Based on the results, testing the hypothesis shows that quality product (X1) has a positive and significant influence on loyalty consumers (Y) through satisfaction consumers (Z). This is proven by the results obtained in the Sobel test, i.e., a t count of 1.79832405 > 1.66 , which indicates that the t count results are bigger from a t table with a level of significance of 0.05 (5%). Then I concluded that the coefficient of mediation (0.045318 effect) was significant. Variable satisfaction among consumers can mediate variable quality products loyalty among consumers. With quality skin products presented by Valorant developers, it creates a sense of satisfaction in the players so that they purchase weapon

skins in a repetitive way. Hypothesis 8 can be accepted, which means quality products are influential and significant to consumer loyalty through satisfaction.

The same research results were also obtained in research previously carried out by Cindy Phasalita Widayatma and Sri Puji Lestari (2019) with the title *Influence of Quality Products on Loyalty Consumers with Satisfaction Consumers as Intervening Variables (Case Study at Rifa Culinary Kendal)*, which shows that satisfaction consumers can become mediating variables between quality products and loyalty consumers.

Influence of Product Features (X2) on Loyalty Consumer (Y) via Satisfaction Consumer (Z)

Based on the results, testing the hypothesis shows that product feature (X2) has a positive and significant influence on loyalty consumers (Y) via satisfaction consumers (Z). This is proven by the results obtained in the Sobel test, i.e., a t count equal to $1.67556377 > 1.66$, which shows that the t count results are bigger from a t table with a level of significance of 0.05 (5%). So you can conclude that coefficient mediation of 0.060756 is influential and significant. Variable satisfaction among consumers can mediate variable feature products loyalty among consumers. With various feature skin products presented by Valorant developers, it creates a sense of satisfaction in the players so that they too feel loyal, which ultimately gives rise to the purchase of weapon skins in a repetitive manner. Hypothesis 9 can be accepted, which means the feature product is influential and significant to the loyalty of consumers through satisfaction of Valorant Game consumers in Surabaya.

This result supports a study previously carried out by Muhammad Pandu Baskara (2023), which stated that satisfaction can mediate between features and loyalty among BSI Mobile customers. Meaning. Loyalty can increase if there are adequate features. Where satisfaction is an intermediary mediating variable, loyalty customers Because of that, can be concluded that loyalty can improve value by enhancing features, passing satisfaction as intermediary mediation, or using influence. No, straight away.

Influence of Product Style and Design (X3) on Loyalty Consumer (Y) via Satisfaction Consumer (Z)

Based on the results, the testing hypothesis shows that style and product design (X3) have a positive and significant influence on loyalty consumers (Y) via satisfaction consumers (Z). This is proven by the results obtained in the Sobel test, i.e., a t count equal to $1.77503137 > 1.66$, which shows that the t count results are bigger from a t table with a level of significance of 0.05 (5%). So you can conclude that coefficient mediation of 0.04731 is influential and significant. Variable satisfaction consumers can mediate variable style and design products to build loyalty. The style and design of skin products presented by Valorant developers create a sense of satisfaction in the players so that they are willing to purchase weapon skins in a repetitive manner. Hypothesis 10 can be accepted, which means style and design product influence are significant to loyalty and satisfaction of consumers in Surabaya City.

This result is in line with research conducted by Dani Haris (2019), who stated that Variable Satisfaction Consumer as intervening variables are capable of having a positive and significant influence on consumer loyalty. This thing shows that designing products with satisfaction in mind can increase loyalty among consumers at PT. Aseli Dagadu Yogyakarta because the results are positive. This result is also confirmed by research by Aditya Yessika Alana, Wahyu Hidayat, and Handoyo Djoko, who stated that design is influential on loyalty and satisfaction among customers as consumer intervening variables for Nokia cell phones.

CONCLUSIONS

Based on the findings of the research, which included data collection, processing, and analysis, the following conclusions can be drawn: Influence Attribute Product to Loyalty Consumer Through Satisfaction Consumer as Intervening Variables (Case Study of VALORANT Online Game Players in Surabaya City) According to the findings of the study, each product's quality, features, style, and design all have a significant impact on consumer satisfaction. That is, the more good-quality something given by the product company to the customer, the more high-value satisfaction received by the customer. Vice versa. Features are also one aspect considered by consumers when moving brands. The more good features provided by the company, the more it also receives high satisfaction from customers, and vice versa. Apart from that, the design of the product provided by a company can also influence the level of satisfaction a customer has. Because of the intended target consumers, many are starting to bother to design something capable that fulfills fulfil needs and desires.

Satisfaction consumers are influential in a way significant to loyalty consumers. This result demonstrates that customer satisfaction has become the most important variable in determining a company's success. The more satisfied customers, the more loyal customers. Hi, that also applies for developing companies, Valorant. If the company succeeds in giving a feeling of satisfaction to the players, then they will be loyal to Valorant. Product features, as well as style and design, each have a significant influence on the loyalty of consumers. This result shows that features have a close relationship with how loyal customers are to a product. The more good features presented, the more loyal the customer will be. Vice versa. Apart from that, design is one influencing factor in how loyal customers are to a product. In this case, Riot Games, as the developer of Valorant, presents a creative and imaginative skin design that also has indulgent visual effects for the player. Because that's a lot, players show their loyalty to Valorant by often playing and purchasing skins to beautify their games.

However, different results were found in quality: which product is a quality product? There is no significant influence on the loyalty of consumers. That is a quality product. Not yet. Of course, ensure the customer is loyal to the product. The quality that Riot Games brings to Valorant Can give a sense of loyalty to the player. The cause is that there are many similar game developers who present the same game quality. As a result, the players tend to lose no matter what game they are playing. Quality product, features product, as well as style and design each product has a significant influence on consumer loyalty through satisfaction consumer. That is, with quality skin products, features various skin products, and imaginative and aesthetic design, it can increase the satisfaction of the players so that they do not purchase weapon skins in a repetitive manner. Based on the results, you can conclude that a variable satisfaction consumer can mediate a variable quality product, a product with features, as well as a style and design product, to a loyal consumer.

Suggestion, the researcher gives some suggestions as follows: Suggestions for Riot Games: As the company developing the Valorant game, researchers submit some suggestions that can be made material considerations, including that Riot Games must still maintain and improve connections with the Valorant community, especially in Indonesia. The method can change or increase the virtual quality of the product, from facet games, aesthetics, virtual prices of items, to method payment, so the players can more enjoy and be loyal with Valorant. Apart from that, developers can also strengthen characteristics typical of the game Valorant, considering Valorant is a small FPS game different from other FPS games. This thing aims for this game's own uniqueness separately so that it is interesting and holds lots of interest for the players to play Valorant.

Riot Games should too be more creative in designing virtual products, especially the appropriate weapon skins with the desire of current players. This is considered monotone. This thing needs to be done for consumers. No experience saturation Advice for researchers: next, hopefully, we can develop a study. This, along with researching other factors, can influence loyalty among consumers

in the game Valorant. The researcher next uses another method in his research, like an interview that is more deep with the respondent, so the information obtained can be more detailed and varied. This thing aims to give a deeper understanding of possible factors that influence loyalty of Valorant Game consumers. Researcher, then you can also expand your study outside of Surabaya, so you can study loyalty game-valuant consumers in other cities in Indonesia.

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