The Effect of Online Game Streaming on Tiktok Accounts @Serveretherblade on the Level of Audience Satisfaction

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ABSTRACT

(The Tiktok account @serveretherblade with 1,990 followers is one of those who stream online games through the Tik Tok application. A broadcast can produce an impact that is felt directly by the audience. Like the followers of the @serveretherblade tiktok account who watch streaming online games, of course, through the information conveyed, they also have entertainment to fill their free time by watching streaming shows on the account. This study aims to determine the level of satisfaction of the audience of the @serveretherblade tiktok account. Research using explanatory quantitative. The data collection method used was a Google Form questionnaire using a Likert Scale and literature review. This study uses non-probability sampling with the sample collection technique is convenience sampling. Data analysis using SPSS. Respondents in this study were 100 followers of the Tiktok @serveretherblade account. The validity test resulted in an r-table value of 0.196. The results of SPSS data processing show that r-count> r-table, so the 12 statement instruments are declared valid. The reliability test shows the Cronbach's alpha value of the variables tested is above 0.6. So it proves to be reliable. The conclusion of this study is the results of the hypothesis obtained, t count> t table. Thus it is rejected, meaning that there is a positive and significant influence between "Streaming Online Games on Tiktok Accounts on the Level of Audience Satisfaction.

Keywords: *Tiktok, Live Streaming, Audience Satisfaction.*

Introduction

The presence of the internet changes social interactions that were previously carried out face-to-face, into interactions that use media connected to the internet network. Along with the development of the internet, various kinds of online products began to appear, one of which was social media. According to (Haryono, 2018) social media emphasizes the process that occurs in each individual (its users) to exchange ideas, ideas, message production, in the form of virtual or network. Interaction between one person and another can be done anywhere, and anytime. Social media can be a medium to support the process of interaction between individuals.

According to (Cahyono, 2016) the largest and most frequently used social media include Facebook, Whatsapp, Twitter, TikTok, and Instagram. Various forms of such applications are used en masse by the general public. These applications have become part of life in the community to share and communicate with each other

Tik Tok is one of the most popular and popular applications in the world. TikTok allows its users to create 15-second videos accompanied by music, filters, and several other creative features including live streaming. This application was launched by a company from China, China.

TikTok is one of the social media applications that millennials are interested in today. Based on data quoted from (Pertiwi, 2020) Indonesia contributes the highest number of TikTok downloads in the world. TikTok has been named the best-selling app with over 63.3 million total downloads on both iOS and Andoid devices. According to Sensor Tower on (Pertiwi, 2020) Indonesia

accounted for 11 percent of TikTok's total downloads). The data shows that TikTok social media is one of the popular new media choices in Indonesia and the world today.

As an internet-based form of interactive multimedia, live-streaming has actually grown rapidly and is popular worldwide since 2011 (Needleman, 2015). Thanks to its popularity, in some cases it is found that many people actually prefer to watch rather than have to do the activities they watch, such as playing online games (Kaytoue et al., 2012).

Live-streaming does offer real-time human interaction between streamers and their viewers who can interact with each other (Hilvert-Bruce et al., 2018). Therefore, of the many types of live-streaming on the internet, video game streaming is in the top position (Tassi, 2013). This is evidenced by the online video game streaming audience increased to reach 609 million viewers in 2020 and is expected to increase sharply to 749 million viewers in 2022. and dominated by Asia and then Europe and America. They are not only a viewer but they can become a video game content creator (Tassi, 2013).

The Tiktok account @serveretherblade with 1,990 followers, one of which makes streaming online games, especially Perfect World games. The purpose of the account owned by gamers from Indonesia is not just to be a game player but also to provide knowledge, tactics, and communicate directly to other players in Indonesia. One of the advantages of this Tiktok @serveretherblade account, streamers only focus content on one online game as well, namely Perfect World.

A   Impressions   can produce an impact that is felt directly by the audience. Like the TikTok account followers, @serveretherblade who watch online game streaming on the account, of course, have information related to the game being discussed, know the characteristics of the streamer through the information submitted, also have entertainment to fill their free time by watching streaming shows on the account.

Based on the description above, researchers are interested in researching the influence of online game streaming tiktok accounts @serveretherblade in the level of audience satisfaction, with the object of research being followers / followers   account   TikTok   @serveretherblade. The selection of research objects is based on the majority often watching streaming tiktok accounts @serveretherblade some even make it a favorite account and information media as well as entertainment.

This study aims to determine the level of satisfaction of the viewers of the TikTok account @serveretherblade. Research carried out theoretically has benefits to support the development of science in the field of broadcasting. The research carried out practically can be used for evaluation materials for other game streamers in increasing audience satisfaction, and it is hoped that this research can be a reference for other students.

Literature Review – Heading 1 (CALIBRI, 12, Bold, Align Left, Capitalize Each Word)
Review of Past Research Literature
In this section, researchers include various previous research results related to the research to be carried out, then make a summary, both published and unpublished research. The following is previous research that is still related to the theme that the author studied.
First, the research conducted by Nadya Putri Dewanti in 2018 examined the 'Level of Audience Satisfaction of Indonesia Lawyers Club Broadcast on TVONE for Law Students of the University of North Sumatra' This study uses the theory of Uses and Gratifications with research methods,

namely quantitative approaches, questionnaire research methods and questionnaires. The results showed that there was an influence on ILC impressions on the level of audience satisfaction (Dewanti, 2018).

Second, in a study conducted by Galen Ilma Isfahany in 2022, it discusses the 'Relationship Between Viewing Motives and the Level of Satisfaction of Adolescent Subscribers on the VDVC Religious Youtube Channel'. The research carried out used the theory of Uses and gratification and quantitative approaches with correlation analysis techniques. The results of the study on the level of viewing motives and the level of satisfaction of adolescent subscribers on the VDVC religious Youtube channel are included in the high category. This study shows that there is a positive relationship between the motive for watching (X) and the level of satisfaction of adolescent subscribers on the religious VDVC Youtube channel (Y), evidenced by a correlation coefficient of 0.627 with a t value of 7.966 which means there is a strong and unidirectional significant relationship between the motive for watching and the level of satisfaction of adolescent subscribers on the religious VDVC Youtube channel (Isfahany, 2022).

Third, in a research conducted by Fahri Ramadhan in 2015 discussed the 'Influence of The Comment Comedy Talk Show Program on Net TV on Public Viewing Interest' (Study on Residents on Jalan Sukapura Bandung, West Java). Research that Implemented using cultivation theory, with a quantitative approach, questionnaire research methods. That can be concluded in the study is that there is an influence of the comedy talk show program The Comment on Net TV on people's viewing interest. Therefore, the input that researchers are able to provide is so that a program on television can better monitor the media content on television shows, this aims to provide quality improvements to television programs in various fields so that viewers get entertainment and feel satisfied with the programs aired (Ramadhan, 2015).

Stream On TikTok App

TikTok has experienced the advancement of the internet and the use of technology everywhere, According to Wan et al., (2017) suggests that we can see the socio-technical approach from user donation behavior. Where these two factors, namely social factors and technical factors, influence and increase user interest in creating content. According to Zhang, et al., (2019), argue that social factors (including social isolation and social interaction anxiety) and technical factors are (entertainment and personalization) that affect user addiction.

TikTok Live Streaming is more authentic and easier to get consumer satisfaction because it is not craved M.Zhang eit al., (2020). The results of research by Zhang eit al (2020) revealed that trust can be increased through direct interactivity (active control, two-way communication, synchronicity). By creating attractive Live Streaming conditions, consumers will be more interested and pay more attention to the Live Streaming. With more and more TikTok users following Live Streaming Again, that way the TikTok algorithm will appear more often the Live Streaming on FYP (For Your Page) so that the sense of satisfaction can continue to be increased again, Hou eit al.'s research (2019) shows that the ability of streamer attraction and humor, social appearance, and interactivity play a sufficient role in viewers' behavioral intentions in Live

Streaming. So according to (Chiang &; Hsiao, 2015) studying the stickiness of TikTok users can be seen from the aspects of environment, needs, and usage.

Audience Satisfaction

This study specializes in satisfaction raters who emphasize more on audience satisfaction. According to (McQuail, 2011) satisfaction is divided into 4 categories, namely: information satisfaction, personal identity satisfaction, integrity satisfaction and social interaction, and entertainment satisfaction.

.   1. Information satisfaction, where users are said to get information satisfaction if they:

a. Can find out various things related to online game streaming b. Get the latest information about online games

c. Can understand the information conveyed by the streamer of the tiktok account @serveretherblade

2.   Personal identity satisfaction, where users are said to get personal identity satisfaction if they:

a. Feel motivated, feel interested and feel satisfied with streaming online games on tiktok account @serveretherblade

3.   Integration satisfaction and social interaction, where users are said to get integration satisfaction and social interaction if they:

a.   Can be emotionally involved while watching those streams

b.   Can apply knowledge / information obtained from streaming

4.   Entertainment satisfaction, where users are said to get entertainment satisfaction if they:

a.   Feel attracted to the streamer from @serveretherblade tiktok account

b.   Feel interested in the topic of discussion

Referring to previous literature and research studies, in this study it is hypothesized that:

Ho: There is no influence given by online game streaming @serveretherblade tiktok account on the level of audience satisfaction.

Ha: There is an influence of online game streaming tiktok account @serveretherblade on the level of audience satisfaction.

Thinking Framework

Figure 1 Thinking Framework of Streaming Online Games on Tiktok (X) and Audience Satisfaction Level (Y)

From the above frame of mind, researchers want to know whether there is an influence of each variable tested, such as: Online Game Streaming Variables on Tiktok (X) on the Audience

Satisfaction Level (Y) variables with categories of information satisfaction, personal identity satisfaction, integrity satisfaction and social interaction, and entertainment satisfaction (McQuail, 2011).

Table 1 Operational Concepts

Variabel	Dimensi	Indikator
Streaming game online pada Tiktok Variabel (X) (Chiang & Hsiao, 2015)	Lingkungan	1. Lingkungan dapat mempengaruhi pemilihan streaming Tiktok 2. Streamer dan penonton mampu berinteraksi sehingga menimbulkan ketertarikan bagi sekitarnya
	Kebutuhan	1. Penonton membutuhkan informasi pada streaming akun Tiktok @serveretherblade
	Pemakaian	1. Menggunakan aplikasi untuk menghabiskan waktu luang
Kepuasan Penonton Variabel (Y) (McQuail, 2011)	Kepuasan Informasi	1. Penonton mendapatkan informasi sesuai dengan yang diharapkan 2. Topik pembahasan menarik dan mendalam
	Kepuasan Identitas Pribadi	1. Merasa puas dengan pembahasan yang disampaikan oleh streamer 2. Topik pembahasan tersampaikan dengan jelas
	Kepuasan Interaksi dan Integrasi Sosial	1. Streamer berinteraksi dengan baik 2. Menonton Ketika merasa sendiri
	Kepuasan Hiburan	1. Streamer membawakan suasana dapat menghibur *audience* 2. Penonton merasakan akun tiktok @serveretherblade menjadi tempat hiburan

Research Methods

The approach used in this study is quantitative with the positivism paradigm with a survey method in the form of an online google form questionnaire. Indicators used to determine the level of audience satisfaction include: information satisfaction, personal identity satisfaction, integrity satisfaction and social interaction, and entertainment satisfaction (McQuail, 2011).

This study uses nonprobalility sampling, where not all populations can be sampled (Sugiyono, 2014), with the sample collection technique is convenience sampling, which is a technique used by researchers to obtain market research data from a pool of respondents that can be accessed.

The target population in this study is followers of @serveretherblade tiktok account with a total of 1,990 followers, The sample size or magnitude in this study uses a maximum error tolerance of 10% (0.1)

Determination of sample size in this study using the slovin formula, Description: n = Number of samples, N = Number of population and e2 = Fixed error tolerance level

$$n = \frac{N}{1 + N.\,E2}$$

$$n = \frac{1990}{1 + 1990.\,0.102}$$

n = 95.215311 (95)

So that the samples set in this study are 95 samples. Previously, the researcher will briefly explain the elements of the questionnaire to ensure that respondents understand the sequence of the questionnaire. The questionnaire contains the effect of online game streaming on @serveretherblade tiktok account on the level of audience satisfaction. Next, identify the effect of online game streaming on TikTok accounts @serveretherblad on the level of audience satisfaction. Type research which is used using SPSS-based components that are considered more suitable for prediction-oriented studies such as this study (Sujarweni, 2015). Meanwhile, the form of scale used to measure data is the Likert scale, including: Number 1: respondents say strongly disagree (STS), Number 2: respondents say disagree (TS), Number 3: respondents say neutral (N), Number 4: respondents say agree (S), and Number 5: respondents say strongly agree (SS).

Data Analysis Techniques

Researchers will analyze the data using SPSS version 26. Validity is measured by comparing the r-count value (pearson correlation) with the r-table (product moment). If the r-count value > r table then the statement is valid, while the reliability test is measured using cronbanch's alpha with the condition that the value of cronbanch's alpha > 0.60 and the significance level of 5% (Sugiyono, 2014) Then proceed with simple regression analysis and hypothesis test Results and Discussion of Respondent Characteristics

Based on the results of the distribution of research questionnaires, the characteristics of data on the male sex dominate by 88.5% while women are 11.5%. The age of respondents was dominated by the age of 21-25 years, which was 58.6%, the age of 26 years and over was 34.5% and finally 16-20

year by 8%.

Validity Test

The validity test is carried out to determine the validity of a statement from the questionnaire distributed. If the results are valid, it means that the questionnaire statements are related to each other (Sugiyono, 2014).

Table 2 Validity Test

Item	r-hitung	item	r-hitung	item	r-hitung	r-tabel
X.1	0,684	Y.1	0,849	Y.5	0,892	
X.2	0,815	Y.2	0,912	Y.6	0,825	0,196
X.3	0,839	Y.3	0,911	Y.7	0,888	
X.4	0,639	Y.4	0,854	Y.8	0,667	

The above result shows that the r-table value is 0.196. The results of spss data processing show that r-count > r-table, then 12 statement instruments are declared valid.

Reliability Test

Reliability tests are carried out to see whether a data is reliable or not. If the reliable test result of cronbanch's alpha value > 0.60 then the data is reliable and if the value of cronbanch's alpha < 0.60, then the data is reliable or reliable and reliable.

Table 3 Reliability Tests

Reliability Statistics

Cronbach's Alpha	N of Items
.956	12

(Source: SPSS results, 2023)

The results of processing spss data in the reliability test show that the value of cronbanch's alpha 0.956 > 0.60, then the data is declared reliable or reliable and reliable.

Simple Linear Regression Analysis

Simple linear regression analysis is a linear relationship between one independent variable (X) and the dependent variable (Y). Simple regression analysis can be used to determine the direction of the relationship between the independent variable and the dependent variable, whether it has a positive or negative relationship and to predict the value of the dependent variable if the value of the independent variable increases or decreases.

The linear regression formula is simple as follows:

$$Y = a + bX$$

Information:

Y = Dependent variable (dependent variable) X = Independent variable (independent variable) a = Constant (value of Y if X=0)

b = Regression coefficient (positive or negative influence).

Table 4 Simple Linear Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.211	1.922		4.791	.000
	StreamingTiktok	1.520	.114	.883	13.357	.000

a. Dependent Variable: KepuasanPenonton

(Source: SPSS results, 2023)

From the spss results above, the equation can be written as follows: Y = 9.211 + 1.520X

Where:

Y = Audience Satisfaction

a = Constant, in this study the value is 9.211. This number is a constant value (X=0) which means that if there is no Online Game Streaming On TikTok (X) then the consistency value of the Audience Satisfaction Level (Y) will still be 9.211.
b = Regression Coefficient. Koefisisen b is worth 1,520, if every 1% increase in the rate of Online Game Streaming On TikTok then the Audience Satisfaction Rate (Y) will increase by 1,520.

Hypothesis Test Test t
The t test is performed to look for the effect of each independent variable (X) on the dependent variable (Y). If t-count > t-table then the hypothesis is accepted but if t-count < t-table then the hypothesis is rejected. The formula for finding the t-table is:
t-table = a/2; n-2-1 Description:
a = 0.05 = confidence level n = Number of samples
Then the result:
0,05/2; 100-2-1
0,025; 97
Then in the t-table obtained a value of 1.984. The results of the data show that the t-count variable Streaming Online Games On TikTok (X) of 13.357 means t-count > t-table then the hypothesis (HO and Ha) is accepted.

Test f
Test   f   Done   to   look for
the effect of the Online Game Streaming variable on TikTok (X) on the Audience Satisfaction Level (Y) variable of 0.642 or 64.2% and 35.8% is influenced by the variable

simultaneous effect of variable X
If f-count > f-table, the hypothesis is accepted, while if the value of f-count < f-table, the hypothesis is rejected. The formula for finding the f-table is:
df1= k-1 df2= n-k
Then the result:
df1= 3-1=2
df2= 100-3=97
In table f with a probability of 0.05 a result of 3.09 is found.

Table 5 Test f

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3087.599	1	3087.599	178.399	.000^b
	Residual	1696.111	98	17.307		
	Total	4783.710	99			

a. Dependent Variable: KepuasanPenonton
b. Predictors: (Constant), StreamingTiktok

(Source: SPSS results, 2023)

The results above show that the f-count value is 178.399. When compared to the value of the f-table, f-calculate

> f-table then the hypothesis (Ha) is accepted.

Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803[a]	.645	.642	4.160

a. Predictors: (Constant), StreamingTiktok

Table 6 Test Coefficient of Determination

The results of the coefficient of determination test above, Adjusted R Square is 0.642, this figure shows that there are other outside this study.

Conclusion

This study concluded that there is an influence of the variables Online Game Streaming On TikTok (X) Audience Satisfaction Level (Y). H1 has been shown to have a significant effect.

The results of this study show that Streaming Online Games on TikTok can increase satisfaction in watching streaming content contained in TikTok accounts @serveretherblade even though it has a weak influence. The connection that social media accounts have to their followers is important in increasing satisfaction to be able to like streaming shows presented by @serveretherblade tiktok account. By building a strong connection between streamers and viewers, it will affect the level of follower satisfaction, because of these two dimensions have the greatest value. Researchers suggest that future studies can examine other factors, about what can affect endogenous variables in this study.

Suggestion

Based on the conclusions that have been described, therefore due to the discovery of a very strong correlation between Tiktok Streaming and Audience Satisfaction, it is recommended that TikTok account streamers @serveretherblade able to produce more creative, informative and quality shows for the audience, so that the audience likes the show even more.

Conclusion

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