

The Effect of Perceived Enjoyment and Social Interaction on Continuance Intention Through User Satisfaction Among Valorant Players in Bandung City

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Abstract

This study aims to analyze the effect of perceived enjoyment and social interaction on continuance intention through user satisfaction among Valorant players in the city of Bandung. This research is motivated by the decline in Valorant's global monthly active player count, from approximately 24–25 million in mid-2024 to 17–20 million by the end of 2025, as well as the fluctuating pattern of information searches about Valorant in Indonesia, which indicates an issue with players' continuance intention. This study uses a quantitative approach with a survey method. The research sample consisted of 116 respondents selected using a purposive sampling technique, with the criteria of being at least 17 years old, having played Valorant at least once in the last three months, and residing in the city of Bandung. Data were analyzed using multiple linear regression and the Sobel test with the assistance of SPSS version 25. The results show that perceived enjoyment and social interaction have a positive and significant effect on user satisfaction, and user satisfaction has a positive and significant effect on continuance intention. Directly, only social interaction has a significant effect on continuance intention, while perceived enjoyment has no significant direct effect and is thus fully mediated by user satisfaction, whereas the effect of social interaction is partially mediated. These findings indicate that enjoyment in playing only drives continuance intention after being processed through satisfaction, whereas social interaction drives that intention both directly and through user satisfaction. This study reinforces the integration of the Expectation Confirmation Model, the concept of a hedonic information system, and self-determination theory in the study of post-adoption user behavior in online games. The findings can serve as input for Riot Games and other stakeholders in the competitive gaming industry in designing player retention strategies that emphasize playing enjoyment, the quality of social interaction, and user satisfaction.

Keywords:

Valorant; Perceived Enjoyment; Social Interaction; User Satisfaction; Continuance Intention.

1. INTRODUCTION

Changes in society's increasingly dynamic and activity-dense lifestyle often give rise to stress and mental fatigue, causing individuals to seek forms of entertainment that can restore their emotional state while maintaining psychological balance (Koçak et al., 2024). In the modern era, digital entertainment is increasingly becoming a primary choice because it is easily accessible and capable of providing recreational experiences through various electronic devices, one of which is online gaming (Nakagomi et al., 2025; Muliani et al., 2024). In addition to providing personal enjoyment, online games also foster competitive challenges as well as intense means of social interaction, in which players can connect with one another and cooperate within a virtual environment (Adachi & Willoughby, 2017). One genre that has experienced rapid growth is the first-person

shooter (FPS), which demands mechanical precision, reaction speed, and team coordination, thereby generating a high level of social engagement during gameplay. One FPS title that stands out and has attracted considerable attention on the global stage is Valorant, developed by Riot Games and officially released for PC on June 2, 2020 (Mercante, 2020). Since its release, Valorant has been known as a tactical/hero-shooter game built around 5v5 team play that combines shooting mechanics, strategy, and unique character abilities (agents) (Roach, 2022). As a hedonic information system in which the success of a technology is measured by users' intrinsic motivation to obtain entertainment (Heijden, 2004). Valorant is designed to deliver an engaging and entertaining gameplay experience (perceived enjoyment) through a combination of game mechanics, agent variety, content updates, and teamwork (Sihite et al., 2024). In addition, as a team-based game, Valorant requires communication, strategic coordination, and cooperation among players in every match (social interaction) (Ramadhan & Nurdiansyah, 2024). It is the combination of enjoyable gameplay and positive social interaction with fellow players that forms user satisfaction, since this experience is considered to provide emotional and social benefits commensurate with the time and effort players invest (Husniah et al., 2025). When players feel satisfied with the gameplay experience, they obtain, their tendency to keep playing (continuance intention) increases (Patzner et al., 2020). Therefore, players' decisions to keep playing Valorant are influenced not only by personally perceived enjoyment, but also by the need to connect and interact with other players within the game's ecosystem.

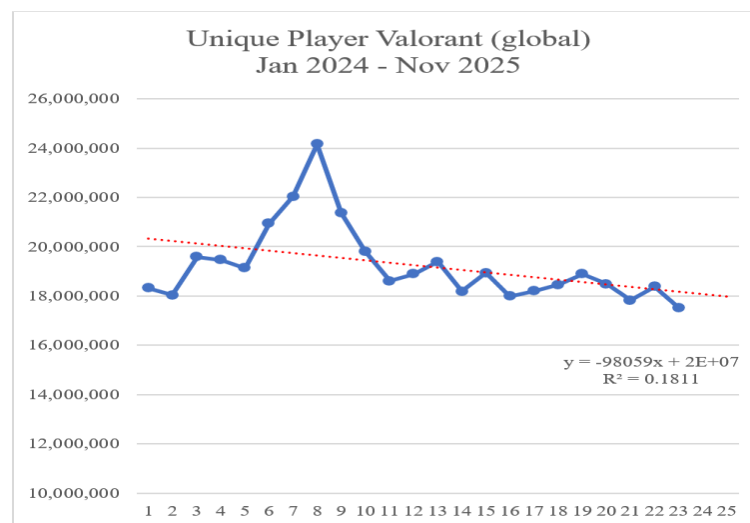


Figure 1. Trend of Unique Valorant Players, 2024-2025
(Source: Tracker.gg, data processed 2025)

Based on aggregator data compiled from Valorant's population/insights page for the period January 2024 - November 2025, the number of Valorant's monthly active players rose sharply following its release and briefly reached approximately 24-25 million players in mid-2024, before subsequently declining and fluctuating within the range of 17-20 million players through the end of 2025 (Tracker.gg, 2025). This pattern indicates that Valorant has moved past its initial growth phase and entered a stage in which the sustainability of its player base depends more on the ability to retain existing players than on acquiring new ones. Furthermore, based on Google Trends Indonesia data for 2024-2025, search interest in Valorant shows a fluctuating pattern without consistent growth. When compared relatively with several other PC FPS titles such as Counter-Strike 2, Apex Legends, and Fortnite, Valorant still exhibits a relatively higher level of search interest. This phenomenon indicates that the decline in the number of globally active players is directly proportional to the decline in public interest within Indonesia in seeking information about Valorant, further reinforcing the existence of a problem with Valorant players' continuance intention.

In understanding the intention to continue using a digital system, the Expectation Confirmation Model (ECM) positions satisfaction as the primary determinant of continuance intention (Bhattacharjee, 2001). This study extends the model by incorporating perceived enjoyment the intrinsic sense of enjoyment felt by players while playing Valorant which is expected to also shape satisfaction and drive continuance intention. However, as a team-based hedonic information system, players' decisions to keep playing are shaped not only by personal enjoyment but also by the social dimension of the game. Based on Self-Determination Theory, social interaction reflects the fulfillment of players' need for social relatedness (Ryan & Deci, 2000(Vale, Nobre, Vieira, & Deretti, 2026)). Although most prior studies show a positive effect of both variables on continuance intention, inconsistent findings, together with the decline in active players and search interest in Valorant, indicate a gap between the gameplay experience on offer and players' decisions to keep playing. This study offers novelty by examining the role of user satisfaction as a mediator between perceived enjoyment, social interaction, and continuance intention for Valorant as one of the leading PC FPS games, a topic that remains

understudied in Indonesia. In addition, this study focuses on Bandung City as its research locus, given its strong gamer base and status as home to one of the largest esports communities in Indonesia. Accordingly, this study aims to analyze the effect of perceived enjoyment and social interaction on continuance intention through user satisfaction among Valorant players in Bandung City.

This study uses the Expectation Confirmation Model (ECM) developed by Bhattacharjee (2001) as its theoretical foundation. ECM explains that a user's intention to continue using a system after initial use is influenced by an evaluation of the usage experience, in which user satisfaction serves as the primary determinant driving the formation of continuance intention. In the context of this study, Valorant is a hedonic information system, so continued use is influenced not only by cognitive evaluation but also by the enjoyable gameplay experience and social interaction that occur during play (Bhattacharjee, 2001; Heijden, 2004; Gul & Yurtsizoglu, 2025).

Perceived enjoyment is the level of intrinsic pleasure a user feels while using a system, independent of its utilitarian benefits (Davis et al., 1992). Allam et al., (2019) In hedonic systems such as online games, an enjoyable gameplay experience is an important factor in shaping user satisfaction (Heijden, 2004). The extension of ECM carried out by Thong et al. (2006) also shows that perceived enjoyment is one of the post-adoption beliefs that influences user satisfaction. Previous research has shown that perceived enjoyment has a positive effect on user satisfaction across a variety of digital system contexts as well as in online games (Wibowo & Ho, 2023; Cahyati & Fazizah, 2025). Based on the foregoing, the following hypothesis is formulated:

H1: Perceived enjoyment has a positive effect on user satisfaction among Valorant players in Bandung City.

In addition to the enjoyment factor, this study also draws on Self-Determination Theory (SDT), proposed by Ryan & Deci (2000), which explains that the need for social relatedness is one of the basic psychological needs that drives individuals' intrinsic motivation. In the context of multiplayer games such as Valorant, this need is realized through communication, cooperation, and social relationships among players, which together form social interaction (Trepte et al., 2012). Positive social interaction can enhance players' emotional experience and satisfaction while playing (Shi et al., 2024). Previous research results show that social interaction has a positive effect on user satisfaction in online games (Wu et al., 2020; Michael et al., 2023). Based on the foregoing, the following hypothesis is formulated:

H2: Social interaction has a positive effect on user satisfaction among Valorant players in Bandung City.

Continuance intention is a user's desire to continue using a system after obtaining an initial usage experience (Franque, Oliveira, Tam, & Santini, 2021) (Bhattacharjee, 2001). In the extension of ECM within hedonic-system contexts, perceived enjoyment not only increases satisfaction but also directly drives continuance intention (Thong et al., 2006). The higher the level of enjoyment players feel while playing, the greater their tendency to keep playing the game. Previous research results show that perceived enjoyment has a positive effect on continuance intention among online game users (Lukas Marcelino et al., 2021; Huang & Liu, 2024). Based on the foregoing, the following hypothesis is formulated:

H3: Perceived enjoyment has a positive and significant effect on continuance intention among Valorant players in Bandung City.

Based on Self-Determination Theory (SDT), fulfilling relatedness needs through social interaction increases intrinsic motivation and encourages individuals to sustain the activity in which they are engaged (Ryan & Deci, 2000). In multiplayer games, communication and social relationships among players strengthen attachment to the game and thereby increase the desire to keep playing. Previous research findings show that social interaction has a positive effect on continuance intention in online games (Przybylski et al., 2010; Puspitasari et al., 2018; Fiki Rifkiana & Efrilianda, 2024; Keraf et al., 2025). Based on the foregoing, the following hypothesis is formulated:

H4: Social interaction has a positive and significant effect on continuance intention among Valorant players in Bandung City.

User satisfaction is an overall evaluation of the usage experience obtained after using a system (Kuo & Hsu, 2022). In the Expectation Confirmation Model, satisfaction is regarded as the primary factor determining continued use (Bhattacharjee, 2001). The higher a user's level of satisfaction, the greater their tendency to keep using the system in the future. Previous research has also shown that user satisfaction has a positive effect on continuance intention across various digital system and online game contexts (Patzer et al., 2020; Ningrum & Yudistria, 2025). Based on the foregoing, the following hypothesis is formulated:

H5: User satisfaction has a positive and significant effect on continuance intention among Valorant players in Bandung City.

In the Expectation Confirmation Model, user satisfaction also acts as a mediating variable bridging the relationship between usage experience and continuance intention (Bhattacharjee, 2001). An enjoyable gameplay experience as well as positive social interaction increase user satisfaction, which in turn drives the

desire to keep playing the game. Previous empirical findings show that user satisfaction mediates the relationship between perceived enjoyment and continuance intention, as well as the relationship between social interaction and continuance intention (Puspasari & Rojuaniah, 2023; Rifkiana & Efrilianda, 2024; Keraf et al., 2025). Based on the foregoing, the following hypotheses are formulated:

- H6: User satisfaction mediates the effect of perceived enjoyment on continuance intention among Valorant players in Bandung City.
H7: User satisfaction mediates the effect of social interaction on continuance intention among Valorant players in Bandung City.

2. RESEARCH METHOD

This study uses a survey method to collect data and analyze how players' enjoyment and social interactions affect their continued use of the game, based on their satisfaction levels, focusing on Valorant players in Bandung City. The group of people studied includes every player of Valorant in Bandung City who is 17 years old or older and has played the game at least one time in the last three months. The method used to select participants was purposive sampling, which followed the specific traits that were set in advance for the respondents. A total of 116 people answered the online questionnaire that was sent out. All the statements were measured using a scale from 1 to 5.

Data was collected in a planned way using an online Google Forms survey that was shared through social media and local Valorant gaming groups, like Discord, WhatsApp chats, and Instagram. Screening questions were added at the start of the questionnaire to make sure everyone who took the survey met the required conditions before they started the full questionnaire.

Before starting the hypothesis testing, the research tool was checked for validity and reliability to make sure that each part of the tool properly and consistently measured the right research variable. Classical assumption tests were done next, including checks for normality, multicollinearity, and heteroscedasticity, to make sure the regression model met the basic requirements for the analysis. The study used descriptive analysis, multiple linear regression, path analysis, and the Sobel test to look at how user satisfaction acts as a middle step between perceived enjoyment and social interaction, and how that connects to the intention to keep using the service. All the data processing and analysis were done using SPSS software, version 25. The conceptual model for this study is shown below.

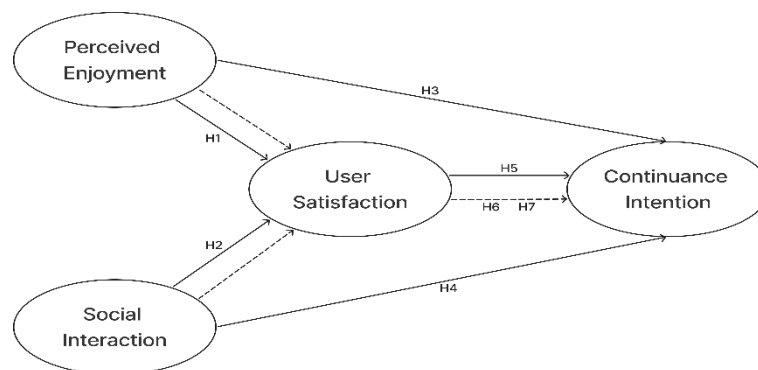


Figure 2. Conceptual Model of the Study

3. RESULTS AND DISCUSSION

3.1. Results

This study involved 116 respondents who are active Valorant players in Bandung City and have played the game at least once within the past three months. By gender, respondents were dominated by males, with 100 people (86.2%), while females numbered 16 people (13.8%). The majority of respondents were aged 21-25 years (53.5%), followed by those aged 17-20 years (33.6%) and 26-30 years (12.9%). In terms of occupation, most respondents were university students (56.1%), followed by private-sector employees (17.2%) and secondary/high-school students (16.4%). Meanwhile, the majority of respondents had an income or monthly allowance of less than IDR 1,500,000 (46.6%), followed by the range of IDR 1,500,000-5,000,000 (37.9%). These characteristics indicate that the study's respondents were dominated by young people who actively play Valorant, consistent with the study's target population.

3.1.1. Validity and Reliability Test

In this study, the external validity of the instrument was tested through a pre-test administered to 30 respondents with characteristics similar to the study population. The statistical technique used was the Pearson Product-Moment correlation.

Table 1. Validity and Reliability Test Results

Variabel	Vaditas test				Reabilitas tes	
	Statement	r-Hitung	r-Tabel	P(Sig)	Remaks	Cronbach's Alpha
Perceived enjoyment	PE 1	0.872	0.3601	0.000	Valid	0.843
	PE 2	0.853		0.000	Valid	
	PE 3	0.862		0.000	Valid	
	PE 4	0.704		0.000	Valid	
Social interaction	SI 1	0.781	0.3601	0.000	Valid	0.750
	SI 2	0.675		0.000	Valid	
	SI 3	0.652		0.000	Valid	
	SI 4	0.904		0.000	Valid	
User satisfaction	US 1	0.782	0.3601	0.000	Valid	0.851
	US 2	0.825		0.000	Valid	
	US 3	0.882		0.000	Valid	
	US 4	0.876		0.000	Valid	
Continuance Intention	CI 1	0.741	0.3601	0.000	Valid	0.825
	CI 2	0.933		0.000	Valid	
	CI 3	0.843		0.000	Valid	
	CI 4	0.804		0.000	Valid	

Based on Table 1, all statement items for each variable are declared valid, since each has an r-calculated value greater than the r-table value (0.3601) at a significance level of $0.000 < 0.05$. The r-calculated values range from 0.704-0.872 for Perceived Enjoyment, 0.652-0.904 for Social Interaction, 0.782-0.882 for User Satisfaction, and 0.741-0.933 for Continuance Intention. The highest r-calculated value for each variable is found in item PE1 (0.872), SI4 (0.904), US3 (0.882), and CI2 (0.933) respectively, indicating that these items are the most representative in measuring their respective constructs.

The reliability test results show that all variables have a Cronbach's Alpha value above 0.60, Perceived Enjoyment at 0.843, Social Interaction at 0.750, User Satisfaction at 0.851, and Continuance Intention at 0.825. Accordingly, all research instruments are declared reliable with good internal consistency, making them suitable for further analysis.

3.1.2. Descriptive Analysis

Tabel 2. descriptive analysis results

Number	Descriptive Analysis Results	Mean Statistik	Mean Value	Criteria
1	Perceived enjoyment (PE)		3,96	High
2	Social interaction (SI)		3,80	High
3	User satisfaction (US)		3,67	High
4	Continuance Intention (CI)		3,24	Medium

Based on Table 2, the Perceived Enjoyment (PE) variable obtained a mean value of 3.96, falling into the high category, indicating that respondents felt a high level of enjoyment and engagement while playing Valorant. The Social Interaction (SI) variable obtained a mean value of 3.80, also in the high category, indicating that Valorant is considered capable of facilitating good social interaction among players, whether through communication, forming friendships, or staying connected with other players.

The User Satisfaction (US) variable obtained a mean value of 3.67, falling into the high category, indicating that respondents generally felt satisfied with their Valorant gameplay experience. Meanwhile, the Continuance Intention (CI) variable obtained a mean value of 3.24, falling into the medium category, indicating that respondents' intention to keep playing Valorant sustainably in the future is not yet as strong as the other three variables. Overall, three of the four variables fall into the high category, while continuance intention falls into the medium category — indicating that although respondents hold a positive perception of gameplay enjoyment, social interaction, and satisfaction, their intention to keep playing Valorant consistently still needs to be strengthened.

3.1.3. Classical Assumption Test

Tabel 3 Classical Assumption Test results

Number	Type of Classical Assumption Test	Acceptance Criteria	Test Result	Interpretation
1.	Normality Test – Equation 1	Normality Test (Kolmogorov-smirnov) (Sig) $\geq 0,05$	0.328	Data is normally distributed
	Normality Test – Equation 2	(Sig) $\geq 0,05$	0.086	
2.	Multicollinearity Test – Equation 1	Multicollinearity Test		No multicollinearity among independent variables
	Multicollinearity Test – Equation 2	Tolerance value $> 0,1$ dan VIF < 10	Tolerance value = 0.770 atau VIF = 1.299 (PE) Tolerance value = 0.404 atau VIF = 2.473 (SI) Tolerance value = 0.715 atau VIF = 1.399 (US) Tolerance value = 0.384 atau VIF = 2.602	
3.	Heteroscedasticity Test – Equation 1	Heteroscedasticity Test (Glejser)		No heteroscedasticity in the regression model
	Heteroscedasticity Test – Equation 2	(Sig) $> 0,05$	(PE) (Sig) = 0.234 (SI) (Sig) = 0.154 (PE) (Sig) = 0.370 (SI) (Sig) = 0.791 (US) (Sig) = 0.872	

Based on the classical assumption test results in Table 3, the normality test shows a significance value for the first equation (sig) = 0.328 ≥ 0.05 and for the second equation (sig) = 0.086 ≥ 0.05 , meaning the data are normally distributed. The multicollinearity test results show that every independent variable has a tolerance value > 0.10 and a VIF < 10 , indicating that the model is free of multicollinearity, i.e., there is no correlation among the independent variables. Furthermore, the heteroscedasticity test results show that every variable has a significance value (sig) > 0.05 , meaning the regression model is free of heteroscedasticity, i.e., none of the independent variables significantly affects the absolute residual value.

3.1.4. Multiple Regression Test (T-Test)

3.1.4.1. Hypothesis Test (T-Test) and First Multiple Regression Equation

Table 4. First Multiple Regression Equation Results

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.709	1.187		-0.597	0.552
Perceived enjoyment	0.772	0.076	0.672	10.106	0.000
Social interaction	0.208	0.070	0.196	2.947	0.004
Dependent Variable: User satisfaction					

Based on Table 4, the first multiple regression equation obtained is as follows:

$$Z = -0.709 + 0.772 X_1 + 0.208 X_2$$

Referring to the first multiple regression equation, the research model shows a significant effect of perceived enjoyment and social interaction on user satisfaction. The partial test results (t-test) show that perceived enjoyment has a positive and significant effect on user satisfaction, with a coefficient of 0.772, $t = 10.106$, and significance of 0.000 (< 0.05). This indicates that the higher the level of enjoyment respondents feel while playing Valorant, the higher their level of user satisfaction. The social interaction variable also has a positive and significant effect, with a coefficient of 0.208, $t = 2.947$, and significance of 0.004 (< 0.05), showing that social interaction among players continues to play a role in shaping user satisfaction, although its contribution is relatively smaller than that of perceived enjoyment. Thus, between the two independent

variables, perceived enjoyment is the more dominant variable in influencing user satisfaction, as reflected in its beta coefficient (0.672) and t-value, both of which are considerably larger than those of social interaction (beta 0.196).

3.1.4.2. Hypothesis Test (T-Test) and Second Multiple Regression Equation

Table 5. Second Multiple Regression Equation Results

Model	Unstandardized Coefficients		Standardized Coefficients	T value	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.648	1.479		-1.114	0.268
Perceived enjoyment	0.055	0.131	0.042	0.422	0.674
Social interaction	0.237	0.091	0.193	2.605	0.010
User satisfaction	0.690	0.117	0.596	6.896	0.000
Dependent Variable: Continuance Intention					

Based on Table 5, the second multiple regression equation obtained is as follows:

$$Y = -1.648 + 0.055 X_1 + 0.208 X_2 + 0.690 Z$$

Referring to the second multiple regression equation, the research model shows varying effects of perceived enjoyment, social interaction, and user satisfaction on continuance intention. The partial test results (t-test) show that perceived enjoyment has no significant effect on continuance intention, with a coefficient of 0.055, $t = 0.422$, and significance of 0.674 (> 0.05). This indicates that the level of enjoyment respondents feel while playing Valorant does not directly determine their intention to keep playing the game in the future. The social interaction variable has a positive and significant effect on continuance intention, with a coefficient of 0.237, $t = 2.605$, and significance of 0.010 (< 0.05), showing that the stronger the social interaction established among players, the greater respondents' tendency to keep playing Valorant. Meanwhile, user satisfaction is the most dominant variable and has a positive and significant effect on continuance intention, with a coefficient of 0.690, $t = 6.896$, and significance of 0.000 (< 0.05), confirming that user satisfaction is the primary factor driving respondents' intention to keep playing Valorant on an ongoing basis.

3.1.5. Sobel Test

Tabel 6 Hasil Uji sobel

Hypothesized Between Variables	Relationship	A	B	S _a	S _b	T calculated	Sobel Test Criterion	P value
Perceived Enjoyment → User Satisfaction → Continuance Intention		0.772	0.690	0.076	0.117	5.10018923	Thitung > Ttabel = 1.98137	0.000
Social Interaction → User Satisfaction → Continuance Intention		0.208	0.690	0.070	0.117	2.65362636	Thitung > Ttabel = 1.98137	0.008

Based on Table 6, the Sobel test results show the role of user satisfaction in mediating the effect of perceived enjoyment on continuance intention. The test yields a t-calculated value of 5.10018923, which is greater than the t-table value of 1.98137, with a significance value (P value) of 0.000, smaller than 0.05. It can therefore be concluded that user satisfaction successfully mediates the effect of perceived enjoyment on continuance intention. Furthermore, the Sobel test for the role of user satisfaction in mediating the effect of social interaction on continuance intention yields a t-calculated value of 2.65362636, which is greater than the t-table value of 1.98137, with a significance value of 0.008, smaller than 0.05. Thus, it can be concluded that user satisfaction acts as a significant mediating variable, bridging the effect of both perceived enjoyment and social interaction on continuance intention, since in both pathways the t-calculated value exceeds the t-table value and the significance value is below 0.05.

3.2. Discussion

The research results show that perceived enjoyment and social interaction both have a positive and significant effect on user satisfaction, with perceived enjoyment emerging as the stronger predictor. This finding is consistent with Thong et al. (2006) and van der Heijden (2004), who position intrinsic enjoyment as a primary determinant of satisfaction in hedonic systems. The result is further supported by Wibowo and Ho (2023) as well as Cahyati and Fazizah (2025). The continued significance of social interaction, despite its smaller contribution, corroborates Shi et al. (2024) and Wu et al. (2020) in showing that the quality of social

relationships among players shapes satisfaction evaluations, aligning with the fulfillment of relatedness needs under Self-Determination Theory (Ryan & Deci, 2000). Regarding the direct effect on continuance intention, the two variables show differing patterns. Perceived enjoyment was not found to have a significant direct effect on continuance intention, diverging from the findings of Marcelino et al. (2021). This non-significant direct relationship indicates that transient or short-term enjoyment during gameplay is insufficient on its own to lock players into long-term commitment to Valorant. A plausible explanation for this outcome is that player retention in highly competitive, team-based tactical shooters is heavily shaped by external ecosystem factors rather than immediate intrinsic pleasure alone. Factors such as regular game updates, new agent/map releases, competitive matchmaking ranking systems, seasonal battle passes, anti-cheat reliability, and active esports tournament ecosystems play critical roles in sustaining long-term engagement. While a player may enjoy a session, fluctuations in match outcomes, player toxic behavior, or temporary burnout can dilute direct enjoyment. Consequently, perceived enjoyment must first be processed through a holistic evaluation of overall satisfaction—combining game stability, fairness, and overall user experience—before translating into a sustained intention to continue playing. In contrast, social interaction retains a positive and significant direct effect on continuance intention, consistent with Puspitasari et al. (2018), Rifkiana and Efriandita (2024), and Keraf et al. (2025). This suggests that social attachment and community ties in team-based games generate external social obligations, shared squad routines, and group cohesion that directly sustain player retention, even during periods when individual satisfaction or immediate game enjoyment may fluctuate. User satisfaction proved to be the most dominant determinant of continuance intention, reinforcing its central position within the Expectation Confirmation Model (Bhattacharjee, 2001) and aligning with Patzer et al. (2020) and Ningrum and Yudistria (2025). The Sobel test results further show that user satisfaction fully mediates the effect of perceived enjoyment on continuance intention, but only partially mediates the effect of social interaction. This mediation pattern confirms that satisfaction serves as an essential psychological bridge converting intrinsic enjoyment into continuous play, while social interaction exerts both an indirect influence through satisfaction and a direct motivational pull driven by interpersonal bonds within the gaming community (Puspasari & Rojuaniah, 2023; Rifkiana & Efriandita, 2024).

4. CONCLUSION

This study contributes to the development of research on user behavior in the context of continuance intention regarding digital entertainment technology, specifically by integrating the Expectation Confirmation Model (ECM) with the concept of hedonic information systems and self-determination theory to explain the formation of continuance intention among Valorant players. The results show that perceived enjoyment and social interaction significantly influence user satisfaction, with perceived enjoyment being the most dominant factor in shaping user satisfaction. However, continuance intention is not directly influenced by perceived enjoyment; rather, it is fully mediated by user satisfaction, whereas social interaction retains a direct effect on continuance intention in addition to being partially mediated by user satisfaction. This finding reinforces the notion that players' intention to keep playing competitive games such as Valorant is driven not only by directly perceived enjoyment, but must first be processed through a satisfaction evaluation, and is further supported by the quality of social interaction among players. In the context of this study, user satisfaction stands out as the primary determinant, showing that continued play of Valorant depends heavily on the extent to which the overall gameplay experience meets players' expectations. For future research, it is recommended that the model be developed further by considering additional variables to enrich the explanation of continuance intention. In addition, expanding the object of study to various other competitive game categories beyond Valorant, as well as extending the research area beyond Bandung City, could further improve the generalizability of the findings. For Riot Games as the developer of Valorant, as well as other stakeholders in the competitive gaming industry, this study offers several actionable, empirically grounded practical implications. Addressing Perceived Enjoyment (Indirect Effect via Full Mediation). Because perceived enjoyment does not directly drive continuance intention but fully relies on user satisfaction, content strategies must focus on sustaining long-term gameplay freshness rather than relying on short-term novelty spikes. Riot Games should structure content updates—such as map reworks, agent balancing, new game modes, and seasonal battle passes (as introduced in Season 2026)—specifically around reducing skill fatigue and preventing burnout. By directly aligning map rotations and weapon meta shifts with player satisfaction metrics, short-term intrinsic pleasure can be reliably converted into lasting satisfaction.

Capitalizing on Social Interaction (Direct & Partial Mediation Effect). Given that social interaction directly sustains continuance intention independent of overall satisfaction, Riot Games should leverage group-based retention hooks. Specific initiatives should include optimizing squad-based queue incentives, introducing guild/clan ranking ladders within the Social Panel, and providing bonus experience points or exclusive cosmetics for full-party matchmaking (5-stack queues). In regions like Indonesia, expanding local community tournaments and supported local discord hubs will strengthen interpersonal bonds, creating social obligations that keep players returning even when personal gameplay performance fluctuates.

Prioritizing User Satisfaction (The Primary Predictor of Retention). As user satisfaction emerged as the single most dominant determinant of continuance intention, Riot Games must directly safeguard service quality and competitive integrity. To directly address satisfaction bottlenecks identified in player feedback, Riot Games should enhance anti-cheat transparency by introducing real-time in-game notification pop-ups when a reported cheater is penalized, alongside publishing monthly Vanguard On-Demand enforcement reports. Furthermore, improving MMR transparency and refining competitive matchmaking algorithm accuracy will reduce unfair match perceptions, directly reinforcing overall system satisfaction.

Driving Continuance Intention (Actionable Retention Mechanics). To capitalize on both the direct social pathway and the indirect enjoyment pathway, Riot Games should implement personalized daily retention loops. This includes introducing daily log-in streak rewards, customizable daily challenges tailored to a player's favorite agent roles, and re-engagement push notifications for inactive party members. Integrating these targeted strategies into a cohesive ecosystem management plan will address the core empirical drivers, help reverse active player fluctuations and securing sustained player commitment among Valorant players in Bandung City

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