Study on the Design of Game Community Websites from the Perspective of Attractive Quality: Using Hero² SocioHub as an Example

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1. Purpose and motif

Game community websites are online platforms for the information and opinion exchange of game players. Such platforms provide the latest information about games, game news and game trials, and they allow opinion exchanges and reviews of game characteristics, etc. The attraction of these websites is closely related to the website design and service quality. Since game community websites are based on the thoughts of the social community, game communities pay more attention on service quality and the user experience.

Sutcliffe (2002) suggested that website design is based on aesthetic design and general arousal, and that it is created by content, corporate identity and brand, and the perceived utility matched to basic requirements. Zeithaml, Parasuraman, and Malhotra (2002) indicated that the seven dimensions of website service quality are efficiency, reliability, system availability, privacy, responsiveness, compensation and contact. The E-SERVQUAL scale was developed upon these seven dimensions in order to investigate the users’ cognition of website service quality. This study investigated 25 game players’ cognition of the use of the website Hero² SocioHub, based on the E-SERVQUAL scale. Since the communities cannot provide effective compensation, the researcher deleted compensation from the questionnaire design. Regarding the perceived service quality of game communities, using the two-dimensional perspective of the Kano model, the researcher probed into the correlation between the design factors of Hero² SocioHub and user satisfaction, in order to find the important attractive design factors and recognize the relationship between the users’ satisfaction with Hero² SocioHub and their mental quality.

2. Literature review

2.1 Game community websites

Rheingold (1993) suggested that virtual communities are highly socialized platforms that can provide the same functions as real communities. The difference is that the members do not have direct contact with each other. The long-term development of virtual communities relies on a sufficient number of members, as well as affection and interpersonal relationships in the virtual space. These communities have independent rules and continue to grow. Virtual communities originated in academia. Information was transmitted by the Internet and email, and this formed the primary communities.

According to Hagel and Armstrong (1997), virtual communities are new social organizations. According to the needs, they can be categorized as interest communities, relationship communities, fantasy communities and transaction communities, and these can all exist at the same time. Game communities are groups formed around interests and fantasy, and the members maintain their relationships through game exchanges.

Game community websites are virtual communities developed by the players of the games. For long-term development, game communities must enhance the website members’ stickiness. The users’ evaluation on the websites is based on the service and quality provided by the websites. When users have a positive attitude toward the service and quality of the websites, they will certainly stay.

2.2 Electronic service quality

The service quality of websites directly influences the users’ perception. Parasuraman, Zeithaml, and Berry (1985) proposed the PZB Model and developed the SERVQUAL scale to evaluate the service quality of different industries. Carman (1990) indicated that SERVQUAL should be modified according to different industries. The scale might not be suitable for the measurement of website service quality. In 2002, Zeithaml, Parasuraman, and Malhotra proposed the website service quality model and defined website service quality as “the users’ perceived service cognition and value after the companies offer the service.” They suggested four gaps of website companies when offering the service to users (Figure 1) and published E-Servqual in 2005 to measure website service quality. A total of seven dimensions were acquired and the Core Service Scale and Recovery Service Scale were constructed. The questions of this study combined six dimensions of the E-SERVQUAL and the Kano model to probe into the users’
perceptions of website service quality.

![Website Service Quality Model](image)

**Figure 1: The website service quality model**

### 2.3 Attractive quality

Attractive marketing is from product function-oriented traditional marketing to user-based attractive marketing, which enhances the users’ identification by situations and services. By experience, such intangible services can be considerably attractive. Schmitt (1999) suggested that a good experience could enhance the users’ loyalty to the products. Games allow the players to obtain unforgettable feelings. Thus, the players will strongly stick to the games. This matches the suggestion of Holbrook (2000), who divided experience into fantasies, feeling and fun, and suggested that the consumption experience is based on these three kinds of feelings. Game communities are constructed by the players’ love for the games. They combine the fantasy of anonymity with the fun in the games, and they provide frequently updated game information and experiences. Therefore, players on different servers can have a space for exchange, which can enhance the loyalty to the games. The quality and service of social communities will also influence the users’ feelings toward the communities. Therefore, through service quality, game communities must allow the users to experience the quality and service of the website design and construct attractive marketing of the design factors of game communities, in order to increase the players’ stickiness.

### 3. Method

According to the motivation-hygiene theory of Herzberg, Kano (1984) proposed the two-dimensional model, which is an Two-dimensional quality includes user satisfaction, which are the users’ subjective feelings. The other dimension is the perspective of product quality, which are the objective product functions. The quality attributes are divided into five categories, as shown below, and the figure refers to Figure 2.

![Kano Model](image)

**Figure 2: The Kano model**

The creativity of the Kano model is that it shows the concrete performance of quality and user satisfaction. The model suggests that the quantitative indicator, the quality, and satisfaction are not based on a totally linear relationship. In addition, product and user satisfaction are both objective and subjective. They are based on the product and the user’s perception, as well as techniques and user demands. The attractive quality is not simply the quality control of materials or the quality management of process; it also aims to create mental quality. Only the control of different levels of quality and quality demand can highly manage quality and provide different users with different products and services.

Finally, by the perceived evaluation of the Kano model, the researcher developed a concrete performance of quality and user satisfaction. This study categorized the perceived quality of game communities using two-dimensional attributes. However, there has been no consistent conclusion on the classification of two-dimensional quality. This study generalized the scholars’ classifications as follows. Kano (1984) conducted an empirical study on products in the manufacturing industry; however, this does not mean that the model is only limited to the manufacturing industry. The categories of quality are none quality evaluation, the attractive quality evaluation, the one-dimensional quality evaluation, the others evaluation, and the must-be quality evaluation. In this study, the classification of the service quality of game communities was based on a revision of the categorization of Schwaneveldt, Enkawa and Miyakawa (1991). The categories of the service quality of game communities were the indifferent quality evaluation, the attractive quality evaluation, the one-dimensional quality evaluation, the must-be quality evaluation, and others, as shown in Table 1.

<table>
<thead>
<tr>
<th>Users’ feelings toward quality attributes</th>
<th>A</th>
<th>M</th>
<th>O</th>
<th>I</th>
<th>R</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fulfillment</td>
<td>+</td>
<td>+</td>
<td>O</td>
<td>O</td>
<td>--</td>
</tr>
<tr>
<td>Nonfulfillment</td>
<td>O</td>
<td>--</td>
<td>O</td>
<td>O</td>
<td>+</td>
</tr>
</tbody>
</table>

*: Satisfied; --: Not satisfied
O: It’s to be expected/No reaction/It can’t be helped

### 4. Discussion and conclusions

Since Hero’s SocioHub has been in existence for only three years, this study identified the factors of improvement. The questionnaire results provided the following information:

- **Efficiency**: No.1-5 were indifferent quality
- **Reliability**: No.6, No.8 and No.10 were indifferent quality; No.7 and No.9 were must-be quality
- **System Availability**: No.11 referred to both indifferent quality and must-be quality; No.12 was must-be quality; No.13-14 were indifferent quality
- **Privacy**: No.15-16 were must-be quality
- **Responsiveness**: No.17-19 were indifferent quality; No.20 was must-be quality
- **Contact**: No.21-23 were indifferent quality