CHAPTER V

RESEARCH ANALYSIS

5.1 Model and Hypothesis Development

5.1.1 Enjoyment (ENJ), Enjoyment when the players plays Flow Into The System will influence the intention to play Flow Into The System again and again

5.1.2 Effort Expectancy (EE), Effort expectancy will affect the players intention to play Flow Into The System Board Game again and again.

5.1.3 Perceived Message Effectiveness (PME), If the players are able to understand the message conveyed by Flow Into The System Board Game, it will influence the players' intention to keep playing Flow Into The System Board Game.

5.1.4 Closeness (CL): Closeness during the session of playing will influence the intention to play Flow Into The System Board Game

5.1.5 Usefulness (PU), If Flow Into The System Board Game is perceived as useful by the players, it will influence the intention to play Flow Into The System Board Game.

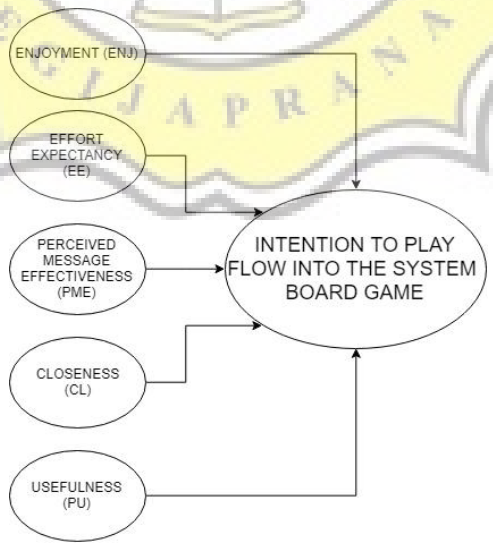

Figure 5.1 *Hypothesis model*

5.2 Description Analysis

The data used in this statistic analysis was done in 2 months by playtesting the game to 38 subjects. By dividing the subjects into groups consisting of 3-4 players each group then asking the subjects to fill in questionnaires. The subjects consists of 9 college students and 29 high school students. The details can be seen in the following table:

AGE		
	Frequency	**Percent**
16	2	5.3
17	3	7.9
18	16	42.1
19	14	36.8
20	2	5.3
21	1	2.6
Total	38	100

Table 5.1. *Table of player's age.*

5.2.2 Validity Test

To ensure the validity of the result, a Factor Analysis is required in double checking the result. By processing all of the variable into the SPSS analysis software, we can check which variable did not match the requirement of being valid. The variable is deemed valid when the three variables of the group all have the minimum value of .400

Rotated Component Matrix[a]					
	Component				
	1	2	3	4	5
ENJ1	-.007	-.123	.163	.033	.465
ENJ2	-.137	.157	.478	-.098	.669
ENJ3	.046	-.230	.695	-.120	.379
EE1	.041	.522	-.289	.570	-.149
EE2	.028	.027	.000	.864	-.050
EE3	.082	.176	.063	.883	.072
PME1	-.073	.859	.137	.273	-.099
PME2	.243	.851	-.024	.219	-.217
PME3	.085	.883	-.010	.031	.172
CL1	.067	-.002	.677	.016	.191
CL2	.548	.289	.721	.055	-.039
TG3	.593	.378	.599	.122	-.026
PU1	.731	.116	.250	.061	-.148
PU2	.714	.433	.157	.265	.005
PU3	.799	.069	-.216	.094	.317
BI1	.290	.049	-.056	-.038	.820
BI2	.829	-.061	.243	.026	.273
BI3	.606	-.162	.398	-.113	.495
Extraction Method: Principal Component Analysis. Rotation Method: Equamax with Kaiser Normalization.					
a. Rotation converged in 20 iterations.					

Table 5.2. *First factor analysis table.*

From the result of the first validity test. It can be concluded that most of the variables have converged with their respective groups, with the exception of Behavior Intention (BI1, BI2, and BI3) which made the variable not solid. Therefore It should be processed with one of the variable, BI1, removed from the group because of it's lowest and farthest interval between each variable's value in the BI group to be valid.

Rotated Component Matrix[a]					
	Component				
	1	2	3	4	5
ENJ1	.092	-.050	-.103	.011	.857
ENJ2	-.089	.133	.497	-.087	.636
ENJ3	.067	-.210	.657	-.123	.429
EE1	.026	.510	-.266	.571	-.208
EE2	.022	.025	.010	.863	-.078
EE3	.092	.168	.068	.886	.060
PMD1	-.081	.873	.087	.272	-.019
PMD2	.231	.874	-.083	.214	-.136
PMD3	.078	.851	.057	.040	.038
TG1	.045	-.029	.782	.032	.047
TG2	.526	.320	.698	.051	-.011
TG3	.577	.410	.563	.118	.011
PU1	.728	.160	.174	.051	-.045
PU2	.712	.447	.144	.261	-.011
PU3	.821	.037	-.131	.098	.128
BI2	.832	-.072	.316	.026	.105
BI3	.641	-.168	.425	-.113	.418
Extraction Method: Principal Component Analysis. Rotation Method: Equamax with Kaiser Normalization.					
a. Rotation converged in 6 iterations.					

Table 5.3. *Second factor analysis table*

5.2.3 Reliability Test

After checking the variables with Factor Analysis using rotated component matrix, all the variables will be tested for its reliability with Cronbach Alpha Coefficient. Cronbach Alpha Coefficient itself has a predetermined range to check whether a variable is reliable or not. As pictured in the table below

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 5.4. *Cronbach Alpha reliability coefficient*

With those criteria, The variable is then tested and the result is shown below:

Variable	Cronbach Alpha	Internal consistency
Enjoyment (ENJ)	.608	Questionable
Effort Expectancy (EE)	.761	Acceptable
Perceived Message effectiveness (PME)	.883	Good
Closeness (CL)	.805	Good
Usefulness (PU)	.781	Acceptable
Intention (BI)	.884	Good

Table 5.5. *Reliability test result using Cronbach Alpha coefficient*

As we can see the result. The consistency score of Enjoyment is Questionable, which has the worst consistency compared to Effort Expectancy's and Usefulness's acceptable score, and Perceived Message effectiveness and closeness's good score.

5.2.4 Correlation Evaluation

Correlations								
	AGE							
AGE	1	**AENJ**						
AENJ	-0.103	1	**AEE**					
AEE	-.323*	-0.171	1	**APME**				
APME	-0.218	-0.09	.454**	1	**ACL**			
ACL	-.334*	.352*	0.135	.325*	1	**APU**		
APU	-0.149	0.071	0.264	.338*	.561**	1	**ABI**	
ABI	-0.03	.467**	-0.05	-0.03	.509**	.565**	1	
* Correlation is significant at the 0.05 level (2-tailed).								
** Correlation is significant at the 0.01 level (2-tailed).								

Table 5.6. *Correlation evaluation table*

By testing the correlation between all of demographic data and average value of each variables (AENJ, AEE, APME, ACL, APU, and ABI) the variables are tested to find the correlation of ABI towards each variables.

Based on the result of correlation table above. It proves that it's younger people who valued the board game and intended to play board game because they perceive that a board game is enjoyable, making their closeness stronger, and the board game they play has some value of usefulness for them.