



**THE EFFECT OF E-SPORTS ENTERTAINMENT
ENGAGEMENT ON CUSTOMER BUYING
INTENTION**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Manajemen**

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**FACULTY OF BUSINESS
MANAGEMENT STUDY PROGRAM**

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JUNE, 2023

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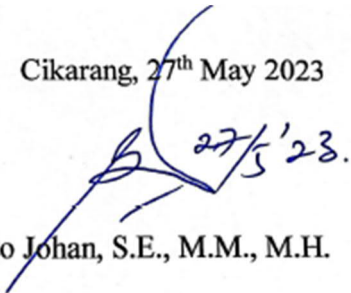
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1 CHAPTER I INTRODUCTION 1.1 Background Thanks to technological improvements, everything can be completed online. Game technology has undeniably changed over time and became one of the numerous things that can be done online. However, there is a negative connotation associated with games, such as the belief that they are a waste of money and time, and that they can't provide you anything in return for your money. Figure 1.1 Nimatron Illustration Source : twinkl.com.bh/illustration/Nimatron Dr. Edward Uller Condon invented the game in 1940 at the New York Fair with the intention of relaxing the mind or generating joy. The game was inspired by a math game called nim at the time. Condon created Nimatron in the winter of 1939 with the only intention of amusing people. Its output allows the ignition of four sections of seven light bulbs, and its logic is made up of electromechanical relays. When Condon recognized that identical measurement circuits used in Geiger counters could be used to symbolize the numbers determining the state of agame, 2 even if they were constructed using regular electromagnetic relays rather than valves, he decided

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ABSTRACT

Esports have seen an outstanding rise in popularity in recent years, attracting attention of many people. Aside from grabbing the interest of gamers, this outstanding rise has also caught the attention of those in the entertainment business and industry. As a result, a growing number of individuals have discovered themselves pulled to the global community of esports, mesmerized by its unique combination of rivalry, talent, and digital entertainment. This thesis seeks to add to the collection of knowledge already available on esports by conducting this comprehensive investigation along with presenting insightful information about its explosive growth. We hope to promote a deeper understanding of the global scene of esports and its significant effects within the spheres of entertainment, economy, and society at large by comprehending the reasons behind fan enthusiasm, the drivers behind financial purchases, and the effect of interpersonal attractiveness.

***Keyword:** E-Sports, Buying Intention, Player, Streamer, Interpersonal Attractiveness*

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Cikarang, Indonesia, 27th May 2023



Aries Hadi Alviansyah

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