ANALYSIS OF THE EFFECTIVE DISTRIBUTION CHANNEL TO MINIMIZE
THE RISK OF PIRACY IN COMPUTER GAME SOFTWARE BUSINESS: CASE
STUDY OF PT DIGITAL HAPPINESS STUDIO

By

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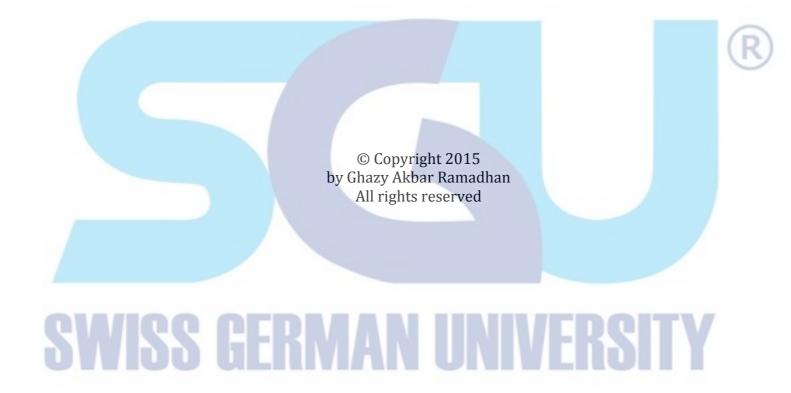
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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Gaming industry is a developing industry with bright future ahead. In the entertainment sector, gaming industry in one of the biggest industry there is, alongside movie and music industry. The gaming industry is starting to enter the Indonesian market with many new games are develop here in Indonesia by local game developers. However, the risk of piracy in Indonesia is huge because of the difference in price between original and pirated products. Some factors that influence customer to buy video games are the way the games are distributed for example digital or physical distribution, and also the service demand outputs. The purpose of this research is to analyze the effective distribution channel to minimize the risk of piracy in computer game software business. The research is conducted at Digital Happiness Studio, where the primary data is obtained from interview with an employee and also questionnaire is distributed to potential customers. Data analysis is done by two softwares which are SPSS and AMOS, which specified that there is a significant relationship between service output demand with customers' preference channel and also the risk of piracy itself.

Keywords: Service Output Demand, Customers' Preference Channel, Risk of Piracy, SPSS, AMOS.

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DEDICATION

This thesis is dedicated to all of my family members, especially my mother and my grandmother who have always been there for me. Their unconditional love, support, and prayers are what helped to stay strong and focus in all of my work.

I also dedicated this thesis to my advisor Mr. Junaidi Sinaga, MBA who gave me his guidance and support throughout the semester in order to help me finish this thesis.

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