





- H3) Competitive nature is positively correlated with flow experience
- H4) Competitive nature is positively correlated with subjective well-being

### **2.1.3 Game Knowledge**

The presence of games from ancient times until now makes humans not feel bored or bored with the life they live. This is supported by according to several experts (Ramadaniati et al., 2021) that the game is an entertainment application that is often used as a mind refresher during routines and attracts many people to enjoy the existing games. According to (Pratama, 2014), a game is where players are involved and connected with artificial conflicts, and players also interact with systems that have been engineered. The basic knowledge that every human being must possess before starting a job is important so as not to experience obstacles. According to (Octaria & Ermatita, 2017), knowledge is not complete data or information, but these two things cannot be separated.

Knowledge is also obtained through experience, consideration, and learning to understand and gain knowledge. As is well known, e-sports has become one of the popular cultures at this time, and games are not only for fun but also for work and learning purposes.

- H7) Game knowledge is positively correlated with flow experience
- H8) Game knowledge is positively correlated with subjective well-being

### **2.1.4 Skill Appreciation**

Skills are needed in any activity, from professional work and innate nature to games. Skills are divided into two important parts there are soft skills and hard skills, which describe what abilities we have. According to (Sinawarti, 2014), the notion of hard skills is a Master of Science, skills, and technology related to their field. This can be given as an example of a programmer having to really understand the programming language. Meanwhile, another definition of soft skills is a person's ability to use his initiative so that he can motivate himself to do something better (Widiastuti et al., 2014). Soft skills can also be said to be inherent in humans and still require learning and sharpening so that these skills can become better. (Rilman, 2013) said that soft skills and hard skills are complementary, where soft skills are the superstructure, and hard skills are the infrastructure. This is also supported by (Sinawarti, 2014) that there are indeed hard skills that are needed in an activity, but it is very unfortunate if soft skills do not accompany it.

In the world of gaming, both soft skills and hard skills are needed. The game itself has become part of the hard skills. While soft skills are needed for us to be able to think logically to make and make decisions, think about strategies to be used, use logical abilities to see the situation, and take actions wisely. We will slowly continue to strive to be able to strengthen and improve the skills we have, by learning, seeking new experiences, and learning new parts so that this increases our appreciation of ourselves for the skills we have.

## **2.2 Organism**

The second stage in this model is the organism. This organism itself is the part where the user feels the emotion that comes from the existing stimulation (Kang et al., 2021). Another finding from previous researchers found that there is a relationship between motivation, flow experience, and subjective well-being, in which these two stages become the emotional stage of the existing stimulation (Kim & Kim, 2020).

### **2.2.1 Flow Experience**

The concept of flow was originally introduced by which this theory predicts that someone given a high opportunity will have a more positive experience. Research (Jihye & Min Seong, 2020) studies how the motivation to watch e-sports through live streaming services correlates with this flow experience. This flow experience has been used in research comparing solo and pair programming (Demir & Seferoglu, 2020). This flow experience is also used in studying user experience from virtual reality spectatorship (Daehwan & Yong, 2019). So, this shows that the flow experience can also be used for spectatorship of e-sports. This variable is important because flow experience refers to the experience or experience felt by the perpetrators who cause action and repetition of actions, especially in this study referring to the decision to watch e-sports. Good and positive experiences will also refer to positive subjective well-being.

- H9) Flow experience is positively correlated with behavioral intention.

### **2.2.2 Subjective well-being**

Subjective well-being is a good mental state, contained in all the various positive and negative assessments that people try in their lives, accompanied by people's affective responses to their experiences (Mardiyanti &

Purwaningtyas, 2021). Research also examines the relationship between watching e-sports and subjective well-being, which results in Subjective Well-being itself in watching e-sports where the audience supports or contributes to the live (Kim & Kim, 2020). The importance of this variable is closely related to the activity of watching e-sports itself because of the effects that this activity can produce.

H10) Subjective well-being is positively correlated with behavioral intention

## **2.3 Response**

The last stage of the SOR model is the response. The response is the result after going through stimulation and organisms where the final result of this response can see whether the stimulus and organism passed has an impact on people's intentions to watch e-sports (Sherman et al., 1997). One research (Kim & Kim, 2020) found that flow experience and subjective well-being have an influence on behavioral intention. Thus, the response that we will use in this study is behavioral intention.

### **2.3.1 Behavioral Intention**

Based on the explanation of some of the existing literature, it can be concluded that behavioral intention is the goal of every existing factor, so this can provide an advantage for an existing product or service (Purwianti & Tio, 2017). Behavioral intention also refers to the tendency of consumer attitudes after using the product or service, so that when consumers have a good response, this will help the company have a good preference for the present and the future (Lee et al., 2018)

## **3. Research Design**

This study uses a type of quantitative research that can provide data results in the form of numbers that can be processed to determine the feasibility of the hypotheses that have been made. This type of research is used to support macro studies, which involve many subjects to measure the interaction of the relationship between 2 or more variables. Quantitative research also has the capital to be able to achieve objectivity of research results, where this research is designed to produce a general explanation of a phenomenon. Quantitative also applies the average number of an existing calculation to analyse the research for its relevance in other studies. Juho H and Max used quantitative research in their research entitled "What is E-sports and why do people watch it?" (Hamari & Sjöblom, 2017). Juho H and Max collect data by distributing an online survey to a group of people who watch e-sports events. The population focused on this research, especially on e-sports fans in Indonesia, and the sampling was also done at simple randomness. In this study, the sample sizes obtained as many as 221 respondents. Sampling was carried out by distributing questionnaires through social media using Instagram and WhatsApp applications. The unit of analysis focused on is the individual because it is certain that many individuals watch e-sports events, especially in Indonesia.

This study uses 7 variables with the SOR model category (Stimulus, Organism, and Response). In the Stimulus model, there are 4 variables, namely Entertaining Features, Competitive Nature, Skill Appreciation, and Game Knowledge) which can be said to be significant to motivation based on journals (Qian et al., 2020). Where each of the four variables will be related to 2 other variables, namely Flow Experience and Subjective Well-being in the Organism model. Then these 2 variables will be used in this study to find the Behavioral Intention of e-sports lovers in watching e-sport events, especially in Indonesia. This is supported by the journal ("How can I be as attractive as a Fitness YouTuber in the era of COVID-19? The impact of digital attributes on flow experience, satisfaction, and behavioral intention" (Kim, 2021). The measurement indicator used in this study is a Likert scale with a scale of 1 to 5, namely 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree). Then the timeline for distributing the questionnaires was carried out twice in different periods. The first questionnaire was distributed on December 20, 2021, which lasted for 7 days, and the second questionnaire was distributed on June 18, 2022, for the next 7 days.

## **4. Results & Discussion**

### **4.1 Results**

From the 221 data we got, only 93.7% of the respondents had watched e-sports events, and the rest, 6.3%, had never watched e-sports events at all, so the data we can process is data from 207 respondents.

Table 1. Characteristics of respondents by demographic

Characteristics	Items	Number	Percent
<b>age</b>	<20	34	16.4
	20-25	153	73.9
	26-30	16	7.7
	31-35	3	1.4
	>36	1	0.6
<b>Gender</b>	Male	147	71
	female	60	29
<b>Occupation</b>	University Student	106	51.2
	Student	36	17.3
	Employee	27	13
	Barista	5	2.4
	Entrepreneur	11	5.3
	Freelancer	3	1.4
	Fresh Graduate	3	1.4
	Others	16	8

Our respondents were 73.9% aged 20-25 years, 16.4% aged under 20 years, 7.7% aged 26-30 years and 1.4% aged 31-35, and 0.6% aged over 36 years. Of the gender of our respondents, 71% were male, and the remaining 29% were female. The jobs held by our respondents are very diverse where the largest number of respondents' jobs are students with 51.2% of the 207 data, then students with 17.3%, employees with 13%, 2.4% are baristas, then, entrepreneurs are 5.4%, then freelancers by 1.4% and fresh graduates by 1.4% and other jobs by 8%. (Table 1)

Table 2. Characteristics based on behaviour

Characteristic	Items	Number
<b>E-Sport Games</b>	Mobile Legends	161
	DotA 2	60
	PUBG PC	17
	Valoran	19
	Point Blank	2
	CSGO	2
<b>Live Streaming Platform</b>	YouTube	187
	Nimo TV	78
	Facebook	21
	Twitch	11
	TikTok	1
	Others	3
<b>Monthly watching frequency</b>	1-2 times	59
	3-4 times	70
	5-6 times	46
	> 6 times	32

From the data we got, the most watched e-sports game event by our respondents was Mobile Legends with 161 out of 207 respondents, PUBG Mobile with 17 out of 207 respondents, DOTA 2 with 60 out of 207 respondents, then PUBG PC with 17 of 207 respondents and Valorant 19 of 207 and the remaining 4% watch Point Blank and CSGO there are 4 respondents. The most widely used platform for watching e-sports events is YouTube, with 187 out of 207 respondents, then 78 out of 207 watching via the Nimo TV platform, 21 out of 207 respondents watching via Facebook, and 12 out of 207 respondents watching via Twitch and TikTok and there are 3 from 207 respondents watched through Vidio.com. There are 70 of our 207 respondents who watch e-sports 3-4 times a month, and then there are 29 of our 207 respondents watching 1-2 times a month, then 46 of 207 respondents watch 5-6 times a month, and the remaining 32 of 207 respondents watching e-sports more than 6 times a month. The PLS-SEM model uses two measurement methods, namely the measurement model and the structural model. The measurement model is used to determine whether the research model used is valid and reliable, while the structural model is used to determine whether the hypothesis that has been made is rejected or accepted. The significance level used is 5%. Then, according to (Hair, Black, Babin, & Anderson, 2010), the acceptable value of factor loading is more than 0.5, and the acceptable CR value is 0.7 and above. The AVE we use is above 0.5, 46 out of 207 respondents watch 5-6 times a month, and the remaining 32 out of 207 respondents watch e-sports more than 6 times a month. The PLS-SEM model uses two measurement methods, namely the measurement model and the structural model. The measurement model is used to determine whether the research model used is valid and reliable, while the structural model is used to determine whether the hypothesis that has been made is rejected or accepted. The significance level used is 5%. Then, according to (Hair, Black, Babin, & Anderson, 2010), the acceptable value of factor loading is more than 0.5, and the acceptable CR value is 0.7 and above. The AVE we use is above 0.5, 46 out of 207 respondents watch 5-6 times a month, and the remaining 32 out of 207 respondents watch e-sports more than 6 times a month. The PLS-SEM model uses two measurement methods: the measurement model and the structural model. The measurement model is used to determine whether the research model used is valid and reliable, while the structural model is used to determine whether the hypothesis that has been made is rejected or accepted. The significance level used is 5%. Then, according to (Hair, Black, Babin, & Anderson, 2010), the acceptable value of factor loading is more than 0.5, and the acceptable CR value is 0.7 and above. The AVE we use is above 0.5. The measurement model is used to determine whether the research model used is valid and reliable, while the structural model is used to determine whether the hypothesis that has been made is rejected or accepted. The significance level used is 5%. Then, according to (Hair, Black, Babin, & Anderson, 2010), the acceptable value of factor loading is more than 0.5, and the acceptable CR value is 0.7 and above. The AVE we use is above 0.5. The measurement model is used to determine whether the research model is valid and reliable, while the structural model is used to determine whether the hypothesis that has been made is rejected or accepted. The significance level used is 5%. Then, according to (Hair, Black, Babin, & Anderson, 2010), the acceptable value of factor loading is more than 0.5, and the acceptable CR value is 0.7 and above. The AVE we use is above 0.5. (Table 2)

In the first test, we found that the AVE of one of our variables was below 0.5, namely the competitive nature variable, where the AVE of this variable was 0.397, which was below 0.5 then, we looked for the factor loading of each question in the competitive nature variable and issued. The question with the lowest factor loading value is COM4, with a value of 0.522, but after running again, the AVE value of the competitive nature variable is still below 0.5, which is 0.431. Then, we issue another question item with the lowest factor loading, COM 2, with a value of 0.536. Our COM2 question item just got the AVE value that meets the requirements on the competitive nature variable with a value of 0.503. (Table 3)

Table 3. Convergent Validity and Reliability test

Variable and Items	Factor Loading	AVE	CR
ENT (Entertaining Features)			
I watch my favorite e-sports game because it is fun to watch	0.677	0.557	0.834
I watch my favorite e-sports game because I want to have fun	0.760		
I watch my favorite e-sports game because it is enjoyable to watch	0.782		
It is a lot of fun to watch my favorite e-sports game	0.762		
COM (Competitive Nature)			
I enjoy the competitive gameplay of my favorite e-sports game	0.764	0.503	0.751
It is great to see somebody do really well against other people	0.620		
I want to see high-level competition among players	0.734		
KNW (Game Knowledge)			

I feel my understanding of the e-sports game adds to my enjoyment of watching it	0.681	0.576	0.844
I watch because I understand the intricacies and strategies	0.808		
I watch because I understand what is going on in the game	0.771		
I like watching my favorite e-sports game because I know the ins and outs of it	0.770		
SKA (Skill Appreciation)			
I like watching how others can do things in the game that I could never imagine	0.651	0.500	0.796
I watch players go to their limits and show moves that I could not typically think of	0.550		
I like to see new moves, tricks, or techniques during a game	0.753		
I enjoy high micro/macro skills that only the best can play during a game	0.842		
FLOW (Flow Experience)			
I have experienced flow in watching matches through live streaming services	0.875	0.772	0.911
I frequent have experienced flow when I watch through live streaming services	0.892		
Most of the time I watch matches through live streaming services, I feel that I am in flow.	0.869		
Watching matches through live streaming services satisfies my overall needs.	0.780		
SUB (Subjective Well-being)			
Watching matches through live streaming services plays a very important role in my social well-being.	0.872	0.654	0.849
Watching matches through live streaming services plays a very important role in my leisure well-being.	0.770		
BEI (Behavioral Intention)			
Whenever I hear about a new match, I am eager to watch it through live streaming services.	0.872	0.669	0.890
I like to find out about the latest matches.	0.825		
I like to watch matches through live streaming services again, even if I have watched them before.	0.785		
I often watch matches through live streaming services just out of curiosity.	0.785		

After passing the test, running the new data is continued by looking for discriminant validity. In the discriminant validity test in Table 4, all discriminant validity as the square root of the AVE already has a greater value than other correlated variables.

Table 4. Discriminant Validity

	BEI	COM	ENT	FLOW	KNW	SKA	SUB
BEI	0.818						
COM	0.306	0.709					
ENT	0.702	0.358	0.747				
FLOW	0.718	0.268	0.668	0.879			
KNW	0.484	0.468	0.551	0.437	0.759		
SKA	0.240	0.523	0.253	0.216	0.432	0.707	
SUB	0.628	0.312	0.654	0.622	0.502	0.200	0.808

Then after testing the discriminant validity, we continued with the hypothesis test. In testing this hypothesis, p-values can be accepted when the p-values are less than 0.05, and the T-stat value is greater than 1.96. From testing

this hypothesis, only 5 out of 10 hypotheses are supported. The hypothesis supported in this study is only on H1, H2, H9, and H10, where only these variables have T stat values > 1.96 and p-values < 0.05. (Table 5)

Table 5. Hypothesis Result

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
COM -> FLOW	-0.007	0.000	0.065	0.108	0.914
COM -> SUB	0.052	0.058	0.057	0.914	0.361
ENT -> FLOW	0.614	0.611	0.078	7,836	0.000
ENT-> SUB	0.535	0.539	0.063	8,548	0.000
FLOW -> BEI	0.533	0.533	0.063	8,455	0.000
KNW -> FLOW	0.091	0.094	0.087	1.039	0.300
KNW -> SUB	0.205	0.200	0.080	2,563	0.011
SKA -> FLOW	0.025	0.033	0.069	0.360	0.719
SKA -> SUB	-0.052	-0.040	0.062	0.836	0.403
SUB -> BEI	0.297	0.298	0.067	4,453	0.000

## 4.2 Discussion

From the results of running data obtained, 2 of the 4 variables that function as stimulants do not have a positive correlation with existing organisms, namely, flow experience and subjective well-being. And the game knowledge variable is only positively correlated to subjective well-being and not to flow experience. So, with this, only 5 of our 10 hypotheses are accepted. This raises the question of whether skill appreciation and competitive nature are two variables that affect motivation in previous studies but do not have an impact as stimulants in our study. The data we collect comes from Indonesia, where e-sport is just starting to develop, and the phenomenon of making e-sports athletes a promising job has only occurred in the last 2 years. So, our analysis is why only entertainment as a stimulant is positively correlated to the organism, namely, flow experience and subjective well-being, which ultimately reacts to behavioral intention. Our respondents, when viewed from the frequency of watching e-sports, only 15.4% watched e-sports more than 6 times which e-sports events could take place 7-9 times in one month. With a low frequency of viewing, it further strengthens that our respondents watch e-sports as entertainment.

Our respondents have not yet reached the stage to appreciate the skills of professional players and the competitive spirit of professional players in e-sports. Previously, in research (Kim & Kim, 2020) , self-motivation, which functions as a stimulant, has a positive correlation with flow experience and subjective well-being, and in research (Qian et al., 2020), competitive nature, skill appreciation, and game knowledge are included in the motivation for watching e-sports. So, the three variables should have a positive correlation with flow experience and subjective well-being. However, the data held by these studies is data where the respondents watch PC game shows so that it is more difficult to play so that pro-players will be more appreciative of their skills and knowledge as well as their competitive spirit, which is different from in Indonesia where the games played are mostly mobile games that can be played anywhere and anytime so that entertainment is the main goal of gamers in Indonesia and watching e-sports events is also to entertainment with the low frequency and ignorance of respondents to the knowledge of the game, as well as appreciating the skills of professional players, there is no audience intention from the competitive side.

The results obtained also show that the flow experience and subjective well-being given in e-sports have a very important contribution to behavioral intention in watching e-sports. An interesting result in this study is that game knowledge is positively correlated with subjective well-being but not with flow experience. This result shows, with the positive correlation of flow experience and subjective well-being, shows that the behavioral intention of the audience requires experience in which there is a sense of interest and curiosity, and the behavior of the e-sports audience themselves they want to provide support when watching the e-sports event. Both variables require support from the audience's motivation, and in this study, the biggest motivation of the audience requires entertainment from the program they watch, and there is also motivation to gain knowledge so that they can provide support to the audience.



## 5. Conclusion

E-sports can be said to have become an interesting topic to discuss, which is not just a game but also a form of entertainment and watching activities become something that is inherent in the world. In this study, the SOR model and quantitative methods were used to analyze several variables that could affect the intensity of watching E-sports. Based on the analysis that has been done, it can be concluded that there is only 1 variable that affects the intention to watch E-sport events, namely Entertaining Features. The Entertaining Features variable affects the intention to watch E-sports events directly by being influenced by the Flow Experience and Subjective Well-Being variables. Entertainment or entertainment can be said to be a common intake for human life, where this can reduce stress, especially the respondents feel a pleasant experience and get new insights, especially in the world of E-sports. The Game Knowledge variable is positively correlated with Subjective well-being.

So, there are only 5 hypotheses that can be accepted. The results also show that flow experience and subjective well-being in e-sports have a very important contribution to behavioral intention in watching esports. An interesting result in this study is that game knowledge is positively correlated with subjective well-being but not with stream experience. These results indicate that a positive correlation between flow experience and subjective well-being shows that the audience's behavioral intention requires an experience in which there is a sense of interest and curiosity, as well as the behavior of the e-sports audience itself.

## 6. Implication & Future Research

### 6.1 Implication

This study was conducted to determine the variables that significantly influence the intention to watch E-sports through Flow Experience and Subjective Well-Being, which act as mediating variables using the SOR model. Based on the analysis that has been carried out, this study reaches the conclusion which shows that only the Entertaining Features variable has a significant effect on the intention to watch E-sports. This shows that the scope of society in Indonesia has the intention to watch, which is influenced by the entertainment aspect. Our study has implications for the field of research by filling gaps that have not been found in previous research related to the topic of e-sports, where there is very little research, especially in Indonesia. The next implication is in the business sector, where with this research, e-sport event providers can better understand the needs and desires of their audience regarding the content they present and can see from the existing demographics that the audience of E-Sport events is quite diverse, especially in the range age and occupation so that the content provided must be suitable for all ages and label if there is content that is not suitable for children and is no exception for the audience of the E-sport event itself. With this research, e-sports organizers can focus more on the entertainment provided because it is the most significant stimulant to the experience gained and subjective well-being, where subject and flow are very important in behavioral intention to watch e-sports. So, it is hoped that this research can help organizers in making decisions.

### 6.2 Future Research

The research and writing of the results of this study also have the intention of being material for consideration and learning from further studies. The limitations of this study are such as the limitations of space and time. The author has limitations by only being able to conduct research in Indonesia. However, as is well known, the popularity of e-sports does not only exist in Indonesia but in all parts of the world so that further research can be carried out in various other places and even in more specific locations and taking into account the conditions and situations of e-sports, which will of course always evolve over time. The author hopes this research can be a new step for further research in the future.

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