CHALLENGE, INTERDEPENDENCE, AND GAMER LOYALTY
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ABSTRACT
The literature has identified social activities as the favorites of gamers, indicating that gamer loyalty may be associated with other games. This study utilized bilateral deterrence theory to identify interdependence among gamers as a determinant for gamer loyalty, and interdependence theory to identify challenge as a predictor for interdependence among gamers. This study found that (1) challenge is positively related to interdependence, (2) interdependence is positively related to gamer loyalty, and (3) challenge is positively related to gamer loyalty. This study suggests that game providers to raise gaming challenge, which improves gamer loyalty and increasing gamer interdependence.

Keywords: Online games, gamer, loyalty, challenge, interdependence.

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