

ABSTRACT

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COMPARTIVE ANALYSIS OF USER SATISFACTION WITH THE
STEAM AND EPIC GAMES STORE GAME DISTRIBUTION
APPLICATIONS USING THE PIECES METHOD
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(xi + 83 + attachment)

The rapid advancement of information technology has significantly transformed various aspects of human life, especially in the digital entertainment industry, particularly in the video game sector. Digital distribution platforms for games have emerged to meet the increasing demand for easier and more efficient game purchasing, downloading, and playing experiences. Steam and Epic Games Store are two of the most widely used digital game distribution platforms globally. Steam, launched by Valve Corporation in 2003, pioneered digital distribution services with features like online communities, achievements, cloud storage, and game mod workshops. Conversely, Epic Games Store, a newcomer since 2018, offers advantages such as fairer revenue sharing for developers, exclusive game titles, and weekly free games, attracting many users.

Despite similar offerings, there are significant differences in features, ease of use, pricing, customer service, and exclusivity policies, leading to varied user satisfaction perceptions. This study employs the PIECES framework (Performance, Information, Economics, Control, Efficiency, and Service) to analyze user satisfaction systematically. The research uses a quantitative approach, collecting data through questionnaires distributed to 150 active users of both platforms in Indonesia aged 17 and above.

Results indicate that both platforms receive generally favorable evaluations, but Epic Games Store scores higher in most satisfaction dimensions. Epic Games Store surpasses Steam in performance, information clarity, economic benefits, control and security, efficiency, and service quality. This suggests that Epic Games Store provides a more optimal and satisfying user experience. These findings offer valuable insights for users choosing platforms and developers seeking to enhance service quality and competitiveness in the digital game distribution market.

References (2015 – 2025)