A QUALITATIVE RESEARCH OF CLASH OF CLANS ONLINE GAME AND ITS RELATION WITH EMPLOYEE PERFORMANCE IN PT. HONDA REMAJA JAYA MOBILINDO

PENELITIAN KUALITATIF TERHADAP PERMAINAN ONLINE CLASH OF CLANS HUBUNGANNYA DENGAN KINERJA KARYAWAN PADA PT. HONDA REMAJA JAYA MOBILINDO

By:
Stevie N. Mawey[1]
Johan Tumiwa[2]

International Business Administration Program, Faculty of Economics and Business
Universitas Sam Ratulangi, Manado 95115, Indonesia

e-mail: [1]stevimawey@gmail.com
[2]johantumiwa@gmail.com

Abstract: Clash of clans online game recently gain much attention from many people. Many research convinced that online game have negative effects on employee performance. Playing online game at work is not discouraged there is evidence that work hours increases productivity and that online game can be beneficial. This research is designed to clearer image and deeper understanding that online game could reduce stress while break hours. The method used in this research is the qualitative research methodology with case study research approach which will provide a descriptive insight about clash of clans online game and its relation with employee performance. The data for this research were gathered from observation, interviews, and documents, with 10 people participant in PT. Honda Remaja Jaya Mobilindo to get a comprehension about clash of clans online game. In the finding, there are several perspective about clash of clans online game but the main point is playing clash of clans online game in break hours could reduce stress. The employee should use break time to playing online game in order for reduce stress in work place.

Abstrak: *Game online clash of clans baru-baru ini mendapatkan banyak perhatian dari banyak orang. Banyak penelitian menyatakan bahwa game online memiliki efek negatif pada kinerja karyawan. Ada bukti bahwa bermain game online di tempat kerja saat istirahat meningkatkan produktivitas. Penelitian ini dirancang untuk gambaran yang lebih jelas dan pemahaman yang lebih bahwa bermain game online sementara jam istirahat bisa mengurangi stres. Metode yang digunakan dalam penelitian ini adalah metodoligi penelitian kualitatif dengan pendekatan penelitian studi kasus yang akan memberikan wawasan deskriptif tentang game online clash of clans dan hubungannya dengan kinerja karyawan. Data untuk penelitian ini dikumpulkan dari observasi, wawancara, dan dokumen, dengan 10 peserta pada PT. Honda Remaja Jaya Mobilindo untuk mendapatkan pemahaman tentang game online clash of clans. Dalam temuan ini, ada beberapa perspektif tentang game online clash of clans tapi titik utama adalah bermain game online clash of clans di jam istirahat dapat mengurangi stress. Karyawan sebaiknya menggunakan waktu di saat istirahat kerja untuk bermain game online agar dapat mengurangi stress.*

Kata kunci: *clash of clans, permainan online, kinerjakaryawan*

INTRODUCTION

Research Background

Clash of clans is a powerhouse of an app, and its players are as hardcore as they come, since its release in 2012 clash of clans has dominated apple's app store, quickly climbing the ranks and claiming the title of no.1 highest grossing app overall. Now days, more and more people are starting to use the internet. At the same time, online game have become extremely popular among for the young generation and also for productive age thus leading to the proliferation on online game addiction on a global perform. According to recent research, online game has become one of the most addictive internet activities to date. Based on established research, the thesis is interested in discovering the reason behind why online game can relation with employee performance as well as how playing such game affects the daily lives and activities of them.

Online game have become a very popular leisure activity among productive age. There are many benefits of the online game as it not only acts as entertainment tool but also an important professional resource for work, communication as well as doing during break time. The game revolves around the idea of fortifying a base, defending it from invading players and their clans, and raiding bases of others in order to gain resources and start the whole process over again. The game play is addicting, and because logging off means leaving your base wide open for a raid, the game's top players stay glued to their screen.

Price can be one of the factor of buying decision making, a cheap price surely attract more attention to purchase it more than the expensive one. Money is the main factor, as an example we should have gadget or smartphone for playing this game so we should have enough money for buy the gadget. As we know there are so many available gadget from the cheaper until the most expensive.

The reason why choose this research that is because many people play this game. This new game has quickly become popular in PHS and in a large variety of smartphone users, ages ranging from 12-24 or more. With the game being the most popular in their 20's. This game is known as clash of clans or CoC. As this game shoots up the leaderboard for most popular app. Its popularity increases which demands for this game to be analysis. More specifically an analysis on the effect of clash of clans and how these games and the creator supercell are hurting or helping the economy.

Research Objectives

There are specific objective for this research, which is to know and understand: To understand relation between clash of clans online game and employee performance in PT. Honda Remaja Jaya Mobilindo

THEORITICAL FRAMEWORK

Theories

Human Resource Management

Human Resource Management is a function in organizations design to maximize employee performance service of employer's strategic objectives. Using objective measures of performance, greater use of HRM is associated with lower labor turnover and higher profit per employee but not higher productivity (Guest, Neil & Sheehan, 2013). The HRM departments are well positioned to ensure the success of knowledge management program. Through HRM a culture that encourages the free flow of knowledge for meeting organizational can be created (Soliman & Spooner, 2000). HRM is primarily concerned with the management of people within organizations, focusing on policies and on system HR departments and unit in organizations typically undertake a number of activities including employee benefits design employee recruitment, training and development.

Employee Performance

Employee of the organization would develop the organization, organization would be more flourished and the employee performance would increase (Elena P, 2000). Employee performance is a process for establishing a shared workforce understanding about what is to be achieved at an organization level. It is about aligning the organizational objectives with employees agreed measures, skills, competency requirements, development plans and the delivery of result. Employee performance is an important building block of an

organization and factor which lay the foundation for high performance must be analyzed by the organization (Abbas & Sara, 2009)

Online Game

Online game is a video game that either partially or primarily played through internet or another computer network. An empirical model of player motivations in online games provides the foundation to understand and asses how players differ from one another and how motivation of play relate the age, gender, usage patterns, and in-game behaviors (Nick, 2006). Online games are ubiquitous on modern gaming platforms including PCs consoles and mobile device and span many genres. Online games are capable of evoking flow experiences and positive affect and games of violent or nonviolent type may not arouse players. Violent online games may have a significant but indirect effect on positive affect via flow experience mediation (Chiang at al, 2011)

Productive Age

There are at least four distinct categories of variables that influence the productive engagement of older people: environmental variable, situational variables, individual variables, and social policy (Bass and Czso, 2001). The environmental variables that influence individual productive participation include the general state of the economy, the norms within a distinct culture or subculture. We argue that participation in multiple productive activities should increase subjective well being because these behavior increase social integration and provide meaningful social rules (Lindsey, Cahalin & Gerst, 2005)

Previous Research

Sattar, Ahmad & Hassan (2015) role of human resources practices in employee performance and job satisfaction with mediating effect of employee engagement. As a result the rewards or incentives to the workers, albeit are influential in enhance work performance and satisfaction of worker: adequate training and empowerment are more important towards that effect. Granic, Lobel &Angel (2014) the benefits of playing video games, in this article we summarize the research on the positive effects of playing video games, developmental, positive, and social psychology. Muindi (2015) the expectancy theories of vroom, porter, and lawler, assert that employee performance depends not only on the amount of effort exerted but also on the interviewing influences of factors such as person's abilities and trait on quality of work, life , personality. Pot at al (2012) video games: good, bad, or other. The growing popularity of video games has instigated a debate among parents. Researches video game produces and policymakers concerning their harmful and helpful effects. Khadra, Hackshaw & Mccolum (2012) on video game and academic performance. As the survey suggests a lot of students of different age groups playing video game for different reasons but mostly for leisure when the video game player is bored.

RESEARCH METHOD

Type of Research

Qualitative research builds its premises on inductive, rather than deductive reasoning. It is from the observational elements that pose questions that the researcher attempts to explain. The strong correlation between the observer and the data is a marked difference from quantitative research, where the researcher is strictly outside of the phenomena being investigated Williams (2007). Czarniawska (2004:17) define narrative is understood as a spoken or written text giving an account of an event/action or series of events/actions, chronologically connected, and Kvale (1996) defined the qualitative research interview seeks to describe and the meanings of central themes in the life world of the subjects. The main task in interviewing is to understand the meaning of what the interviewees say. A qualitative research interview seeks to cover both a factual and a meaning level, though it is usually more difficult to interview on a meaning level.

Place and Time of Research

The present research will be conducted in PT. Honda Remaja Jaya Mobilindo Manado (North Sulawesi, Indonesia) and the present research is expected to be on process within 6 months, period of October 2015 to March 2016.

Social Situation

In qualitative research there is no "population" term but only social situation. The social situation separated into three elements: place, actors and activity that interact in a synergic way. By this statement, this research will focus on the clash of clans online game and its relation with employee performance. Participant were selected using purposive sampling method from the non-probability sampling and also random purposeful sampling because of this research has large potential purposeful sample.

Data Collection Method

This research used primary data which is obtained from individual interviews and through non-participant direct observation and also secondary data which is obtained from the internet and several types of document like books and journals.

Research Procedures and Data Analyzing Process

Chenail (2011) explained there are ten steps to conduct a qualitative research and Thomas (2006) inductive analysis process for qualitative data.
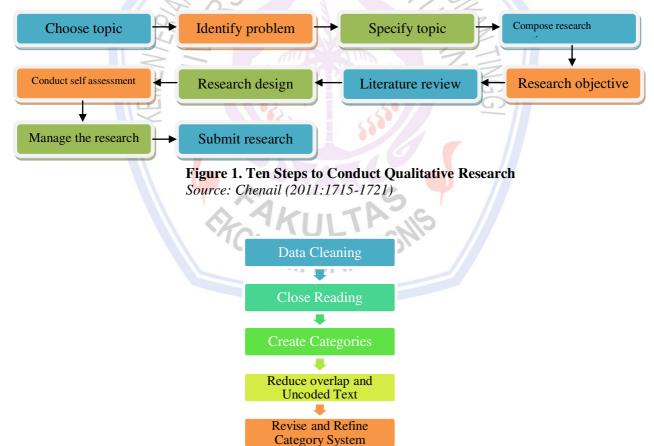

Figure 1. Ten Steps to Conduct Qualitative Research
Source: Chenail (2011:1715-1721)

Figure 2. Inductive Analysis Process
Source: Thomas (2006, 241-242)

Validity and Reliability

In attempt to assess accuracy of the research findings, the qualitative research needs a validation. Validation should be processed in the field with an extensive amount of time, really detailed description of the situation, and the close relation between the researcher and the informants concerning the research give more value to the accuracy of the qualitative research is more specific to credibility (internal validity), transferability (external validity), dependability (reliability) and conformability (objectivity).

RESULT AND DISCUSSION

Results

This interview conducted using semi-structured interview with help of ten (10) participant from employee in PT Honda Remaja Jaya Mobilindo with different position in employee. All the characteristic of respondents has been develop accordingly to fit the employee performance there are several characteristic in performance toward online game in this case clash of clans online game. In the result of interviewing there are four (4) respondent that playing CoC because they are game addict especially this game already famous and many people playing this game. There are people that disagree with those statement they said it can decrease performance. From the other opinion playing CoC when break work not for working hours so it could reduce stress. There are ten (10) respondents in this research, all the characteristic of respondents has been develop accordingly to fit the employee performance there are several characteristic in performance toward online game in this case clash of clans online game. According to D-lib magazine though digital library systems and online games provide extremely different services, there is much that the development community of each could learn from the other. Both types of always on service, used by millions of people, involve simultaneous participation by many distributed online people, accessing and affecting large quantities of data.

Technical, interface, and communication attributes from online games are of relevance to the developers of online information and commercial services. Some tools, developed for games, are being used by such services. It will be interesting to see whether there will be a further take-up, or cross-pollination, of concepts, technologies and ideas between these sectors. Even they working at the same company doesn't mean they have same opinion about online game. In the result of interviewing there are total four (4) respondent that has playing CoC because they are game addict especially CoC already famous and many people playing this game so they choose CoC to fill free time during work hours. In other opinion there are four (4) respondent which playing CoC to reduce stress. Game online was fun and so entertain it's very helpfully for me it makes my bored are decrease it's killing time for me also because this game can play by smartphone so I can play everywhere when I go out. Totally reduce stress in working hours because if we too focus in work and have no time to refreshing that's not good for our health.

There are two (2) respondent which have different opinion they playing CoC because CoC can teach us how to socialization. In this game we can build community we can interact each other because this is an online game of course we can have new friend by this game so we can make some gathering to know each other. We can build cooperation, solidarity, and sense of kinship between clan member and also teach how to train us to focus for achieve the goal example while farming (looking for gold and elixir for upgrade defense and troops) or get 3 stars by participation in clan war in this case whether CoC online game can increase performance or not. According to respondent there are four (4) respondent choose can increase. I playing CoC when free time not for working hours of course if we play while working hours it can decrease our performance. Playing online game while free time can reduce our stress so we can focus again to face our job.

There are four (4) people still doubt with their statement and there are three (3) people choose could decrease job performance if we play game during working hours the work will not finished with a maximum goal, if we too busy play game of course we will forget to work automatically it can reduce our job performance.

Many research results convinced that instructional games have positive effects on employee performance. Game based learning have aroused attention and interests of educators, parents and game company from all aspects, because of performance potentials which embedded in games it opened and changed the views towards digital games. The purpose of this study was to identify the effect of the activity levels of educational game on the intrinsic motivation of the learners. The result of this research, there are meaningful difference in intrinsic motivation between employee who use games on the higher level of activity and learners on the lower level of activity in game based learning. The intrinsic motivation of extrovert learners improved more than that of introvert learners' in game-based learning.

The vast majority of research by psychologists on the effects of gaming has been on its negative impact: the potential harm related to violence, addiction, and depression. We recognize the value of that research. However, we argue that a more balanced perspective is needed, one that considers not only the possible negative effects but also the benefits of playing these games. Considering these potential benefits is important, in part, because the nature of these games has changed dramatically in the last decade, becoming increasingly complex, diverse, realistic, and social in nature. A small but significant body of research has begun to emerge, mostly in the last five years, documenting these benefits. In this article, we summarize the research on the positive effects of playing video games, focusing on four main domains cognitive, motivational, emotional, and social. Integrating insights from developmental, positive, and social psychology, as well as media psychology, we propose some candidate mechanisms by which playing. Video games may foster real world psychosocial benefits. Our aim is to provide strong enough evidence and a theoretical rationale to inspire new programs of research on the largely unexplored mental health benefits of gaming. Finally, we end with a call to intervention researchers and practitioners to test the positive uses of video games, and we suggest several promising directions for doing so.

This experimental study investigated whether computer-based video games facilitate children's cognitive learning. In comparison to traditional computer assisted instruction (CAI), this study explored the impact of the varied types of instructional delivery strategies on children's learning achievement. One major research null hypothesis was tested there are no statistically significant differences in student achievement when they receive two different instructional treatments: (1) traditional CAI; and (2) a computer based video game. One hundred and eight third-graders from a middle/high socio-economic standard school district in Taiwan participated in the study. Results indicate that computer-based video game playing not only improves participant fact recall processes, but also promotes problem-solving skills by recognizing multiple solutions for problems.

There are views factor that influence to playing CoC. Clash of clans online game is very helpful when leisure time, but if we are addicted in playing CoC it will be influence if we longer playing CoC automatically will reduce job performance. Clash of clans online games are also very influential in financial because as we know this is an online game so it will take a pulse transform to play. There are some people who use credit cards to buy gems for accelerate throughfare building construction.Online game have mastered the art of pulling people of all ages into virtualenvironments, having them work toward meaningful goals, persevere in the face of stress, and celebrate the rare moments of triumph after successfully completing challenging tasks. In this section instead we aim to identify several characteristics of video games that seem to promote an effective motivational style both in and outside gaming contexts. Specifically, decades of research in developmental and performance psychology suggest that motivational styles characterized by persistence and continuous effortful engagement are key contributors to successand achievement.

Playing online games is sometimes perceived to have negative social and mental consequences. Because of this many workplaces are restricting worker access to web sites that host online games. However, many studies now show that playing online games can in fact have positive side effects, particularly in the area of cognitive health. Companies that produce online games have missed opportunities because of this bad reputation, and would like hard scientific data on the subject of games and productivity.Games are increasingly popular in our workplaces today and I don't mean those time-wasters we play between meetings. Games used to achieve a business resultsuch as corporate learning or customer education, have recently entered mainstream conversation, even though they've been around for years.Gamification is defined as using game technology in a Website, service, community or application in order to drive participation. It's a perfect way to create customer

engagement or employee participation. Companies big and small are examining the impact of games on their business.

Companies that produce online games have missed opportunities because of this bad reputation, and would like hard scientific data on the subject of games and productivity. If the reputation proves true, online game companies could try to change their product or market appropriately. If instead, the reputation is not supported by data, then video game companies can use this information to promote broader acceptance of online games in the workplace. We designed and executed two studies based on other productivity research and applied to the unique constraints of playing computer games during work breaks. The pilot study examined the task of transcription. The goal was to learn how the productivity of transcribers changes over time as they continue to work without a break.This was successful; transcription appeared to create the necessary performance degradation within the space of an hour if no break was given. However, given our schedule of work rest, an hour might not have been long enough to encompass the largerwork rest cycle proposed in the hypothesis.The user study examined the effect a of online game break on productivity using transcription as the work task. Comparing the number of errors made by members of each group, the relative productivity levels over the course of the task were determined. After careful analysis, we determined that the data collected by the user study was inconclusive in assessing the impact of computer games on productivity. At face value, the results indicated that a video game break had the same effect as a regular break, but that any break had the same impact as no break at all.

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Comparing the number of errors made by members of each group, the relative productivity levels over the course of the task were determined. After careful analysis, we determined that the data collected by the user study was inconclusive in assessing the impact of computer games on productivity. At face value, the results indicated that a video game break had the same effect as a regular break, but that any break had the same impact as no break at all. However, this result is incongruous with previous productivity studies, which universally found that taking rest breaks increase overall performance. It is suspected that as subjects reached their own point of productivity decay, they quit thestudy. This meant that the only data collected was gathered from fully productive subjects. This is supported by the fast drop in quality reported by the no break group after the fourth page, indicating that this subject group was about to enter the decay period and leave the study.

This conclusion is supported by the high rate of subjects dropping out of the study without finishing. We believe we do have the foundation for atechnique that can be used in the future to examinethe problem under more controlled circumstances and yield data to support or refute the reputation of computer games impact on productivity. Though our overall methodology appears to be sound, the fine details of the execution may account for the discrepancy between our results and prior knowledge. The task of transcription, the three experimental groups, and the population of subjects with roughly equal word processing experience are a solid base from which to conduct this form of study

Discussion

Clash of clans online game is the trend center that has been proved. Game is a good training environment in organizations that solve problem for the real world (Beck &Wade,2011). CoC online game is very helpful when leisure time but if it had long time to play it will be influence for job performance. Games are increasingly popular in our workplace and don't mean those time wasters we play between meeting. Games used to achieve a business result. Such as corporate learning or customer education had recently entered mainstream conversation even though they've been around for years. Many research said that online game is bad for academic performance. It is very different from employee performance according to some experts in accordance with some of the existing research has proved that online game are very helpful in terms of job performance because online game is very interesting and reduce stress level.

Online games also have positive social effects. An organization or company's best asset is human resource or in this case employee, because employee performance is related to organization or company's performance. Performance allowance as a employee's benefits program that is very important in order to realize the goal of the company (Simanjorang, 2016). One measure of this which has significant research is that of prosocial behavior. Prosocial behavior is defined as when one person acts to help another. While research on this topic is mixed, there is evidence that games which focus on prosocial behavior lead to prosocial results (Schie& Wiegman,2014). Online game is not like everyone thing is just waste of time based on this research playing online game can improve job performance by increasing the focus. The factor is gaming could help bring back its focus as it would stimulate the brain in a way that the job. Online game can also provide feeling of empowerment and success.

Games are increasingly popular in our workplaces today and I don't mean those time wasters we play between meetings. Games used to achieve a business result such as corporate learning or customer education, have recently entered mainstream conversation, even though they've been around for years. Gamification is defined as using game technology in a Website, service, community or application in order to drive participation. It's a perfect way to create customer engagement or employee participation. Companies big and small are examining the impact of games on their business.

In this case whether clash of clans online game can increase or decrease job performance, based on 10 respondent there are 8 respondent choose could increase and 2 respondent choose could decrease. The reason why 2 respondent choose could decrease job performance because they're addicted. In the finding, there are several perspective about clash of clans online game but the main point is playing clash of clans online game while free time could reduce stress and it would decrease job performance. In general opinion target market of online games are for children but in reality many of adult also playing online game this tend to public opinion that playing online game in productive age is waste of time can redaction in working hours. Based on my research on 10 respondent they're playing online game to fill free time in work hours.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and discussion on previous chapter, we can conclude some point here.
1. Clash of clans online game can be beneficial for employee performance because playing clash of clans during break hours it could reduce stress and could increase the job performance.
2. The employee should use free time to playing online game while break hours in order for reduce stress in work place.
3. Plain atmosphere of working place can easily forgetful by being immerse in game and also beating the game can make a person feel achieve that hardly duplicate in working environment.

Recommendation

This research has been conducted in order to explore generally the relation of clash of clans and employee performance. Here are some recommendation proposed and found within this research for employee and for manager:

1. For Employee : Playing online game during work hours is a quite effective to reduce stress but it may took long time and reduce the productivity of employees time, also it will cause lost of focus for short period of time because of thatthe employee must be wise between playing games and doing the productivity.

2. For Manager : If manager band playing game during work hours the stress level of employee might be increase and it will reduce productivity. Because of thatthe manager should consider to allowing their employee to playing games recess time as long it does not bother their performance

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