

## **Beyond Immersion: Multidimensional Construction and Measurement of the Service Value Concept in Germany's Virtual Reality Gaming Service Ecosystem**

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### **Executive Summary**

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This study synthesizes conceptualizations of service value within virtual reality (VR) gaming using the service-dominant logic (SDL) framework. Two empirical studies explore the multifaceted nature of service value and its impact on customer satisfaction and recommendation intention. The findings offer insights for managers and researchers, highlighting the dynamic nature of service value in VR gaming.

Study 1 identifies ten key dimensions of service value in VR gaming, including hedonic motivation, flow, and price value. These dimensions reflect aspects such as the enjoyment derived from VR use, immersive engagement, and the balance between perceived benefits and costs. Study 2 empirically tests the service value construct based on six core dimensions through a survey of 1,783 participants. It confirms that service value, as a higher-order construct, significantly impacts customer satisfaction and recommendation intention. Covariance-based structural equation modeling showed strong associations with customer satisfaction ( $\beta = .663, p < .001$ ) and recommendation intention ( $\beta = .724, p < .001$ ), explaining 44% of the variance for customer satisfaction and 52% for recommendation intention.

The findings suggest several actionable strategies for managers in the VR gaming service ecosystem. To enhance service value, it is crucial to provide a high-quality, immersive system that is stable, user-friendly, and responsive. Context-specific communication, such as feedback and user interaction, can further support this immersive experience. Perceived content offering is another key area. Delivering diverse and engaging content enhances customer enjoyment and loyalty. Firms should also leverage social influence by promoting user interactions to drive recommendation intentions. Collaboration with external partners, such as technology providers and content creators, can help co-create unique, immersive experiences that differentiate products in the competitive VR market.

This research validates service value as a multidimensional construct in VR gaming, reinforcing the relevance of SDL for analyzing service ecosystems. It also highlights the role of flow and hedonic motivation in driving customer satisfaction. However, the study's sample, primarily from Germany, may not represent global VR users. Future research should explore the perspectives of other actors as well as service value in different technological contexts. This study demonstrates the multidimensional nature of service value in VR gaming and its significant impact on customer satisfaction and recommendation

intention. It offers theoretical and practical insights for enhancing service value in the rapidly evolving VR gaming industry.

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