

## **Stimulant Adoption of Mobile Game Services in Indonesia**

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### **Abstract**

The rapid development of information technology corresponds to the development of humans who increasingly need technology to facilitate their business. Currently, in addition to business development, the development of mobile games has also experienced a significant increase in terms of the number of users. The increasingly rapid development of game enthusiasts has an impact on the behavior of generation Z and the millennial generation in choosing the quality of the games they want. The main objective of this research is to analyze the determinants of mobile game adoption among Generation Z and Millennials. The study tool was an online survey that was given to 210 participants, all of whom were Millennial and Generation Z players of mobile game services. The researchers then put the theory to the test by utilizing the Partial Least Square (PLS) type of structural equation modeling (SEM) and the SmartPLS version 3.0 program to examine it. The study's findings demonstrate that perceived enjoyment, perceived ease of use, and habit have a significant and positive impact on usage intention. The managerial implications of this research conclude that one of the biggest effects of playing games service is to make people happy. Of course they feel happy because when they play games, they don't feel the pressures of life. As if they are in another world that makes them the main character.

**Keywords:** Mobile Game; Usage Intention; Games Service

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## **INTRODUCTION**

A large number of information technology (IT) devices are currently in use around the world. Work is made simpler by information technology equipment. Not only is it simple, but it also takes less time to complete. In the past, various materials, like as paper and pens, had to be given in order to create a letter. If any words or phrases are incorrect, they must be repeated on fresh paper. Enough with the more effective information technology gadgets. By accessing the program, thinking about the letter's content, and then pressing a certain button if something is incorrect. It suffices to employ a technology-based printing gear that prints exceptionally effectively to create letters. To send the letter to the intended recipient, do the same. Unlike in the past when you had to travel to the post office and wait days for your package to reach at its destination, today's information technology gadgets allow you to send mail in a matter of seconds by just pushing a button. Due to the introduction of information technology, there have been many additional changes. in particular in the present Revolution 4.0 Era. With the use of information technology tools, it is now possible to operate successfully and efficiently in fields that were previously challenging to work on several papers and reports. Call it the study of economics, business, general administration, management, banking, marketing, finance, accounting, and auditing. The existence of information technology has considerably aided all of these industries. For instance, marketing has more freedom because to information technology. Instead of meeting in conventional markets, sellers and buyers now interact directly online thanks to information technology.

Through electronic tools that are also a component of information technology, payments are also done digitally.

The more steps towards modernization, the demands on various aspects of life are felt by many people more and more. As a result, this has resulted in a high level of stress in society in various circles. To avoid excessive stress, we need time to rest or refresh, such as taking a walk, reading a book, playing, etc. As technology develops, the games we play are increasingly diverse. From games that used to be hide and seek, cat and mouse, playing tops and others. Now the game has turned into a digital game. Playing games (interactive electronic games) is a popular way for them to escape from the burdens of life. Games or what we often call games are activities that are carried out to entertain ourselves from boredom. Along with the development of science and technology in this modern era, many types of games have been circulating. Not only for refreshing but game applications have become a very big industrial business. Games that used to be associated with childhood have attracted the attention of teenagers and even adults today. According to data from the Association of Indonesian Internet Service Providers (APJII) in November 2020, it was stated that public interest in online games reached 16.5 percent. Meanwhile, based on statistical data reported by Jawapos.com, there are 50.8 million mobile game users in 2020. Of course this cannot be separated from the impact of the Work From Home (WFH) and Online Learning policies at home. So that it makes users and downloads of online game applications increase, it is even predicted to increase by 21.6 percent in 2025.

In actuality, video games are vital to the growth of the human brain. If a human is presented with a challenge, he will begin to think. While playing a game, we are presented with a variety of challenges that must be resolved in order for us to complete or even win the game. In the viewpoint of the general public, the distribution of games nowadays has become a commonplace phenomena. The spread of the video game phenomenon is inseparable from the ease and cheapness of accessing this virtual game device. Even without owning a device, users (gamers) are spoiled by the presence of various rentals selling both play stations and online games. Children and adolescents are familiar with various video game devices, both arcade, console, personal computer, online, or handheld (mobile) models. Online games or so-called online games are a type of computer game that utilizes a computer network (LAN or internet), as the medium. The Industrial Revolution (RI 4.0), which has been characterized by advances in information and technology, has altered many aspects of the world's order, including how businesses and organizations are run. Therefore, it is essential for businesses and organizations to be able to swiftly adapt to changes in information and technology. It cannot be denied that there have been several studies examining the adoption of mobile game services in several countries.

Everyone may find amusement online whether they have free time or are feeling worn out from their everyday duties. Games online not only offer amusement, but also a challenging task that is highly intriguing to do, allowing players to enjoy themselves without having to keep playing until they are satisfied. Matter Due to this, online gamers might develop an addiction to these games in addition to becoming online game aficionados. Research (Liang & Yeh, 2011), The attitude of game service users is motivated by the ease of obtaining and playing the game. The findings show that the convenience aspect offered by mobile game services has an impact on the continuous use of the game. Further, research results (Ha et al., 2007), The behavior of using mobile game services that is sustainable is none other than the effect of the convenience of playing the game. Research (Linares et al., 2021) Perceived enjoyment, according to studies on massively multiplayer online games, has a bearing on players' intentions to stick around. This situation shows that a person's desire to play multiplayer online games is mostly supported by the convenience and enjoyment features provided by mobile gaming service features. The habit of playing is another another element that influences how people behave when using game services. This is so that they may utilize the gaming service more intensely, as the habit element is thought to be a trigger for game players (Nikolopoulou et al., 2020).

The emergence of the Covid-19 pandemic has changed the life habits of all levels of society. Especially for the millennial generation or "today's" youth, playing games is an alternative entertainment amidst the boredom of daily routines which are mostly done at home. Especially playing online games that are usually played with many participants in it, so it feels more interactive. With the various advantages that are presented, it is not impossible that in the future gamers will become one of

the most popular professions. But to get to a higher stage and be able to achieve the success we dream of, of course we have to be more serious about getting into the world of games. This study aims to investigate the consequences of perceived comfort when using mobile game services, extra features supplied by mobile game services, and internal variables from users such as the habit of utilizing mobile game services. We think that the Millennial generation and the Z generation are user groups that are sensitive to technical advancements, particularly in specific gaming genres. The primary goal of this study is to examine the factors that influence Generation Z and Millennials' adoption of mobile games, which is based on the findings of prior research and some of the justifications provided above.

## **LITERATURE REVIEW**

### **Usage Intention**

Indicator of individual behavior based on the effect of intended conduct is called "intention to utilize" (Jeon et al., 2018). Before making a decision regarding engaging in future usage behavior, people who join a technological service will take into account the effects of real activity (Zhou, 2011a). A person's decision to take a certain action based on past use experience is represented cognitively as use intention (Yamin & Lee, 2010). One aspect of the previous use intention experience is when a person weighs the repercussions of their choices before choosing whether or not to engage in particular activities (C. C. Chang & Chen, 2018). According to research findings from (Si et al., 2020), use intentions have a significant influence in motivating people to repeatedly utilize technological services. Due to high utilization intents for the knowledge received while using the service, someone will probably reuse. The study by Wang et al. (2020) similarly supported the findings that usage intention has a substantial impact on behavior.

### **Perceived Ease of Use**

This innovative technology aims to give users convenience, simplicity in transactions, and satisfaction (Halim et al., 2020). The system compatibility, usability, and ease of use of the game application are all crucial factors in determining whether mobile gaming services will be popular (Wan et al., 2012); (Chawla & Joshi, 2019). The degree to which people believe using the system will help them achieve the required goals may be used to establish their performance expectations (Angelina & Aswin Rahadi, 2020). Customers' perceptions of a system's usability's capacity to provide them with more information depending on their skill and knowledge levels are known as ease of use (S. E. Chang et al., 2017). According to the results of a previous study, perceived ease of use has a positive and significant relationship with usage intention (Kuo & Yen, 2009), which focused on behavioral intentions to use 3G mobile phones. The findings of a study by Laumer et al. (2021) that examined job seekers' intentions to use online games as a substitute for looking for new employment came to the conclusion that perceived ease of use has a favorable and substantial association with use intention. As a result, this study is being conducted in order to establish the following hypotheses:

**H1:** Perceived ease of use affects usage intention

### **Perceived Enjoyment**

While playing mobile games, the user's emotional response to the surrounding circumstances leads to perceived satisfaction. This response makes people think that playing mobile games is enjoyable, makes them feel satisfied and happy, and also makes them feel good (Davis et al., 1989). Every user anticipates happiness that comes from enjoying the game when using mobile gaming service technology (Gianto, 2020). When someone enjoys a game, they are more likely to play it again in the future because the sense of pleasure the person experiences is correlated with their desire to repurchase the game (Rajalie & Briliana, 2014). This shows that the longer a person spends playing games where virtual goods are sold, the more probable it is the person will purchase the goods being provided (Jarboe & McDaniel, 1987). As in the (Jang & Park, 2019) with a research focus on the effect of enjoyment on the adoption of virtual games, studies that analyze the link of perceived enjoyment to use intention have previously been studied revealed a positive and substantial association between the two. Then study

(Hamari et al., 2020) that examined the reasons behind paying more for freemium services in free-to-play games came to the conclusion that perceived enjoyment has a big impact on use intentions. As a result, this study is being conducted in order to establish the following hypotheses:

**H2:** Perceived enjoyment affects usage intention

### Habit

Due to their propensity of playing, Generation Z and Millennials play mobile games for a variety of reasons. Because of prior knowledge and the usage of the habit of utilizing technology as an indication, habits show how much people tend to utilize technology automatically (Bhatiasevi, 2015). Consumer behavior is important while utilizing technology, particularly in a variety of circumstances (Ambarwati et al., 2020). User habits are defined as personal patterns or behavior supported by technology (Baabdullah, 2020). Knowledge, age, and gender are often linked to purposeful action and use behavior through the user's habitual creation of perceptions that reflect the consequences of prior experiences (Hariyanti et al., 2020). According to research findings (Liao et al., 2020) on the role of gaming habits on desire to complete game goals, habit has a big impact on usage behavior. According to other research findings (Rebar et al., 2020), a person's habits are the most important factor in determining how they will utilize technology in the future. As a result, this study is being conducted in order to establish the following hypotheses:

**H3:** Habit affects usage intention

## RESEARCH METHOD

The research design for this study takes a quantitative approach. Users of mobile game services among Generation Z and Millennials in Indonesia were chosen as the study's demographic. Purposive sampling was used to establish the sample size, and 210 respondents made up the entire sample. The idea was then put to the test using a partial least square (PLS) type of structural equation modeling (SEM) using the SmartPLS version 3.0 program to evaluate it. For endogenous variables, this research consists of usage intention which uses three indicators (Lee et al., 2005); (Sinaga et al., 2021). Furthermore, exogenous variables consist of perceived ease of use which uses four indicators (Venkatesh & Davis, 2000); (Marpaung et al., 2021), perceived enjoyment which uses four indicators (Leong et al., 2013); and Habit using three indicators (Bhattacharjee, Moez & Christy, 2012; Liao et al., 2020).

## FINDINGS AND DISCUSSION

### Outer Model Measurement

**Table 1:** Validity, reliability and R-Square test

| Variables             | Items                                     | Outer Loading | Average Variance Extracted (AVE) | Composite Reliability | Cronbach's Alpha |
|-----------------------|---|---------------|----------------------------------|-----------------------|------------------|
| Perceived Ease of Use | Simple to understand mobile game          | 0.770         | <b>0.631</b>                     | <b>0.872</b>          | <b>0.805</b>     |
|                       | Simple to grasp mobile games              | 0.802         |                                  |                       |                  |
|                       | Mobile games that are simple to use       | 0.822         |                                  |                       |                  |
|                       | simple mobile game interfaces             | 0.704         |                                  |                       |                  |
| Perceived Enjoyment   | It's fun to play games on mobile devices. | 0.801         | <b>0.712</b>                     | <b>0.908</b>          | <b>0.863</b>     |

|                 |  |       |                          |              |              |
|-----------------|--|-------|--------------------------|--------------|--------------|
|                 | It's enjoyable to play mobile games.             | 0.757 |                          |              |              |
|                 | It's exciting to play games on mobile devices.   | 0.770 |                          |              |              |
|                 | It's enjoyable to play games on mobile devices.  | 0.754 |                          |              |              |
| Habit           |  |       | <b>0.767</b>             | <b>0.907</b> | <b>0.843</b> |
|                 | I enjoy playing games on my mobile               | 0.802 |                          |              |              |
|                 | Quite automated are mobile games                 | 0.854 |                          |              |              |
|                 | Having a mobile game is normal                   | 0.788 |                          |              |              |
| Usage Intention |  |       | <b>0.753</b>             | <b>0.901</b> | <b>0.836</b> |
|                 | mobile games if they were available              | 0.808 |                          |              |              |
|                 | continue to be utilized in upcoming mobile games | 0.845 |                          |              |              |
|                 | a desire to play mobile games                    | 0.818 |                          |              |              |
| <b>R-Square</b> |  |       |                          |              |              |
|                 |  |       | <b>R-square Adjusted</b> |              |              |
|                 |  |       | <b>R-square</b>          |              |              |
| Usage Intention |  | 0.519 | 0.508                    |              |              |

On the variables enabling circumstances, habit, usage intention, and use behavior, each loading factor's value and AVE's value are more than 0.7 for the loading factor and 0.5 for AVE, respectively. Additionally, each of the aforementioned reliability values achieved for each research variable is greater than 0.7, and each Cronbach's alpha value acquired for each variable is greater than 0.60, demonstrating the excellent dependability of all research variables. The ability of exogenous factors to explain usage intention as a whole is minimal, as indicated by the endogenous variables' R-square value, which was 0.519 for usage intention (Ghozali, 2014).

### Hypotheses Test

A significance test was also performed to establish the association between the exogenous factors and the endogenous variable in order to demonstrate the hypothesis testing. The p-value revealed the significance criteria. If the p-value between the exogenous and endogenous variables is less than 0.05 and the significance level is 5%, the exogenous factors substantially influence the endogenous variable. In contrast, if the result is greater than 0.05, it indicates that the exogenous factors have no discernible influence on how the endogenous variable is created. In the table 3 below, the test's findings are shown:

**Table 2:**Hypotheses Result

| Hypoteses                                   | Coefficients | t-Statistics | P-Value | Result          |
|---|--------------|--------------|---------|-----------------|
| Perceived Ease of Use→ Usage Intention (H1) | 0.277        | 4.038        | 0.000   | <b>Accepted</b> |
| Perceived Enjoyment→ Usage Intention (H2)   | 0.184        | 3.445        | 0.001   | <b>Accepted</b> |
| Habit→ Usage Intention (H3)                 | 0.224        | 4.753        | 0.000   | <b>Accepted</b> |

## Discussion

According to data analysis findings, perceived ease of use has a positive and substantial impact on usage intention, which is consistent with the findings of testing on the first hypothesis (H1). This shows that the simplicity of using mobile game services fosters serious future usage intentions. In addition, the intricacy of games offers opportunity to develop cognitive abilities like problem-solving and judgment. Now that video games have advanced, players must take charge and use independent judgment (Halim et al., 2022). In fact, many games urge kids to solve a challenge patiently and creatively before moving on to the next level (Sinaga et al., 2021). Information technology has a very important role in various lines of human life, starting from the fields of education, government, economy, trade, to entertainment, especially mobile game services. Most consumers of mobile game services from generation Z believe that these services now available have exceeded their expectations (Sudirman et al., 2021). The simplicity with which extra features in mobile game services may be accessed has created a paradigm that encourages users to internally rationalize the choice of using mobile gaming services to pass the time.

According to the findings of the second hypothesis (H2), usage intention is positively and significantly impacted by perceived delight. These findings suggest that using game services as a stress and boredom reliever is possible. Youngsters can endure stress, in addition to parents. Some parents occasionally place demands and expectations on their kids that they don't particularly like, such regarding their interests and education (Septiani et al., 2017). Teenagers and adults can use gaming as a release valve to escape pressure and lower stress levels (Leong et al., 2013). Thus, the ease of use while utilizing mobile gaming services is crucial to promoting utilization goals. The behavior of someone who wants to keep playing online games that take up a lot of time is implied, and it is probable that the person in question is unable to manage or regulate it (Agrebi & Jallais, 2015). When playing online games, convenience becomes the most essential aspect of a person's life and takes control of their ideas, feelings (they constantly feel like playing), and conduct (doing it excessively). Given that generation Z dominates mobile gaming service consumers and is particularly fond of games from these services, this condition is undoubtedly quite acceptable in a suitable approach (Zhou, 2011b).

The results of the third hypothesis (H3) show that (Ramírez-Correa et al., 2019) has a positive and significant effect on usage intention. One of the greatest effects of playing games is to make people happy. Of course they feel happy because when they play games, they don't feel the pressures of life. As if they are in another world that makes them the main character. can get to know new things, Games are not only made based on fantasy or imagination, many games are made based on events, problems, places that exist in everyday life. In playing these games indirectly they will remember these things. On the other side, regularly playing mobile games might enhance social abilities. Lack of social skills and the capacity to regularly engage with people can harm a child's development and possibly cause despair (Liao et al., 2020). Generation Z and Millennials may engage with many individuals, including those they don't know, via playing online games (Tamilselvi & Balaji, 2019). The various activities that we face often cause boredom. Such feelings can affect a person's performance, both children at school and adults who are already working. So, start looking for different activities like playing online games to entertain yourself and recharg (Chandra & Wirapraja, 2020).

## CONCLUSION

By demonstrating statistically significant outcomes between perceived ease of use, felt delight, and habit toward usage intention, this study indicates that the three hypotheses that have been generated are valid. Additionally, 133 respondents (63.34%), or generation Z, make up the majority of consumers of mobile game services, according to the characteristics of the respondents. Following that, it was found that users with professional backgrounds predominated the usage of mobile game services (40.48%) and that Multiplayer Online Battle Arena was the most popular game genre (24.76%). This research presents an illustration that technology acceptance in the form of mobile game services can be well received by generation Z and Millennial generations. In addition, one of the positive effects of online games that can be felt is to increase and hone brain activity. Of course, each game requires high concentration in order to focus on achieving the highest score. In addition, while completing missions, the right strategy is needed so that it forces the user's brain to look for innovations in order to win against enemies. In addition, in the online game area, teamwork is often required to get a win and a bonus. Due to automation in all facets of human existence connected to technology, advances in technology and information make life easier, more efficient, and more effective. Time and energy are saved as a result of this. Technology advancements can motivate individuals to live better lives and in conformity with accepted norms. The outcomes of new innovations and automation, such as tablets, smartphones, smartwatches, and other devices, are also quite simple for the present generation to adjust to. Many tasks have been simpler for us thanks to the development of information and communication technology, and not only are we easier to find, but processing times have also decreased. As a result, Millennials and members of generation Z will also receive training to become accustomed to speaking out and participating in teamwork. Mobile game services are among the prima donna options for users to spend free time in daily life since they are available for free and without any service costs.

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