

ABSTRACT

The mobile game industry continues to grow every year. This due to the advanced internet technology and the more accessible smartphone to consumers for everyday needs. Even though the mobile game industry continues to rise, the Indonesian mobile game developer still gains less profit from others. So there needs to be a measure to understanding the pattern of user behavior in playing mobile games in Indonesia.

Therefore, this study aims to determine and to construct findings of impact between the flow experience, perceived enjoyment, performance expectancy, effort expectancy, social influence, and facilitating conditions toward the behavioral intention of Kota Kita players. So in the future, the developer can plan better marketing strategies and improve the quality of Kota Kita.

This study applies a quantitative research methodology with non-probability sampling techniques, namely the number of samples as many as 100 people of Kota Kita mobile game players in Indonesia. This study also employs descriptive analysis techniques and multiple linear regression for analysis purpose.

The partial hypothesis test results show there is no significant effect between flow experience, performance expectancy, and effort expectancy on behavioral intention. Meanwhile, there is a significant effect between perceived enjoyment, social influence, and facilitating conditions toward behavioral intention on Kota Kita players. Furthermore, based on the results of the f test show that simultaneously, there is an effect between flow experience, perceived enjoyment, performance expectancy, effort expectancy, social influence, and facilitating conditions toward behavioral intention on Kota Kita players.

Keywords: *Mobile Game, Flow Experience, Perceived Enjoyment, Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Behavioral Intention, Consumer Behavior*