

ABSTRACT

Mobile games become the biggest contributor to iOS and Google Play income with total 65% from total income. Until 2014, mobile games had already generated USD 41 Million. Contrast with the revenue from mobile game, business players say that foreign titles still the one who get most of those benefits. Asosiasi Penyelenggara Jasa Internet Indonesia also reported percentage of mobile game use still lower than social media use. So, it is a must to know what factors those affect user's intention and usage when they are choosing mobile games to be played.

This research is conducted to find out factors that affect users intention and behaviour in choosing mobile games using proposed model that developing Zhou model in 2012. Exploration of the model is done to further analyze external factors and internal factors that affect the game players in Indonesia.

This research used 400 sample from seven big cities in Indonesia. This research used questionnaire as an instrument to gather data. Data processing used Partial Least Square Structural Equation Modeling (PLS SEM) Technique. Software that is used to analyze the data was SmartPLS 2.0.

The result show model has strong predictive power for measuring consumer behavior towards the use of mobile gaming with $R^2=66.2\%$. Beside that, all of hypothesis is proved. Content Quality, Visual Appeal, and Perceived Ease of Use has significant affect to Cognitive Concentration with $R^2=21,3\%$. Visual Appeal, Perceived Ease of Use, and Content Quality has significant affect to Perceived Enjoyment with $R^2=34,9\%$. Economic Value, Social Influence, Cognitive Concentration, and Perceived Enjoyment has significant affect to Usage Intention with $R^2=60,3\%$. And Usage Intention has significant affect to Use Behavior with $R^2=66,2\%$.

The first factor that must be given attention is the economic value. Local game makers are expected to make the kind of freemium game with adding benefits and good value for the player. The second factor to consider is the social influence. Game is expected to integrate with social media which is still the best marketing tool in Indonesia. The third factor is the cognitive concentration which is most affected by quality content. Games are expected to have a unique storyline and innovation every level of the game. The fourth factor is the perceived enjoyment which is most affected by the visual appeal. Games are expected to have a sharp color and character and movement that resembles the real world.

Keywords : Mobile Games; Adoption; TAM; Extended TAM; Indonesia