

ABSTRACT

Today, platform developers of cloud gaming take advantage of technological development of internet networks to innovate for innovations so that AAA games can be played in low-spec hardware by using high speed internet as the connector. Although people could already enjoy this particular platform, internet networks are still not fast enough while inadequate 4G network equity potentially could bring about the risks on the consumers; this could lower the buying interest. Skyegrid is an Indonesian-made startup as well as pioneer for cloud gaming. They have been going through stagnancy out of the insufficient internet infrastructure in Indonesia.

The purpose of this study is to find out how such factors as perceptions of ease to use, of the risks, and of consumers' trust give influence on consumer buying interest in the cloud gaming services of Skyegrid. The method used for data gathering is by disseminating questioners to Skyegrid users at 100 respondents who have used Skyegrid application. The technique for data analysis is descriptive analysis by means of multiple linear regression. The study takes quantitative method. The model for this study takes basis of Technology Acceptance Model (TAM) with variables: perceived usefulness, perceived ease to use, attitude toward use, and behavioral intention to use.

The results of this study demonstrate perceived usefulness, perceived ease to use, perceived usefulness, attitude toward use, give positive and significant influence on behavioral intension to use.

Keywords: *electronic TAM, Cloud Computing, Cloud Gaming, Skyegrid*