

ABSTRACT

The growth of the gaming industry in Indonesia is prominent, and this sector has the potential to contribute positively to the country's economy. Google Play serves as a platform that helps game developers manage their business and provides access for Indonesians, especially Android-based mobile phone users, to enjoy gaming entertainment. The popularity of games in Indonesia covers a wide demographic segment, ranging from children to adults. Based on the data collected, Indonesia is ranked 55 out of 100 countries surveyed, with a score of 63.6, which shows that there is still room for improvement in the quality of the mobile gaming experience in Indonesia.

This study aims to assess the quality of mobile games in Indonesia using the ISO 25010 sub-factor analysis approach on the reviews of the top five most actively played popular games in Top Games Google Play in Indonesia. This analysis was conducted using the topic modelling method to identify factors that affect game quality..

It was found that there are various problems revealed in the reviews given by the players on the five games. The Mobile Legend game requires more attention to the Effectiveness In Use dimension, the Clash Of Clans game requires more attention to the Satisfaction dimension, the Stumble Guys game requires more attention to the Effectiveness In Use dimension, the Higgs Domino Island game requires more attention to the Satisfaction dimension, and the Roblox game requires more attention to the Satisfaction dimension.

The results of this study found that mobile game players are strongly influenced by the Satisfaction aspect in their gaming experience. Therefore, game developers are advised to improve the quality of their games on the Satisfaction aspect to create a better experience and positive reviews that can improve the experience and generate positive reviews that recommend the video game so that developers can increase ARPADU (Average Revenue per-Daily Users). Suggestions for future research to study online reviews the author suggests using Topic Modeling techniques and increasing the effectiveness of finding topics that are more accurate than using the coherence score method. In addition, the development of machine learning algorithms that are able to cluster complex review data, especially in the context of video game reviews, will be very useful for game developers and researchers.

Keywords: *mobile game, reviews, quality mobile games, topic modelling*