Examining Factors Affecting Intention to Play Video Games: Study of the Indonesian Game Industry

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ABSTRACT:

Video games become one of the entertainment media that grabs peoples' interest along with the development of technology. It forms in several platforms, such as personal computers, consoles, and mobile. As one of the potential target markets for games, Indonesia is still struggling to compete with foreign games to dominate the local market. This study aims to determine the factors influencing the intention to play video games. This research is also intended to help the local developers in developing their games. This research employs the Uses and Gratification Theory and Technology Acceptance Model, supported by Factors in Game. This study uses a quantitative approach involving 311 respondents by distributing online questionnaires to foreign and local gamers who play online and offline games. The results show that escape, challenges, perceived ease of use, and perceived usefulness indirectly influence the intention to play through perceived enjoyment. Meanwhile, trust in game developers has a direct influence on the intention to play.

Keywords:
U&G Theory, TAM, Intention to Play, Factors in Game, Perceived Enjoyment.

1. INTRODUCTION

Video games are currently a product that is in great demand from children to adults as an entertainment medium (Rafdinal & Qisthi, 2020). Video games have been widely spread through various platforms ranging from consoles, pc, and laptops, to mobile (Android/iOS). Even today, games are embedded with online features as a medium of communication for gamers. Therefore, the game industry is currently one of the most promising industries, along with technological developments from year to year.

The game's development is carried out from all aspects ranging from the storyline, gameplay, character design, character abilities, image quality, and others. Indonesia is one of the most significant market shares of games in the Asia-Pacific Region (Luhtfi, 2020). Moreover, the economic value of Indonesian games reaches US$ 1.7 billion or IDR 24.2 trillion (Lazuardhi Utama, 2021). Therefore, it makes Indonesia the most potential game target market for foreign and local developers.
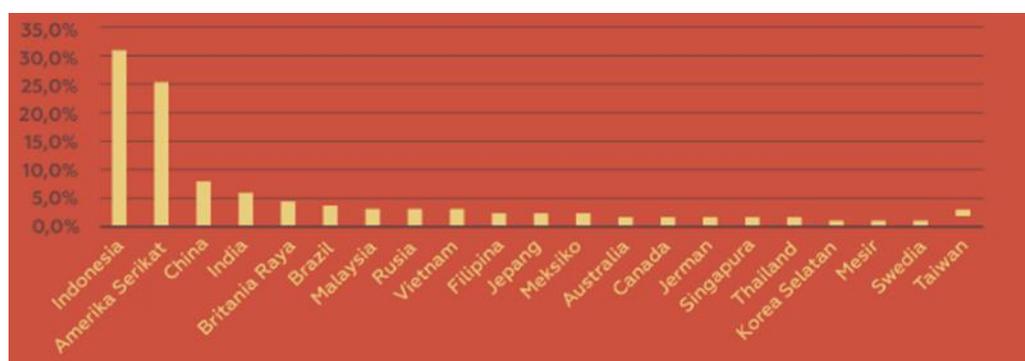
Figure 1. World Game Market Target

As shown in Figure 1, Indonesia is the most prominent target country for video game markets out of 21 countries, with a percentage of around 30% (AGI.com, 2021). However, Indonesia still cannot control the local game market share. This is evidenced by the fact that 68% of the game market share in Indonesia is still dominated by games originating from China, such as PUBG, Mobile Legend, Clash of Clans, and others (Katadata.co.id, 2021). Meanwhile, the local game market share only takes about 0.4% (Katadata.co.id, 2021). In short, 97% of foreign game products dominate the Indonesian game industry and it becomes one of the obstacles for the game industry in Indonesia to lead the local market share (Tribunnews.com, 2021).

Therefore, this study was conducted to find out the behavior of game consumers in Indonesia when playing games as well as their motivations to continue playing games in a long term. This study combines the Uses & Gratification theory (U&G theory) and Technology Acceptance Model (TAM) to support the above phenomenon. U&G theory consists of four variables: social sharing, escape, achievement, and challenges (Ghazali et al., 2019). On the other hand, TAM consists of perceived ease of use and perceived usefulness (Sánchez-Mena et al., 2017).

2. LITERATURE REVIEW

2.1 Uses & Gratification Theory (U&G theory)

Uses & Gratification theory (U&G theory) is a theoretical framework used to explain various motives and reasons for any use (Kaur et al., 2020). U&G theory can also be defined as a sociological theory that explains why and how people use and seek media to fulfill their needs (Puspitasari et al., 2018). For example, U&G theory explains why a person uses a particular medium to meet their needs and desires (Kaur et al., 2020). Concerning on video games, U&G theory is used to know the needs and wants when playing games, such as for entertainment or to fill free time. Some of the variables that include U&G theory are social sharing, escape, achievement, and challenges.

2.1.1 Social Interaction

Social interaction refers to exchanging and sharing information by users of specific platforms for social reasons, such as posting content and disseminating data or experiences that can benefit others (Kaur et al., 2020). For example, in video games, social interaction refers to the medium of communication between players to communicate with each other to exchange and share information. Previous research has shown that social sharing influences perceived enjoyment in Pokemon GO games (Ghazali et al., 2019).

H1: Social sharing has a positive impact on perceived enjoyment.

2.1.2 Escape

Escape is a form of action to eliminate stress and pressure in the real world from everyday life (Kaur et al., 2020). This action also aims to distract them from stress by consuming media (Ghazali et al., 2019). Previous research stated that multiplayer video games (MVG) help reduces frustration (Puspitasari et al., 2018). Video games are one media used by people from children to adults to relieve stress and pressure in their daily activities. Previous research shows that escape is one of the factors that affect enjoyment (Ghazali et al., 2019).

H2: Escape has a positive influence on perceived enjoyment.

2.1.3 Challenges

Challenges are the difficulty level in a game that includes competition with players to complete missions (Ghazali et al., (2019). Challenges are one of the elements of maintaining player involvement in a match (Ghazali et al., 2019). If the game is too easy, then players feel unchallenged which will make them feel bored. On contrary, if the game is too difficult, the gamers will be frustrated (Ghazali et al., 2019). Players generally prefer games that provide challenges because they provide entertainment and increase their intention to play the game. Ghazali et al. (2019) state that plays testing is essential to ensure that the gaming experience is balanced and makes the players feel comfortable.

H4: Challenges positively influence perceived enjoyment.

2.1.4 Achievement

Achievement is defined as the results in virtual item rewards after completing the game's missions. The player's motivation to keep playing the game is to fulfill his desires that are not

achieved in the real world and to show his power against other players (Ghazali et al., 2019). In playing games, achievements include increasing the strength of the game character, including growing wills, collecting items, and competing with other players (Ghazali et al., 2019). Previous research has shown that achievement goals affect enjoyment (Puente-Díaz, 2012).

H3: Achievement has a positive influence on perceived enjoyment.

2.2 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) was developed to identify a person's behavior toward technological developments (Sánchez-Mena et al., 2017). TAM is used to predict acceptance of technology and user behavior in using information technology (Zhou & Feng, 2017). TAM also describes the factors that determine a person in using technology (Rafdinal et al., 2020). Several previous studies have shown that TAM focuses on hedonistic motives influencing technology's behavioral intentions (Bassiouni et al., 2019). TAM focused on perceived ease of use and perceived usefulness as the main variables in these studies.

2.2.1 Perceived Ease of Use

Concerning on video games, perceived ease of use emphasizes the ease of using the product, such as easy to understand and smooth control that can be moved by players easily (Rafdinal & Qisthi, 2020). Previous research has shown that perceived ease of use plays an essential role in using technology as entertainment (Bassiouni et al., 2019). The ease of playing the game will make the players feel happier and more comfortable.

H5: Perceived ease of use has a positive influence on perceived enjoyment

2.2.2 Perceived Usefulness

Perceived usefulness can be defined as the level of trust a person uses in a system to facilitate his work (Sánchez-Mena et al., 2017). It also refers to working effectively to save time and energy in doing its work (Bassiouni et al., 2019). A study conducted by Zhou & Feng. (2017) state that perceived usefulness influences perceived enjoyment and directly impacts the intention to usable video calling. An easy-to-use product will make consumers comfortable when using it for an extended period.

H6: Perceived Usefulness has a positive influence on perceived enjoyment.

2.3 Perceived Enjoyment

Perceived enjoyment can be defined as an activity that aims to please oneself (Ghazali et al., 2019). Enjoyment is included in the intrinsic factor that shows the pleasure or satisfaction of performing specific tasks (Jang & Park, 2019). In this case, video games are one medium that can give a pleasant and comfortable impression when playing games. Previous research shows the excitement that the players will experience while playing games are: attacking opponents, winning competitions, or collecting rare items (Puspitasari et al., 2018). Players who feel excitement while playing will increase the intensity of playing video games.

H7: Perceive Enjoyment has a positive influence on intention to play.

2.4 Factors in Game

Factors in games refer to the features in online games and the services provided by game developers. Gamers enjoy the experience of playing games with the features provided by the game developers. Therefore, game developers need to seriously develop the whole game elements before it is released, so that gamers can feel the best gaming experience (Rafdinal & Qisthi, 2020). In this study, factors in-game are divided into two variables: game features and trust in developers (Rafdinal & Qisthi, 2020).

2.4.1 Trust in Game Developer

A developer relates to a company that develop the game. Trust in games consists of three factors: kindness, competence, and integrity (Rafdinal & Qisthi, 2020). Players consider these three factors in playing the game. Online game developer websites should provide security guarantees and improve the gaming experience (Rafdinal & Qisthi, 2020). Previous research has shown that it is a significant factor in the success of e-commerce activities (This et al., 2020). Trust in the developer is one element that provides comfort to online game players. Research conducted by Pinem et al. (2018) states that trust influences e-government services in Jordan, especially in using technology.

2.4.2 Game Features

Online games generally use multiplayer as an entertainment medium (Rafdinal et al., 2020). Some online game features can keep gamers playing online games, such as multimedia elements, exciting game features, fun elements, and interactive play (Rafdinal & Qisthi, 2020). These elements are continuously developed by game developers to get a better gaming experience so that players will consistently play the game for a long time. In addition, according to research conducted by Rafdinal & Qisthi (2020), a convergence of tissues and a sense of interdependence provide a positive value of a sense of community that affects the intention to play.

2.5 Intention to Play

Intention to play can be defined as a person's intention to consume a long-term product. It refers to gamers who play video games for the future which is influenced by three gratuities: hedonistic gratification, influence the intention to play playing video games (enjoyment, fantasy, and escape), and utilitarian gratification (self-achievement) as well as social gratification (social interaction) (Puspitasari et al., 2018). Previous studies compared the intention to play in determining the game's continued success (Ghazali et al., 2019).
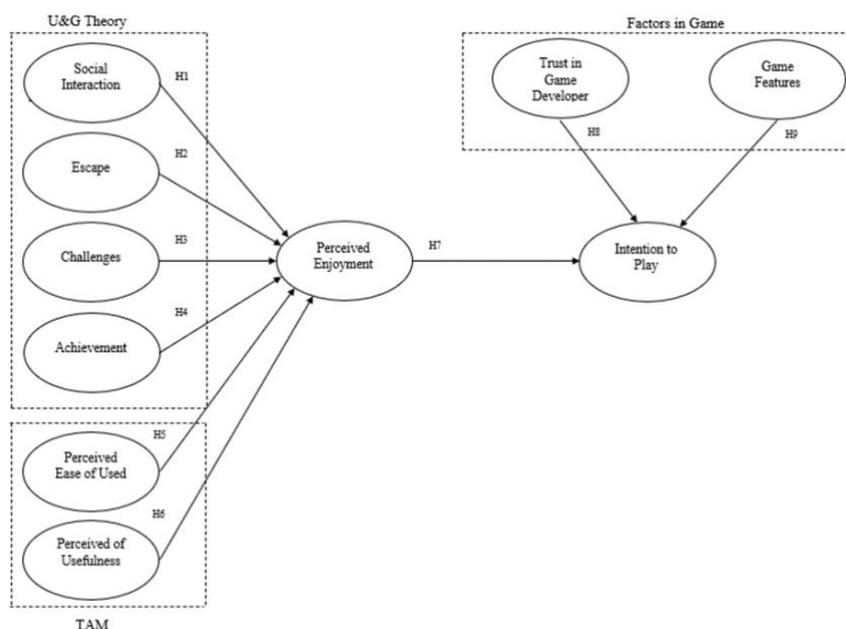
Figure 2. Research Model

3. METHODS

This study uses descriptive analysis through primary data collection with online questionnaires to 311 respondents who have and/or like to play online and offline games. Online surveys have high flexibility so that they can be done anywhere, even by using a mobile device. This study uses a Likert scale of 1 (strongly disagree) to 5 (strongly agree). Primary data is obtained through gamers in Indonesia who play local and foreign games, while secondary data is obtained through previous research, books, and online news. This questionnaire is distributed via Google Form in two months. This research employs quantitative methods involving objects, behaviors, and events based on specific phenomena (Malhotra et al., 2017).

The population of this research is gamers in Indonesia who often play video games with PC/laptop, console, and mobile devices. This study uses a judgment sampling technique to select samples according to the researcher's objectives (Suhartanto, 2020). The measurement model is generally called the outer model in PLS-SEM, which aims to evaluate the relationship between variable indicators and the construct conformity of each variable (J. F. Hair et al., 2014). The collected data were analyzed using partial least squares (PLS) and the Statistical Package for the Social Sciences (SPSS).

4. RESULTS AND DISCUSSION

4.1 Respondent Profiles

The following table shows the 311 respondents who have participated in this research and processed using SPSS software. Demographic results show that most respondents aged 22-25 years are 160 people with 171 people or 55% of respondents are male. The education level of S1/D4 is 211 people or 67,8% and 245 people or 78,8% of respondents are students with a monthly income is less than Rp 500.000 are 98 people or 31,5%.

Table 1. Demographic Respondents

Characteristic	Amount	%
Age		
17-21	138	44,4
22-25	160	51,4
26-29	11	3,5
> 30	2	0,6
Gender		
Male	171	55,0
Female	140	45,0
Level of Education		
D1	1	0,3
D3	20	6,4
S1/D4	211	67,8
S2	1	0,3
SMA/SMK	75	24,5
SMP	2	0,6
Occupation		
Auditor	1	0,3
Unemployment	4	1,3
Freelancer	2	0,6
Employee	36	11,6
Marketing Manager	1	0,3
Student/College Student	245	78,8
PNS	7	2,3
Programmer	1	0,3
Entrepreneur	14	4,5
Income		
< Rp 500.000	98	31,5
Rp 1.000.000 - Rp 2.000.000	49	15,8
Rp 2.000.000 - Rp 3.000.000	30	9,6
Rp 3.000.000 - Rp 5.000.000	23	7,4
Rp 500.000 - Rp 1000.000	80	25,7
> Rp 5.000.000	31	10,0
Platform		
Console (PlayStation, XBOX, Nintendo)	12	3,9
Mobiles (Android/iOS)	177	56,9
PC/Laptop	122	39,2
Duration Play		
< 1 hour	55	17,7
> 5 hours	20	6,4
1-3 hour	189	60,8
3-5 hours	47	15,1

4.2 Validity and Reliability

Table 2. Validity and Reliability Test

Construct	Outer Loading	Cronbach's Alpha	CR	AVE
Achievements		0.863	0.915	0.783
AC1	0.862			
AC2	0.884			
AC3	0.908			
Challenges		0.715	0.838	0.634
CH1	0.844			
CH2	0.727			
CH3	0.812			
Social Interaction		0.713	0.837	0.631
SI1	0.761			
SI2	0.812			
SI3	0.809			
Escape		0.717	0.842	0.640
ES1	0.793			
ES2	0.852			
ES3	0.751			
Perceived Eased of Used		0.660	0.849	0.739
PEU1	0.797			
PEU2	0.918			
Perceived Usefulness		0.709	0.873	0.774
PU1	0.869			
PU2	0.891			
Perceived Enjoyment		0.742	0.853	0.659
PE1	0.823			
PE2	0.772			
PE3	0.840			
Game Features		0.751	0.889	0.800
GF1	0.882			
GF2	0.907			
Trust in Developer		0.825	0.884	0.657
TID1	0.826			
TID2	0.872			
TID3	0.817			
TID4	0.718			
Intention to Play		0.682	0.826	0.614
IP1	0.736			
IP2	0.844			
IP3	0.766			

To test the validity and reliability, it is necessary to test the external loadings or indicators used as variable measuring instruments. The external loadings value is declared valid if it has a minimum value of 0.4 (J. Hair et al., 2017). Furthermore, the convergent validity of variable validity using Average Variance Extracted (AVE). A variable is declared valid if it has an AVE value of ≥ 0.5 (J. Hair et al., 2017). In addition, to confirm internal reliability consistency, a Composite Reliability (CR) value must have a value exceeding 0.7 (J. Hair et al., 2017).

4.3 Structural Model Testing

This study used Goodness-of-Fit, which was used to measure the suitability and feasibility of the research model (J. Hair et al., 2017). To test Goodness-of-Fit, it is also necessary to test the relationship between variables (R^2) and predictive relevance (Q^2) (Suhartanto, 2020). Exposure (R^2), (Q^2), and GoF.

Table 3. Structural Model Testing

Construct	AVE	R^2	Q^2
Intention to Play	0.614	0.483	0.285
Perceived Enjoyment	0.659	0.512	0.32
Achievement	0.783		
Challenges	0.634		
Escape	0.64		
Game Features	0.8		
Perceived Ease of Used	0.739		
Perceived Usefulness	0.774		
Social Interaction	0.631		
Trust in Developer	0.657		
Average Score	0.693	0.497	
AVE x R^2		0.345	
GoF = √AVE x R^2		0.587	

According to Suhartanto (2020), the Goodness-of-Fit value group is divided into three categories, namely 0.1 (low), 0.25 (medium), and 0.36 (large). Based on Table 3, Goodness-of-Fit has a value of 0.587, which is included in the large category because it is greater than 0.36, which shows that the research model has good quality and has a 58.7% fit. According to Suhartanto (2020), R^2 is divided into three categories, namely 0.19 (low), 0.33 (medium), and 0.67 (high). Based on table 4.5 R^2, the intention to play variable is 0.483, which is included in the medium category, then this variable is influenced by game features, trust in the developer, and 48.3% of perceived enjoyment. In contrast, the perceived enjoyment has a value of 0.512, which is included in the medium category. Therefore, perceived enjoyment is influenced by variables of social interaction, escape, achievement, challenges, perceived ease of use, and perceived usefulness with 51.2% in percentage.

Furthermore, the perform strength testing of the stone-geyser model through blindfolding Q^2 values shows that the recommended Q^2 predictive relevance value is more than zero (J. Hair et al., 2017). Based on the results obtained in Table 4.5, the Q^2 value is 0.285 in the intention to play variable and 0.320 in the perceived enjoyment variable, which already

has a value of more than zero. Therefore, this research model already meets the requirements of predictive relevance.

4.4 Hypotheses Testing

Table 4 Hypotheses Testing

	Path	Direct Effected			Remarks
		β	t-values	p-values	
H1	Social Interaction -> Perceived Enjoyment	0,092	1,383	0.167	Rejected
H2	Escape -> Perceived Enjoyment	0,284	4,878	0,000	**Accepted**
H3	Achievement -> Perceived Enjoyment	-0,027	0,468	0,655	Rejected
H4	Challenges -> Perceived Enjoyment	0,185	3,155	0,002	**Accepted**
H5	Perceived Ease of Used -> Perceived Enjoyment	0,172	3,095	0.002	**Accepted**
H6	Perceived Usefulness -> Perceived Enjoyment	0,308	4,473	0,000	**Accepted**
H7	Perceived Enjoyment -> Intention to Play	0,407	5,710	0,000	**Accepted**
H8	Trust in Game Developer -> Intention to Play	0,328	5,413	0,000	**Accepted**
H9	Game Features -> Intention to Play	0,053	1,003	0,317	Rejected

Based on the results obtained from Table 4.7, it shows that the p-values of H1 are 0.167. In other words, H1 is rejected, which means that Social Interaction does not have an impact on Perceived Enjoyment. Next, the p-values H2 is 0.000. In other words, H2 is accepted, and it means that Escape impacts Perceived Enjoyment. Then, the p-values of H3 are 0.655. In other words, H3 is rejected, which means that Achievement does not impact Perceived Enjoyment. In addition, the p-values of H4 are 0.002. In other words, H4 is accepted, which means that Challenges impact Perceived Enjoyment. The p-values of H5 are 0.002. In other words, H5 is accepted, meaning Perceived Ease of Use impacts Perceived Enjoyment. The p-values of H6 are 0.000. In other words, H6 is accepted, which means that Perceived Usefulness impacts Perceived Enjoyment. The p-values of H7 are 0.00. In other words, H7 is accepted, which means Perceived Enjoyment impacts the Intention to Play. The p-values H8 is 0.000. In other words, H8 is accepted, and it means that Trust in Game Developers impacts the Intention to Play. Last, the p-values H9 is 0.317. In other words, H9 is rejected, which means that Game Features do not impact the Intention to Play.

5. DISCUSSION

This study would like to identify the relationship between U&G theory (Social Interaction, Challenges, Escape, and Achievement) and TAM (Perceived Eased of Used and Perceived Usefulness) towards Intention to Play through Perceived Enjoyment. This study also discovers the relationship between Factors in the Game, consisting of Game Features and Trust in Developers to Intention to Play. Furthermore, this study used open questions through questionnaires to determine why foreign or local games are preferred. Social Interaction does not have an impact on Perceived Enjoyment because the results are rejected (H1). This is consistent with Kaur et al. (2020) that Social Interaction does not significantly affect the

Intention to Play in the context of MIM Apps. It depends on the application that the user is using. For example, multiplayer games require an online network to communicate with each other in a team compared to single-player games. Then, Escape has an impact on Perceived Enjoyment (H2). This research is in line with Ghazali et al. (2019). Some gamers also play games to unwind after activities and fun. Therefore, playing games is not only looking for challenges but also looking for fun to reduce stress. Moreover, the challenge has an impact on Perceived Enjoyment (H3). This research is in line with Ghazali et al. (2019) that players prefer a challenge when completing missions that make them happy when the goal is achieved. In addition, achievement does not have an impact on Perceived Enjoyment because the results are rejected (H4). This research aligns with Ghazali et al. (2019) that getting Achievement requires seriousness and thoroughness when playing. This research focuses not only on professional gamers who focus on Achievement but also on gamers who play for other reasons. Therefore, Achievement does not always affect the intensity of playing the game.

Furthermore, Perceived Ease of Use has an impact on Intention to Play (H5). The ease of the game provided by the Developer will provide a sense of comfort when playing it. This research is in line with research conducted by Rafdinal & Qisthi (2020) which affects gamers' behavior. In addition, games also provide positive benefits such as reducing stress, increasing creativity, and others. Moreover, Perceived Usefulness has an impact on the Intention to Play (H6). This research is also in line with research conducted by Rafdinal et al (2020) which showed the games that benefit users would affect the intention to play games. Therefore, if developers can provide many benefits to users, it will increase gamers' engagement and intention to play games. Furthermore, Trust in Perceived Enjoyment has an impact on the Intention to Play (H7). This research aligns with Ghazali et al. (2019) that enjoyment is one of the main factors determining the player's intention to play the game. Therefore, developers are expected to always provide fun elements in the game. Trust in Game Developer has an impact on Intention to Play (H8). If gamers' trust in developers is high, the intention to play the games will increase. This research aligns with Rafdinal & Qisthi (2020) that trust in developers is also influenced by several factors, such as the delivery of information, features, and services provided to gamers. In addition, Game Features do not have an impact on the Intention to Play because the results are rejected because they have a high p-value (H9). This research is in line with research conducted by Rafdinal & Qisthi. (2020) that Cooperative Game Features can influence intention while Individualistic Game Features do not directly affect intention. This research focuses not only on multiplayer games but also single player so that some gamers do not need many features in multiplayer games. Therefore, to increase the intensity of playing local games, it is suggested to strengthen the attributes that affect the intention of playing games obtained based on quantitative analysis, namely Escape, Challenge, Perceived Ease of Use, Perceived Usefulness, and Trust in Game Developers.

6. CONCLUSION

To increase interest in local games, local developers need to strengthen these elements consisting of Challenges, Escape, Perceived Ease of Use, and Perceived Usefulness, which have an impact on Perceived Enjoyment. In other words, these elements have an indirect impact on the Intention to Play video games. Meanwhile, Trust in Game Developers has an impact on Intention to Play. In addition, these five elements also influence the gamer's decision in choosing the game to be played. However, Social Interaction Achievement does not indirectly impact the Intention to Play. It indicates that depending on the type of application used by the user. Furthermore, Achievement does not directly impact the Intention to Play. Getting

the Best Achievement requires a high focus on completing the mission. Therefore, not all gamers play for Achievement.

7. LIMITATION RESEARCH

The results of this study still have shortcomings that need to be developed for further research. First, this study only uses perceived enjoyment to link U&G Theory and TAM to Intention to Play, so that only perceived enjoyment directly affects Intention to Play. Therefore, the researcher suggests adding variables that can affect Intention to Play for further research, such as Subjective Norm or Attitudes. Second, this research is limited to the Indonesian region. Third, this research is also expected to be not only from game companies in specific but also from those who intend to develop the Indonesian game industry.

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