

Measuring the Impact of Ease of Use, Usefulness, Attitude, and Enjoyment toward Intention to Play PUBG Mobile

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ABSTRACT

Objective – The impact of ease of use, usefulness, attitude, and enjoyment toward intention to play PUBG Mobile as it relates to Indonesians, is explicitly examined in this study’s examination of the mobile gaming era because of the pandemic. This paper investigates the factors that influence an individual’s intention to play PUBG Mobile and the outcome of those factors towards its individuals, as well as the effects of knowledge about gaming behavior to its users. The study’s recommendations are to increase the intention to play mobile games so that the need for enjoyable aspects and the need for outside assistance become more apparent.

Methodology – Through an online survey, 223 individuals provided information for this study. The survey asked for responses from people who had played a mobile game, particularly Player Unknown Battle Ground Mobile version (PUBGM), millennials or members of Generation Z having enrolled in college and who previously had resided in Indonesia, had at least played PUBG Mobile in the past, and had played it more than one year. In this work, statistical analysis is carried out.

Findings – The outcome demonstrates that perceived ease of use, usefulness, attitude, and perceived enjoyment have an impact toward Intention to play PUBG Mobile.

Novelty – This study closes a gap in the literature by concentrating on the behavioral intention to play PUBG through the playful-consumption experiences of a well-known online multiplayer game.

Keywords: *PUBG Mobile; intention to play; perceived usefulness; attitude toward mobile games; enjoyment*

JEL Classification: D10, D9, D91

Article Info: Received 27 August 2023; Revised 9 September 2023; Accepted 11 September 2023

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Recommended Citation: Dewi, B. D. L. (2022). Measuring the Impact of Ease of Use, Usefulness, Attitude, and Enjoyment toward Intention to Play PUBG Mobile. *Journal of Business, Management, and Social Studies*, 2(4), 204-217.

I. INTRODUCTION

The Internet has changed the lifestyle of all levels of society throughout world and is very important in supporting various needs such as education, communication, business, health, protection, and entertainment. The growing technology makes the Internet able to be accessed by mobile, which means that people can access it wherever and whenever. The very rapid development of technology makes Internet users in Indonesia increases: In 2019, there were 184.97 million internet users in Indonesia, up from 144.17 million in 2017 and 171.17 million in 2018 (Kharisma, 2022). This number shows an increase of 10.56 million people from the results survey in 2016. Teenagers generally use the internet for accessing social media and looking for entertainment. Children and adolescents have three main motivations for accessing the Internet: to find information, to connect with friends, and for entertainment (Gayatri et al., 2015).

Searching for Information is carried out often driven by school assignments, while the use of social media and entertainment content is driven by personal needs. Generally, entertainment content accessed by teenagers is in the form of online game. Online games that a few years ago could only be accessed through computer device, now can be played via smartphone. This matter of course inviting many enthusiasts of entertainment content to increase rapidly, especially among teenagers. PUBG is one of the online mobile games and it stands for player unknown's battlegrounds which is a game with the battle royal genre. This game was designed by a man from Ireland, named Brendan Greene. PUBG Mobile can load 100 players at once in online network mode. Of the 100 people, they will try to survive by killing each other on an island. Apart from playing solo, players can also play in Duo mode (2 people) and squad (4 people), both randomly or by inviting friends from your friend's list. Playing in a cooperative format like this is more difficult because your opponent will move in a specific strategy format, it is necessary to think more strategy for victory. Indonesia has become one of the largest countries for active mobile game players in Southeast Asia, with a growing number (Muthiariny, 2022). Games are to be sure a fairly exceptional kind of data framework. Consequently, the reasons and inspirations with regards to why individuals use them can likewise be required to fluctuate.

PUBG Mobile was able to surpass 1 billion downloads worldwide in just three years and continues to make mobile gaming history (Li, 2021). Lightspeed and Quantum Studio Group, Tencent Games' internal development division, created PUBG Mobile. Since its presence in March 2018, PUBG Mobile has shot up to turn into a worldwide phenomenon clearing the world, outperforming 1 billion downloads. Furthermore, PUBG Mobile proceeds to grandstand development with in excess of 30 new updates since its worldwide dispatch (Batchelor, 2021). In the presence, PUBG Mobile administration declared its most recent cooperation with Warner Bros. studios (Kuncahyo, 2021). This cooperation will introduce Godzilla versus Kong, through their most recent new film that opens in cinema.

This study proposed to provide insight into the factors that influence the intention to play games especially PUBG Mobile in Indonesia and influence the public to understand the factor of perceived ease of use, perceived usefulness, attitude, and perceived enjoyment might influence their gaming behavior in the factors that will be discussed in conducting this research. The results of this study can be used as a consideration for mobile game users to understand that their intention to play is based on several factors. The essential objective of the research is to thoroughly combine, approve and rehash those examinations done on the topic of why individuals play and use games.

II. LITERATURE REVIEW

This paper investigates the factors that influence an individual's intention to play PUBG Mobile and the outcome of those factors towards its individuals, as well as the effects of knowledge about gaming behavior to its users.

Online Gaming

Web-based games are now arguably the most popular online content since they significantly improve players' ability to interact with individuals from all over the world while playing online (Al Mawalia, 2020). People used to play offline games before, but now that the Internet has changed, they play web-based games, also known as Internet-based games, where they can interact, compete, and team up with gamers from across the world. The online gaming community has been classified as a group of people who can surely communicate with one another using online platforms, which are portrayed by forging relationships between players, satisfying their needs for entertainment, and achieving a shared happiness (Arbeau et al., 2020). Due to the increased reach of mobile devices and improvements in transmission speed, data innovation (IT) framework, technology, and LAN capacities, web-based games have continued to gain

popularity in recent years (Anderson & Rainie, 2018). In certain countries, it has also evolved into a socially acceptable form of entertainment where players have the great ability to compete with or collaborate with individuals from other countries all over the world. These discoveries prompted us to concentrate on this area of study for our examination.

Innovation Diffusion Theory (IDT)

Everett Rogers created IDT in 1962, and it has received a lot of assistance in explaining client appropriation of new advances in many controls, especially the online environment (Agag and El-Masry, 2016). Potential customers make decisions about whether to accept or reject a development based on their beliefs about it, according to the IDT (Agarwal, 2000). According to Rogers (1995), five IDT factors—relative advantage, similarity, complexity, trialability, and perceivability—that influence and foresee a client's desire to adopt new technologies examines the relative advantage and similarity as more significant elements that reveal a client's willingness to adopt innovations in a web-based system (Amaro & Duarte, 2015; Agag & El-Masry, 2016). We focus on how these two factors affect gamers' intentions to play online games in light of these discoveries.

Technology Acceptance Model (TAM)

The technology acceptance model consists of six distinct but causally connected factors, including external variables, perceived ease of use, perceived utility, attitude toward utilizing, behavioral intention to use, and actual system use (Koh et al., 2010). By determining a person's attitude toward using and subsequent behavioral intention to use, perceived ease of use and perceived utility determine a person's acknowledgement of a data framework (Surendran, 2012), which completes the circle in actual framework use. Since perceived ease of use anticipates perceived usefulness, which predicts attitudes toward using it and behavioral intentions to use it concurrently, perceived usefulness can be used as a dependent or independent variable (Koh et al., 2010;). The remaining variables, such as perceived ease of use, attitude toward using, and behavioral intention to use components, speak to the fundamental components of the technology acceptance model, whereas external factors and actual system use only contribute to and produce results from the model separately.

Theory of Planned Behavior (TPB)

The theory of planned behavior is a theory that places a strong emphasis on the rationality of human action and the idea that the desired behavior is under the individual's conscious control. Intentions are simply one aspect of behavior; other non-controllable elements, such as access to resources and opportunities to engage in the action, are equally important (Ajzen, 2005).

TPB is influenced by three factors: behavioral belief, normative belief, and control belief. These characteristics include social aspects like age, gender, ethnicity, education, income, and religion; personal factors like general attitudes, personality, life values, emotions, and intelligence; and informational factors like experience, knowledge, and media exposure. The individual's intention or willingness to behave in the future will also be influenced by these three factors. Intention is a characteristic of an individual that relates to the desire to engage in a particular conduct (Fishbein & Ajzen, 1975). According to Bandura (1986), intention is the decision to carry out specific actions or create specific circumstances in the future. Actual behavior control refers to factors that have a direct impact on behavior and perceived behavior control. This theory can provide a guide for analyzing behavioral components in operational items. This makes it easier for different types of prevention to consider. The goal of this theory is the prediction of behavior that can be observed directly and under one's control. Figure 1 shows the framework model of this study. The hypotheses of the study are as follows:

Hypothesis 1 (H1): Perceived ease of use will affect perceived usefulness.

Hypothesis 2 (H2): Perceived ease of use will affect attitude.

Hypothesis 3 (H3): Perceived ease of use will affect enjoyment.

Hypothesis 4 (H4): Perceived usefulness will affect intention to play.

Hypothesis 5 (H5): Attitude will affect intention to play.

Hypothesis 6 (H6): Enjoyment will affect intention to play.

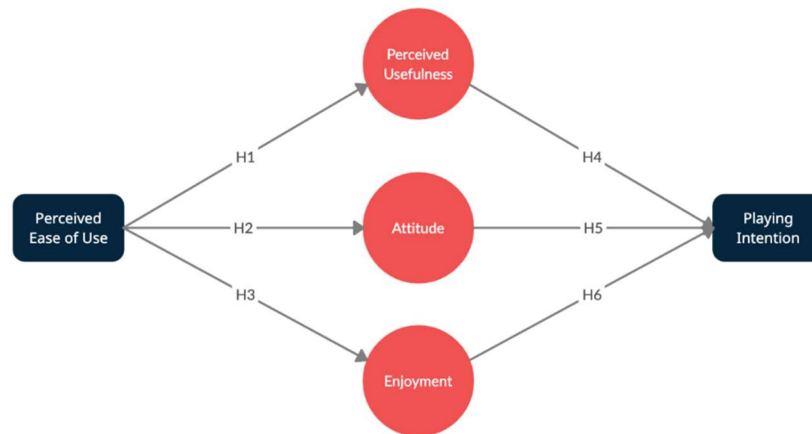


Figure 1. Framework Model of The Study

III. METHODOLOGY

The study employs a quantitative approach using crucial data. The quantitative information used in this investigation aims to show how the relationship between the dependent and Independent variables. The term “dependent variable” refers to the variables that are the focus of this investigation. In contrast, the term “independent variable” refers to the variables that are within control and have an impact on the dependent variable (the variable operationalization of the study can be seen in Table 2). Information is acquired in this quantitative method using a google form survey. The targeted population for the survey is the focused target sample, for instance. The results or obtained data are typically presented using a table, diagram, outline, or another format. Using quantitative data entails testing a theory. The testing hypothesis must be able to describe the nature of certain interactions, comprehend the distinctions between groups, or demonstrate the independence of two variables or more (Sekaran, 2006). The research framework of the study is outlined in Figure 2.

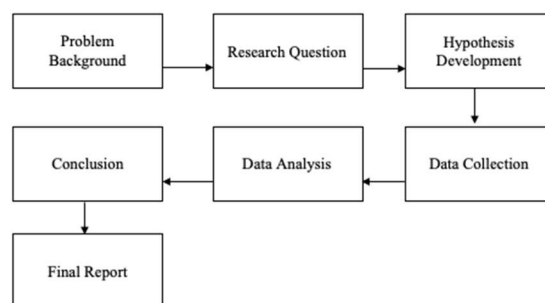


Figure 2. Research Framework of the Study

Descriptive Statistics

Descriptive statistics provides the summary statistics of the research variables. Most of the respondents are from Jakarta (see Figure 3). In Table 3, we can see that, gender-wise, males (71.5%) dominated the participants. In the age department, 18-21-year-olds are dominant. Most of participants played PUBG Mobile more than 7 times a week, while the average of playing per day is mostly 1-3 hours.

Table 1. Likert Scale

Scale	Description
1	Strongly Disagree
2	Somewhat Disagree
3	Disagree
4	Neutral
5	Agree
6	Somewhat Agree
7	Strongly Agree

Time and Place of Study

This examination was conducted throughout Indonesia, in February. The survey is conducted by handing out a questionnaire using google form which comprises of set of inquiries focusing on a group of respondents that is related to the topic and the sampling technique used is probability sampling technique. Furthermore, the respondents for this exploration were once PUBG Mobile player and is still currently playing PUBG Mobile from the age of under 18 to above 31 in the urban around Indonesia such as; Jakarta, Surabaya, Bandung, Medan, Semarang, Palembang, Yogyakarta, Denpasar, and Makassar. The survey was spread out through social media such as Instagram, WhatsApp, and Facebook group. Data collected from the results respondents' responses are used as sources information for research. The online survey link was shared to respondent who would likely to respond surveys related to game moreover PUBG Mobile itself, which educated them that the examination is identified with assessing mobile games. Since this investigation is open the chance of everybody to partook, the respondents of this examination are chosen randomly. The example size of this investigation is resolved utilizing Hair et al (2010) technique. To gauge the complete of test size, this investigation utilized the most extreme number that is required which is ten, and increase it by the absolute number of the inquiries from the review. Thusly, this investigation will require the base of 200 example size (10*20). This examination has gathered information from 223 respondents.

Research Model

A statistical model called linear regression is frequently used to forecast the relationship between two variables. Two variables—the dependent and independent variables—make up the variable. This regression model will show how the parameters (β), independent variable (x), and dependent variable (y) relate to one another.

Questionnaire

Our proposed model has three to four constructs rated on a 7-point Likert scale (from 7-strongly agree to 1-strongly disagree) (see Table 1). This strategy was picked after considering an examination that expressed an odd number of focuses for Likert scale wiped out the reaction set error happening when respondents picked the center number (neutral choice) on even number of focuses Likert scale (Chang,

1994). What’s more, 7-point is viewed as a reasonable number for the scale on the grounds that contrasted with 4-point Likert scale, 7-point Likert scale showed a more noteworthy score in term of legitimacy, while trying not to give a too wide scope of alternatives to the respondents like 8-focus or 10-point Likert scale (Chang, 1994).

Table 2. Variable Operationalization

Variable	Definition	Items
Perceived Ease of Use	The degree to which a person thinks using a specific system would be effortless (Davis, 1989). If the technology is simple to use, then the obstacles have been removed.	It was easy for me to become proficient at playing PUBG. Learning to play PUBG is easy for me. PUBG is easy to play.
Perceived Usefulness	According to the TAM, the extent to which a person thinks employing a specific system would improve his or her performance at work is known as perceived usefulness. How much a person believes a specific system will improve his or her ability to accomplish their job (Mathwick et al., 2001).	Playing PUBG... builds relationships. can relieve stress. takes away boredom.
Perceived Enjoyment	The degree to which utilizing technology is viewed as enjoyable in and of itself, without regard to any performance repercussions, is known as perceived enjoyment (Davis, Bagozzi, & Warshaw, 1992).	Playing PUBG is... fun for me. satisfying. enjoyable. interesting.
Attitude	A user’s preferences for playing online games or their feelings about engaging in the desired action (Lee & Tsai, 2010). For the sake of this study, attitude is defined as the degree to which a person feels favorably or unfavorably about playing online games.	Playing PUBG is... good for free time. a wise idea. positive activity.
Intention to Play	The motivating construct is said to be the intention to play (Wei & Lu, 2014). It conveys the user’s willingness—or lack thereof—to engage in or continue playing a particular game.	I intend to continue playing PUBG. I will try to play PUBG as often as I am already doing now I will try to play as often as possible in the future.

The questionnaire was divided into two parts. The first part would ask if the respondent has ever used and play the game PUBG Mobile. This is intended to ensure that the respondent is familiar with the game brand, as the data requires the respondents to have familiarized themselves with the game. If the respondent has not used or play the game, they will be linked to exit the survey. On the first part, also ask for the respondent’s demographic information, such as gender, age, experience, and the frequency of PUBG Mobile usage in a week. This part is aimed to ensure that the writer gets the intended target of sample according to their demographic information.

The second part would ask the extent of disagreement/agreement for each statement the writer gave on each question. Each of the statement corresponds to each variable in the study (Perceived Ease of Use, Perceived Usefulness, Attitude, and Enjoyment towards Intention to Play PUBG Mobile). This part is answered by selecting a point ranging from 1-7 where 1 represents strong disagreement and 7 represents strong agreement based on the respondent’s personal perception on each statement.

Sample Data for Validity Test and Reliability Test

Before utilizing the result from the questionnaire as the primary data, the data should be tested in terms of validity and reliability. The pretest will require some respondents from the total sample. There will be

minimum of 10% from the total sample which is X respondents. In order to meet the criteria of respondents in the validity and reliability test, the following should be covered:

- a. Respondents are currently using PUBG Mobile application,
- b. Respondent coming from the age of 18 above, and
- c. Respondents are living in Indonesia.



Figure 3. Where in Indonesia are You Originally From?

Validity Test

Validity portrays how well the information gathered covers the territory of the research (Ghauri & Gronhaug, 2005). In other word, legitimacy alludes to “measure what is expected to be estimated (Taherdoost, 2016). Heale and Twycross (2015) expressed that validity characterized as the degree where the idea of quantitative examination is estimated precisely.

Reliability Test

Reliability depicts the worries of the degree when the estimation of the issue gives comprise and stable outcome (Taherdoost, 2016). In other word, reliability alludes to the consistency of the estimation (Heale & Twycross, 2015). The respondent expected to have a similar reaction to the inquiry each time the test is directed. Realibility test is not to expect to accomplish the exact count result, however the assessment can accomplish through various measures. There are three credits that are utilized to test the reliability (Heale & Twycross, 2015).

F-test

To quantify the effect of dependent variable and independent variable, F-test is acted in this examination. There are two different ways that can be utilized to played out the F-test. The principal route is by contrasting the F-test and the F-table. The subsequent path is by contrasting the F-probability and α , which in this examination is 0.05. The standard whether the invalid theory ought to be dismissed or not clarified underneath. The ANOVA table is shown in Table 7.

Table 3. Demographic Information of the Respondents

Profiles	Items	Frequency	Percentage
Gender	Female	67	28.5%
	Male	168	71.5%
Age	Under 18	62	26.4%
	18-21	132	56.2%
	22-30	41	17.4%
	Above 30	-	-
	Yes	213	91.6%
Have played PUBG before	No	22	9.4%
	Less than 1 year	70	31.4%
Experience in Playing PUBG	1-3 years	122	54.7%
	More than 3 years	31	13.9%
	Rarely	41	18.4%
	1 time	-	-
Frequency in Playing PUBG	2-6 times	47	21.1%
	7 times	19	8.5
	More than 7 times	106	47.5%
	Several times a week	5	2.2%
	Several times a day	4	1.8%
	Once per day	1	0.4%
	Less than 1 hour	31	13.9%
Average playing PUBG per Day	1-3 hours	106	47.5%
	More than 3 hours	86	38.6%

T-test

To quantify the relationship of dependent variable and independent variable, t-test is acted in this investigation. There are two different ways that can be utilized to played out the t-test. The primary route is by contrasting the t-test and the t-table. The subsequent route is by contrasting the t-probability and α , which in this investigation is 0.05. The standard whether the invalid speculation ought to be dismissed or not clarified underneath.

IV. RESULTS AND DISCUSSION

The study of the research findings was separated into four. The survey’s prior validity and reliability tests are shown in the first section, along with the respondents’ profiles and demographic data. The summary of the findings and their analysis are shown in the third section, and the discussion and implications of the research’s findings are shown in the fourth section.

This study is only surveying Indonesian people, that is why the questionnaire is in Indonesian since there aren’t a lot of Indonesian that understand English. For this research, there are six demographic information that will be given, which are: the respondents’ gender, the respondents’ age, the respondents’ experience in playing PUBG, and the frequency and average time of the respondents’ experience playing PUBG within a week.

Table 4. Mean, Max, and Minimum Value of Intention to Play

Measurement Item	Mean Score	Max Value	Min Value	Final Mean Value
ITP1	4.88	7	1	
ITP2	4.32	7	1	4.43
ITP3	4.08	7	1	

The mean value, maximum value, and minimum value for each measurement item for the variable “intention to play,” as well as the variable’s overall mean value, were displayed in Table 4. The outcome reveals that measurement item ITP3 has the smallest mean value with a mean value of 4.08 and measurement item ITP1 has the biggest mean value with a mean value of 4.88. For each measuring item, respondents provide a score between 1 and 7, with 7 being the highest. According to the variable Intention to Play’s overall mean value of 4.43, respondents generally prefer to concur with the assertions contained in the assessment items for this variable.

The regression equation from the statistical test is shown below. It considers Intention to as the independent variable and Attitude, Usefulness and Enjoyment as the dependent variable for Individuals Intention to Play.

Model 1:

Impact of Attitude, Usefulness, and Enjoyment on Intention to Play
 $= 5.975 + 0.884 (\text{Usefulness}) + 0.251 (\text{Attitude}) + 0.407 (\text{Enjoyment})^*$

$$Y = 5.975 + 0.884x^* + 0.251x^* + 0.407x^*$$

*significant level of 1% (confidence level of 99%)

According to the preceding regression equation, the constant value is equal to 5.975, and the independent variable that supports the positive value is equal to 0.884 (Usefulness) + 0.251 (Attitude) + 0.407 (Enjoyment). This outcome demonstrates that the independent variable and the dependent variable, which in this case is the influence on the intention to play, have a positive relationship. In addition, we can see beneficial relationships through the descriptive analysis. The link is related to the higher positive impact on the Intention to Play behavior on Playing decision would arise from the increased activity of users in agreeing to the components that have been tested. A significant and favorable association between the two variables is also shown by the correlation coefficient.

Model 2:

Perceived Ease of Use on Usefulness = $7.940 + 0.137 (\text{Usefulness})^*$

*significant level of 1% (confidence level of 99%)

Model 3:

Perceived Ease of Use on Attitude = $7.940 + 0.185 (\text{Attitude})^*$

*significant level of 1% (confidence level of 99%)

Model 4:

Perceived Ease of Use on Usefulness = $7.940 + 0.214 (\text{Enjoyment})^*$

*significant level of 1% (confidence level of 99%)

Table 5. Multicollinearity Test

Construct	Constructs and Items	Loading	AVE	CR	α
Perceived Ease of Use (Hsu & Lu, 2004)	It is easy for me to become skilful at playing on-line game.	0.834	0.724	0.887	0.809
	Learning to play an on-line game is easy for me.	0.877			
	It is easy to play.	0.840			
Attitude (Agag et al. 2019)	I think playing online games is good for me	0.786	0.618	0.829	0.697
	I think playing online games is a good leisure activity and is a wise idea.	0.790			
Perceived Usefulness (Kaltum et al., 2018)	Relationship Builder		0.779	0.876	0.795
	Stress Reliever	0.837			
	Eliminates Boredom	0.926			
Perceived Enjoyment (Agag et al., 2019)	Playing the online game is enjoyable for me.	0.871	0.761	0.927	0.897
	While playing online games, I experienced pleasure.	0.831			
	Overall, it is fun to play online games.	0.887			
	It is exciting (interesting) to play online games	0.899			
Intention to Play (Agag et al., 2019)	I intend to continue playing online games in the future.	0.862	0.904	0.925	0.878
	I will keep playing online games as regularly as I do now.	0.934			
	I will continue playing online games as much as possible in the future.	0.893			

According to the preceding regression equation, the constant value is equal to 7.940, and the independent variable that supports the positive value is equal to 0.137 (Usefulness) + 0.185 (Attitude) + 0.214 (Enjoyment). This outcome demonstrates that the independent variable and the dependent variable, which in this case is the influence on the intention to play, have a positive relationship. In addition, we can see beneficial relationships through the descriptive analysis. The link is related to the higher positive impact on the Intention to Play behavior on Playing decision would arise from the increased activity of users in agreeing to the components that have been tested. A significant and favorable association between the two variables is also shown by the correlation coefficient (see Table 5).

In addition, after finishing the evaluation of the measurement model, the structural model is evaluated in order to ascertain the connection or relationship between the variables covered in this study. The endogenous variable, or intention to play, has an R^2 value of 0.553 based on the results of the model summary assessment shown in Table 6, which indicates that 55.3% of the effect exerted on the intention to play can be well described by all exogenous variables in the study.

Table 6. Model Summary

Construct	R	R ²	Adjusted R Square	Std. Error
PU	0.240	0.058	0.053	2.22275
ATT	0.210	0.044	0.040	3.44748
ENJ	0.223	0.050	0.045	3.74367
INT	0.743	0.553	0.546	2.98204

Furthermore, the following can be deduced from the equation above. With the constant value of 5.975 and attitude variable is 0, the value of attitude on intention to play is 5.975, assuming the other variable is

constant. Regression coefficient of 0.884 (Usefulness) + 0.251 (Attitude) + 0.407 (Enjoyment), indicates that every 1 increase in each variable, there will be an increase result of impact of to play for 0.884 (Usefulness), 0.251 (Attitude), and 0.407 (Enjoyment) , assuming the other variable is constant.

With the constant value of 7.940 and dependent variable is 0, the value of Attitude on Intention to Play is 7.940, assuming the other variable is constant. Regression coefficient of 0.137 (Usefulness) + 0.185 (Attitude) + 0.214 (Enjoyment), indicates that every 1 increase in each variable, there will be an increase result of impact of to play for 0.137 (Usefulness) + 0.185 (Attitude) + 0.214 (Enjoyment), assuming the other variable is constant (see Table 8).

Table 7. ANOVA

Path	F	Sig
PEOU → PU	12.912	0.000
PEOU → ATT	9.750	0.002
PEOU → ENJ	11.044	0.001
PU → INT		
ATT → INT	86.068	0.000
ENJ → INT		

By looking at Table 9, it can be seen that the indirect comparison between Model 1, 2, and 3; Model 3 (H3: Perceived Ease of use on Enjoyment) has the biggest Impact with the biggest beta of 0.214. It can be concluded that users Enjoy utilizing and playing mobile games that has the ease-of-use factors. Meanwhile if Model 4 is compared, H4 (Perceived Usefulness to Playing Intentions) shows the biggest result or biggest affect towards users Intention to play with beta of 0.884 comparing H5 and H6. Direct comparison of the result will show a different results.

Table 8. Coefficients

Path	Unstandardized Coefficients		Standardized Coefficients		
	β	Std. Error	Beta	t	Sig.
PEOU → PU	0.137	0.038	0.240	3.593	0.000
PEOU → ATT	0.185	0.059	0.210	3.123	0.002
PEOU → ENJ	0.214	0.064	0.223	3.323	0.001
PU → INT	0.884	0.111	0.456	7.943	0.000
ATT → INT	0.251	0.087	0.306	2.587	0.001
ENJ → INT	0.407	0.081	0.352	5.045	0.000

Based on the study’s findings, it is suggested that Usefulness, Attitude, Enjoyment on Intention to Play has a substantial impact on how mobile games users and members of PUBGM behave as Mobile game player in Indonesia, or the study should reject the null hypothesis.

Table 9. Hypothesis Test Results

Path	Calculation of Beta	Result
PEOU → PU → INT	0.137 x 0.884	0.121108
PEOU → ATT → INT	0.185 x 0.251	0.046435
PEOU → ENJ → INT	0.214 x 0.407	0.087098

This method shows that Perceived Usefulness has the most significant impact on users’ Intention to play. From 215 respondents, it leads to a result where Usefulness has the highest effect out of the other two factors being tested, which are: Attitude and Enjoyment, because Usefulness can be estimated by utilizing

five markers of size, in particular: (1) Improve efficiency, (2) Quicker in the exchange of what is inside the mobile games, (3) Useful for the individual, (4) Effective in the exchange; and (5) Improve the adequacy of the action.

V. CONCLUSION

According to the findings of this study, Perceived Ease of Use, Usefulness, Attitude, and Perceived Enjoyment towards Intention to play PUBG Mobile plays an important role in influencing users and members of PUBGM player in their playing decisions in Indonesia. Actually, the study of connection between the factors toward Intention to Play, is nothing new. In an effort to learn more about the factors that influence players' behavioral intent to play online games, the researchers began to wonder about the effect of Attitude, Enjoyment and Usefulness as a result of its Perceived Ease of Use of mobile games. The approach appears to be both successful and unsuccessful. On the survey, users have their own unique patterns. In actuality, not all of the methods are really successful. This assertion is supported by data and the fact that some study participants disagreed with certain survey questions about these factors on Intention to play. Since both variables have a substantial relationship according to the test results, Attitude should be taken into consideration. Mobile game company or other, game business, or individuals may choose to use these factors as a consideration for their marketing to advertise their goods or services. Marketers should be aware of the characteristics of their target market and seek out the ideal factors to represent their brands in order to make the most of this strategy and ensure that information is successfully and directly given. By employing this strategy, organizations or people who possess brand recognition are likely to survive and be able to compete with their rivals. They may raise people's levels of awareness, which could result in more sales. The success of online game suppliers depends on their ability to comprehend user behavior.

Implications

The improvement of aspects that have an impact on users' behavior is one way to increase the influence given to that behavior on playing intention. A digital marketer from a company, group, or person can do this to increase customer awareness of their brands, which will increase sales. It describes how marketers choose the most effective technique based on their study to serve as their main information and disseminate the information.

The recommendations in this study are to raise the intention to play mobile games so that the need for a positive elements in playing mobile games and the requirement for external support in playing. These recommendations are based on the study results and conclusions. The variables that go into playing mobile games are primarily influenced by its features, such as their utility. By including aspects like social features, manipulation and control features, narrative and identity features, reward and punishment features, and presentation features, game designers, developers, and publishers may create games that appeal to their intended audience.

Limitations and Future Research

The gaming industry is evolving quickly, and gamers' needs and expectations can also alter quickly. Future research should adapt to the circumstances at that time. Given the resources available for data gathering, the present sample size of respondents is still small. It is anticipated that future study will include more respondents from diverse backgrounds. The variety and quantity of games available allow individuals to select the ones they find most appealing; perhaps the game might serve as a kind of recreation for players and decrease their desire to visit tourist attractions. It is hoped that future studies would examine the impact of gaming, leisure, and a desire to have a good impact towards an individual.

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