

## Analisis atribut yang mempengaruhi continuance intention pada mobile game = Analysis of attributes effect towards continuance intention on mobile game

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### Abstrak

Pertumbuhan pendapatan app stores sangat signifikan dari tahun ke tahun dimana Game adalah penyumbang terbesarnya. Indonesia adalah negara yang dengan peringkat no. 17 untuk pendapatan dari industry game di bulan Juni 2018 dan merupakan pasar yang potensial untuk mengembangkan industry game. Tren genre game yang sedang marak di pasar Action, Strategy dan Role Playing Game.

Tujuan penelitian ini adalah untuk mengetahui intention gamers untuk terus bermain mobile game dengan tiga genre di atas. Berdasarkan penelitian sebelumnya, minat tersebut dibangun dari enjoyment yang berasal atribut Challenge, Novelty, Design aesthetics, Perceived ease of use, dan Interactivity. Selain itu, atribut Connectedness juga digunakan untuk mendapatkan gambaran yang lebih jelas terhadap continuance intention pemain game terhadap mobile game. Model teoritis dalam penelitian ini terdiri dari delapan hipotesis yang diuji menggunakan Structural Equation Model. Sampel penelitian sebanyak 429 responden, yaitu pemain game dengan genre Action atau Strategy atau Role Playing Game selama tiga bulan terakhir dengan menggunakan kuesioner online.

Hasil analisis menunjukkan bahwa atribut Challenge, Novelty, Design aesthetics, Perceived ease of use, dan Interactivity memberikan pengaruh positif terhadap enjoyment dan mendorong minat pemain game untuk bermain suatu game terus menerus. Sedangkan atribut Connectedness memberikan pengaruh negatif terhadap enjoyment, tetapi memberikan pengaruh positif yang signifikan terhadap minat pemain game untuk bermain game terus menerus.

.....App stores revenue is significantly growing in recent years and mobile game is the biggest contributor. Indonesia ranks 17th for the country with the biggest revenue from game in June 2018, so that Indonesia is a potential market for developing game industry. Game genre that is trending in the market based on the number of downloads and revenue is Action, Strategy and Role-Playing Game. This research is needed to find out gamers intention to continue to play the mobile games in the three genres above. Based on previous research, the intention is built on the perceived enjoyment when playing games. The enjoyment can be analyzed from 5 important factors, Challenge, Novelty, Design aesthetics, Perceived ease of use, and Interactivity. In addition, the Connectedness attribute is also used to get a better picture of the mobile game players continuance intention toward mobile games.

The theoretical model in this study is conveyed by using eight hypotheses that will be tested using the Structural Equation Model. The research samples obtained is 429 respondents, they are game players with Action or Strategy or Role-Playing Games genre for the past three months via online questionnaire. Result of the analysis show that Challenge, Novelty, Design aesthetics, Perceived ease of use, and Interactivity positively influence perceived enjoyment on playing games. Connectedness give negative influence to perceived enjoyment, but then give significant positive influence on continuance intention on playing mobile games.