



DIGITAL ECONOMY FOR CUSTOMER BENEFIT AND BUSINESS FAIRNESS

Edited by
Grisna Anggadwita and Erni Martini





Book

Digital Economy for Customer Benefit and Business Fairness

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External and internal factors of mobile games adoption in Indonesia

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ABSTRACT: Developments in information and communication technology have led to a growth in mobile usage, with mobile games being played by most people. Mobile games have become the biggest contributor to the revenue of the iOS and Google play applications in Indonesia. Gamers mostly play the games developed by foreign industries rather than those developed by local domestic industries, as a result of which in Indonesia usage of local mobile games is very low. Data were collected from 400 respondents to identify the factors that affect users' behavior in choosing mobile games. The data were analyzed using partial least squares. The results revealed that economic value and social influence factors affect the usage intention of mobile gamers. The identified factors predict 66% of consumer behaviour towards the use of mobile devices for playing games.

1 INTRODUCTION

The number of smartphone users has been increasing over time as a result of advances in information and communication technology. There were 27.4 million smartphone users in Indonesia in 2013, which increased to 70.22 million in the 2018, and it is estimated that in 2022 it will increase to 89.86 million users (Statista, 2019a). Smartphone offers many uses, including playing games, as a result of which gamers have shifted from a fixed connection of online games to a mobile connection. The game industry in Indonesia has experienced positive growth over the years, as it has contributed to the total value of USD 1.4 billion in the ASEAN market and has an annual growth rate of 5.8%. User penetration was 15.9% in the year 2019 and is expected to hit 22.1% by 2023 (Statista, 2019b). Even though Indonesia has huge revenue growth potential from the gaming industry, local game developers did not get any benefits, as most gamers tend to use and play foreign games (Bhaskoro, 2014).

Understanding consumer behavior toward usage of mobile games in Indonesia is needed in order to identify the factors that motivate customers to play foreign as compared to local games, which will be beneficial for the local game developers in Indonesia in competing with the foreign game developers. Several studies on adoption of mobile games have been conducted over the years in different countries, namely China (Liu & Li, 2011; Zhou, 2013); Taiwan (Liang & Yeh, 2011); and in the United States, Spain, and the Czech Republic (Okazaki et al., 2008). To the authors' knowledge no study has been done in Indonesia to study consumer intentions to adopt mobile games.

2 LITERATURE REVIEW

2.1 Background

Increasing use of smartphones over the years made it possible for game developers to develop particular gaming applications so that people can play the games by using their smartphones. Several studies have been conducted over the years to study consumer behavior with respect to mobile gaming adoption by using the Technology Acceptance Model (TAM). This model was developed by Fred D. Davis in 1989 and has two factors that influence behavior with regard to technology adoption, namely Perceived Ease of Use