

DATA ANALYSIS: INTENTIONS OF MOBILE GAMES USERS IN INDONESIA

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1.1 DATA ANALYSIS

The data used is quantitative so that data analysis performed is processed using IBM SPSS Statistics data processing software with multiple linear regression analysis techniques/models. The process of analyzing the data is as follows.

1.1.1 Instrument Test

1. Validity Test

Table 1.1 Validity Test Result

Variable	Question	Sig (2-tailed)	Corrected Item-Total Correlation	Conclusion
Interests (X_1)	X1.1	0.000	0.657	Valid
	X1.2	0.000	0.746	Valid
	X1.3	0.000	0.663	Valid
	X1.4	0.000	0.624	Valid
Perception of Usability (X_2)	X2.1	0.000	0.749	Valid
	X2.2	0.000	0.676	Valid
	X2.3	0.000	0.772	Valid
	X2.4	0.000	0.717	Valid
Perception of Ease (X_3)	X3.1	0.000	0.630	Valid
	X3.2	0.000	0.733	Valid
	X3.3	0.000	0.830	Valid
	X3.4	0.000	0.770	Valid
User Intentions (Y)	Y1	0.000	0.785	Valid
	Y2	0.000	0.681	Valid
	Y3	0.000	0.683	Valid
	Y4	0.000	0.661	Valid

Source: SPSS Result Output, 2021 (Appendix 1)

2. Reliability Test

Table 1.2 Reliability Test Result

Variable	Cronbach Alpha	Conclusion
Interests (X_1)	0.837	Reliabel
Perception of Usability (X_2)	0.872	Reliabel
Perception of Ease (X_3)	0.877	Reliabel
User Intentions (Y)	0.852	Reliabel

Source: SPSS Result Output, 2021 (Appendix 1)

1.1.2 Classic Assumption Test

1. Normality Test

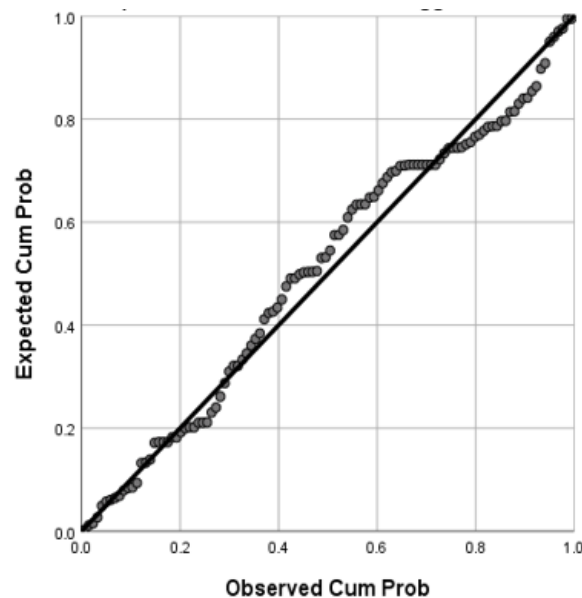


Figure 1.2 Normal P-P Plot Graph Test Result

Source: SPSS Statistics Result Output, 2021

Table 1.3 Kolmogorov-Smirnov Test Result

Size	Value
Asymp. Sig. (2-tailed)	0.060

Source: SPSS Result Output, 2021 (Appendix 2)

2. Multicollinearity Test

Table 1.4 Multicollinearity Test

Independent Variables	Dependent Variables	Collinearity Statistics	
		Tolerance	VIF
Interest (X_1)	User Intentions (Y)	0.599	1.670
Perception of Usability (X_2)		0.456	2.191
Perception of Ease (X_3)		0.576	1.737

Source: SPSS Result Output, 2021 (Appendix 3)

3. Heteroscedasticity Test

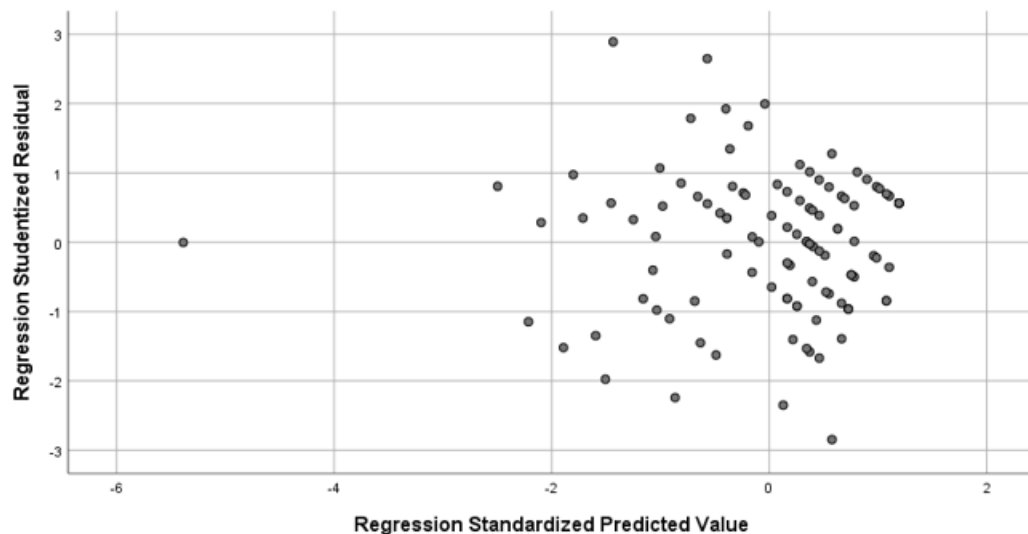


Figure 1.3 Scatterplot Test Result

Source: SPSS Result Output, 2021

Table 1.5 Glejser Test Result

Independent Variables	Dependent Variables	Sig.
Interest (X_1)	Residual Absolut (Abs_Res)	0.709
Perception of Usability (X_2)		0.849
Perception of Ease (X_3)		0.538

Source: SPSS Result Output, 2021 (Appendix 4)

1.1.3 Correlation Coefficient (R) Test

Table 1.6 Correlation Coefficient (R) Test Result

Independent Variables	Dependent Variables	Pearson Correlation	Sig. (2-tailed)
Interest (X_1)	User Intentions (Y)	0.683	0.000
Perception of Usability (X_2)		0.657	0.000
Perception of Ease (X_3)		0.575	0.000

Source: SPSS Result Output, 2021 (Appendix 5)

1.1.4 Coefficient of Determination (R^2) Test

Table 1.7 Coefficient of Determination (R^2) Test Result

R	R Square	Adjusted R Square
0.760	0.577	0.565

Source: SPSS Result Output, 2021 (Appendix 6)

1.1.5 Multiple Linear Regression Test

Table 1.8 Multiple Linear Regression Test (Coefficients) Result

Type	Dependent Variables	Unstandardized Beta (B)
Constant	User Intentions	0.283
Interest (X_1)		0.465
Perception of Usability (X_2)		0.263
Perception of Ease (X_3)		0.203

Source: SPSS Result Output, 2021 (Appendix 7)

Based on Table 1.8 of the multiple linear regression equations in this study as follows:

$$Y = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + e, \text{ then}$$

$$Y = 0.283 + 0.465X_1 + 0.263X_2 + 0.203X_3$$

1.1.6 Hypothesis Test

1. F Test (Fit Model)

Table 1.9 F Test (Model Fit) ANOVA Result

Type	Df	F	Sig.
Regression	3	49.145	0.000
Variable Dependents: User Intentions			
Predictors: Constant, Interest, Perception of Usability, Perception of Ease			

Source: SPSS Result Output, 2021 (Appendix 8)

2. t Test

Table 1.10 t Test (Coefficients) Result

Type	Dependent Variables	Value t	Sig.
Interest (X_1)	User Intentions	5.212	0.000
Perception of Usability (X_2)		2.835	0.005
Perception of Ease (X_3)		2.464	0.015

Source: SPSS Result Output, 2021 (Appendix 9)

1.1.7 Sort Indicators

Table 1.11 Indicator Sort Results

Variable	Indicators	Category
Interests (X_1)	$X_{1.2}$	Strongly Agree
	$X_{1.3}$	Strongly Agree
Perception of Usability (X_2)	$X_{2.1}$	Strongly Agree
	$X_{2.2}$	Strongly Agree
	$X_{2.3}$	Strongly Agree
Perception of Ease (X_3)	$X_{3.1}$	Strongly Agree
	$X_{3.2}$	Strongly Agree
	$X_{3.3}$	Strongly Agree
	$X_{3.4}$	Strongly Agree
User Intentions (Y)	Y_4	Strongly Agree

Source: Data processed, 2021

1.1.8 Result

Based on the hypothesis testing that has been carried out on the t and F tests, this analysis obtains the following results.

1. The interest has a significant positive effect on intentions of mobile games users.
2. The perception of usability has a significant positive effect on intentions of mobile games users.
3. The perception of ease has a significant positive effect on intentions of mobile games users.
4. The interest, perception of usability, and perception of ease has a simultaneous effect on intentions of mobile games users.

APPENDIX

Appendix 1: Validity and Reliability Test

Interests (X₁)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1_Total
X1.1	Pearson Correlation	1	.595**	.463**	.598**	.816**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	112	112	112	112	112
X1.2	Pearson Correlation	.595**	1	.754**	.521**	.864**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	112	112	112	112	112
X1.3	Pearson Correlation	.463**	.754**	1	.478**	.801**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	112	112	112	112	112
X1.4	Pearson Correlation	.598**	.521**	.478**	1	.806**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	112	112	112	112	112
X1_Total	Pearson Correlation	.816**	.864**	.801**	.806**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	112	112	112	112	112

** . Correlation is significant at the 0.01 level (2-tailed).

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	13.0089	4.279	.657	.469	.799
X1.2	12.7768	4.175	.746	.648	.759
X1.3	12.5893	4.677	.663	.579	.799
X1.4	13.1607	4.190	.624	.414	.817

Perception of Usability (X₂)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2_Total
X2.1	Pearson Correlation	1	.605**	.677**	.655**	.863**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	112	112	112	112	112
X2.2	Pearson Correlation	.605**	1	.639**	.545**	.808**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	112	112	112	112	112
X2.3	Pearson Correlation	.677**	.639**	1	.668**	.883**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	112	112	112	112	112
X2.4	Pearson Correlation	.655**	.545**	.668**	1	.848**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	112	112	112	112	112
X2_Total	Pearson Correlation	.863**	.808**	.883**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	112	112	112	112	112

** . Correlation is significant at the 0.01 level (2-tailed).

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	12.5268	5.152	.749	.562	.828
X2.2	12.4196	5.633	.676	.469	.857
X2.3	12.5804	4.822	.772	.596	.819
X2.4	12.8839	5.095	.717	.527	.841

Perception of Ease (X₃)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3_Total
X3.1	Pearson Correlation	1	.529**	.658**	.524**	.768**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	112	112	112	112	112
X3.2	Pearson Correlation	.529**	1	.690**	.694**	.862**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	112	112	112	112	112
X3.3	Pearson Correlation	.658**	.690**	1	.768**	.908**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	112	112	112	112	112
X3.4	Pearson Correlation	.524**	.694**	.768**	1	.883**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	112	112	112	112	112
X3_Total	Pearson Correlation	.768**	.862**	.908**	.883**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	112	112	112	112	112

** . Correlation is significant at the 0.01 level (2-tailed).

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	12.8571	6.051	.630	.444	.882
X3.2	13.0893	4.947	.733	.549	.845
X3.3	12.9196	5.066	.830	.700	.806
X3.4	13.0446	4.818	.770	.641	.830

User Intentions (Y)

Correlations

		Y1	Y2	Y3	Y4	Y_Total
Y1	Pearson Correlation	1	.686**	.657**	.630**	.878**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	112	112	112	112	112
Y2	Pearson Correlation	.686**	1	.553**	.536**	.822**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	112	112	112	112	112
Y3	Pearson Correlation	.657**	.553**	1	.561**	.850**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	112	112	112	112	112
Y4	Pearson Correlation	.630**	.536**	.561**	1	.801**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	112	112	112	112	112
Y_Total	Pearson Correlation	.878**	.822**	.850**	.801**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	112	112	112	112	112

** . Correlation is significant at the 0.01 level (2-tailed).

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	12.1071	5.322	.785	.621	.779
Y2	12.3304	5.376	.681	.499	.817
Y3	12.2679	4.612	.683	.479	.828
Y4	11.9107	5.668	.661	.447	.826

Interests (X₁)**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.840	4

Perception of Usability (X₂)**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.872	.873	4

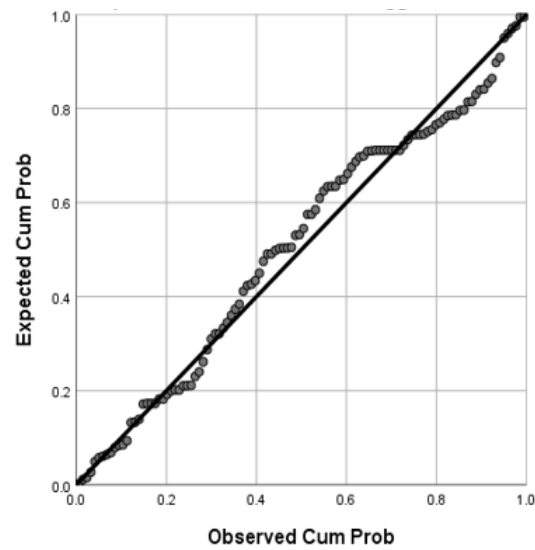
Perception of Ease (X₃)**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.877	.878	4

User Intentions (Y)**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.859	4

Appendix 2: Normality and Kolmogorov-Smirnov Test



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		112
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	1.93825352
Most Extreme Differences	Absolute	.082
	Positive	.066
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.060 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

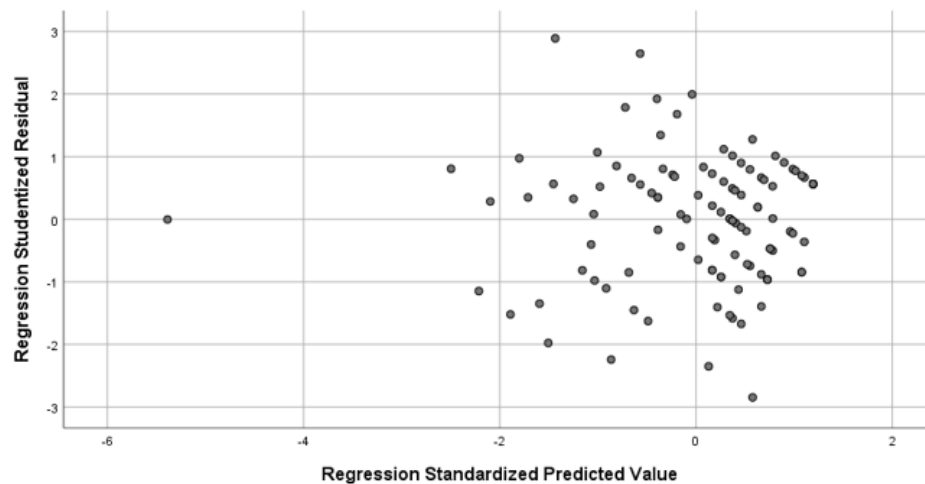
Appendix 3: Multicollinearity Test (Tolerance and VIF)

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.283	1.340		.211	.833		
	Minat	.465	.089	.421	5.212	.000	.599	1.670
	Persepsi Kegunaan	.263	.093	.263	2.835	.005	.456	2.191
	Persepsi Kemudahan	.203	.082	.203	2.464	.015	.576	1.737

a. Dependent Variable: Intensi Pengguna

Appendix 4: Heteroscedastisity Test (Scatterplot and Glejser)



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.586	.796		3.249	.002
	Minat	-.020	.053	-.046	-.374	.709
	Persepsi Kegunaan	-.011	.055	-.027	-.191	.849
	Persepsi Kemudahan	-.030	.049	-.078	-.618	.538

a. Dependent Variable: Abs_Res

Appendix 5: Correlation Coefficient (R) Test

Correlations

		Minat	Persepsi Kegunaan	Persepsi Kemudahan	Intensi Pengguna
Minat	Pearson Correlation	1	.625**	.481**	.683**
	Sig. (2-tailed)		.000	.000	.000
	N	112	112	112	112
Persepsi Kegunaan	Pearson Correlation	.625**	1	.644**	.657**
	Sig. (2-tailed)	.000		.000	.000
	N	112	112	112	112
Persepsi Kemudahan	Pearson Correlation	.481**	.644**	1	.575**
	Sig. (2-tailed)	.000	.000		.000
	N	112	112	112	112
Intensi Pengguna	Pearson Correlation	.683**	.657**	.575**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	112	112	112	112

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix 6: Coefficient of Determination (R^2) Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.577	.565	1.965

a. Predictors: (Constant), Persepsi Kemudahan, Minat, Persepsi Kegunaan

b. Dependent Variable: Intensi Pengguna

Appendix 7: Multiple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.283	1.340		.211	.833
	Minat	.465	.089	.421	5.212	.000
	Persepsi Kegunaan	.263	.093	.263	2.835	.005
	Persepsi Kemudahan	.203	.082	.203	2.464	.015

a. Dependent Variable: Intensi Pengguna

Appendix 8: F Test (Fit Model)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	569.269	3	189.756	49.145	.000 ^b
	Residual	417.008	108	3.861		
	Total	986.277	111			

a. Dependent Variable: Intensi Pengguna

b. Predictors: (Constant), Persepsi Kemudahan, Minat, Persepsi Kegunaan

Appendix 9: t Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.283	1.340		.211	.833		
	Minat	.465	.089	.421	5.212	.000	.599	1.670
	Persepsi Kegunaan	.263	.093	.263	2.835	.005	.456	2.191
	Persepsi Kemudahan	.203	.082	.203	2.464	.015	.576	1.737

a. Dependent Variable: Intensi Pengguna