

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 THEORETICAL FOUNDATION**

#### **2.1.1 Technology Acceptance Model (TAM)**

This analysis uses the technology acceptance model (TAM) theory approach by taking the influence of usability perception and ease perception on user intentions. TAM theory was first proposed by Davis (1989) that TAM is an analytical model as a reference to business strategy planning used to provide an explanation of the determinants of acceptance of a technology, so as to see the basis of the impact of external factors in the form of beliefs, attitudes, and interests.

#### **2.1.2 User Intentions**

According to Aritonang & Stefani (2019) intention is an element that can explain or change behavior. User intentions are the intention to use something based on individual reactions. The indicator used by researchers comes from Jahane, Soeprihanto, & Damanik (2019) which refers to the Theory of Planned Behavior (TPB) from Ajzen & Fishbein (1987) that is.

1. Attitude
2. Subjective norms
3. Behavioral control

#### **2.1.3 Interest**

According to Adinugroho (2019) interest is a reaction that arises in response to stimuli both internally and externally. Furthermore, by Adinugroho (2019), the stimulus response can include the area of knowledge (cognitive response), the area of feeling (affective response), and the area of action (behavioral response). The indicator used by the analysis comes from Ferdinand (2014, in Purbohastuti & Hidayah, 2020) that is.

1. Transactional interests
2. Referential interests
3. Preferential interests
4. Exploratory interests

#### 2.1.4 Perception of Usability

According to Davis (1989, in Tahar *et al.*, 2020) the perception of usability is the level of individual confidence in the productivity, effectiveness, and benefits of technologies that can improve user performance. Therefore, the higher the useful value of a technology, the higher the user's desire to use it. The indicator used by this analysis comes from Falaahuddin & Widiartanto (2020) in the form.

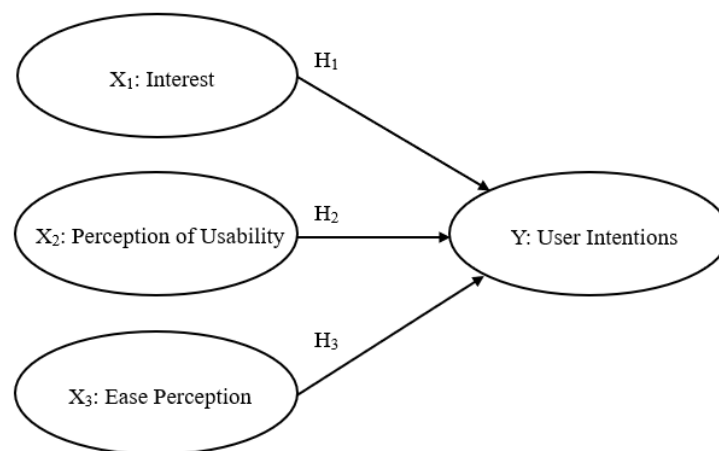
1. Benefits for individuals
2. Individual productivity level
3. Individual performance level

#### 2.1.5 Ease Perception

According to Davis (1989, in Tahar *et al.*, 2020) explained that the perception of convenience is the level of trust of users in technology that makes them free from effort. Therefore, the more users feel a system is easy to use, the higher the interest in using it. This analysis indicator comes from Falaahuddin & Widiartanto, (2020) in the form.

1. Ease of interaction
2. Ease of use
3. Easy to understand
4. Easy to operate

### 2.2 MODEL ANALYSIS



**Figure 2.1 Model Analysis**

Source: Data processed researchers, 2021

## **2.3 HYPOTHESIS**

Based on the literature review and the analysis model formed, this analysis produces the following hypotheses for research.

**H<sub>1</sub>** = There is an influence of interest on the intentions of mobile game users in Indonesia.

**H<sub>2</sub>** = There is an influence of usability perception on the intentions of mobile game users in Indonesia.

**H<sub>3</sub>** = There is an influence of ease perception on the intentions of mobile game users in Indonesia.

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