

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND ANALYSIS

Indonesia's creative economy is currently part of the national economy. In 2019, the creative economy generated Gross Domestic Product (GDP) of around 595.57 billion rupiah, with growth of 96.23 percent against the total national economy (Kusubandio, 2020). Reviewing these results, the growth of the creative economy in Indonesia basically has the potential to continue to be developed. Businesses in the creative economy, one of which is a digital startup. Digital startups are companies that utilize a variety of modern devices in business flow and the base of digital startups in product development, one of which is mobile games (Lutfiani, Rahardja, & Manik, 2020). According to Newzoo (2019) the market share of mobile games in Indonesia is quite promising.

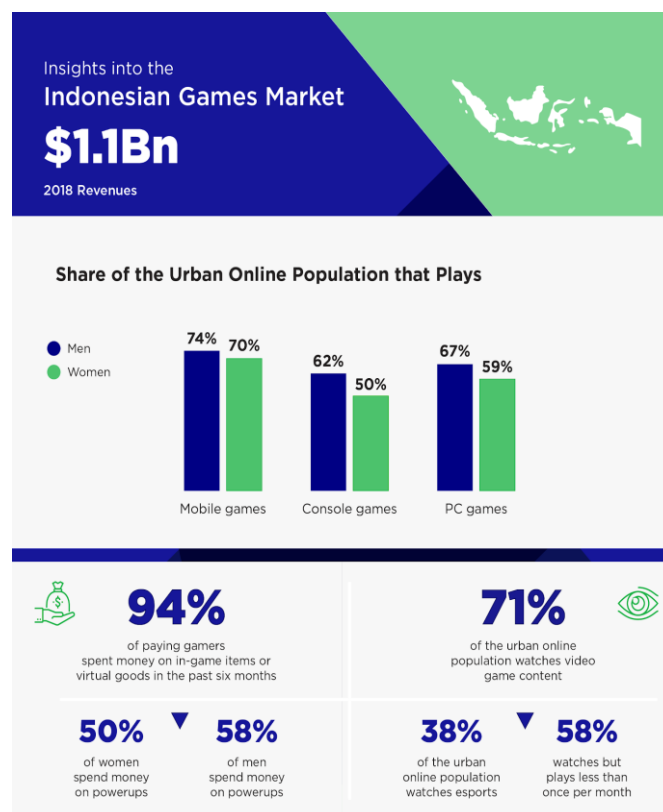


Figure 1.1 Summary of Indonesian Games Market

Source: Newzoo, 2019

In Figure 1.1, Indonesia's games market revenue in 2018 reached 1.1 billion dollars. The gaming market is dominated by men 74 percent on mobile devices. The results show that the business opportunity for game development, especially mobile games in Indonesia is still wide open. The opportunity is also supported by the market share of mobile devices and PCs in Indonesia. Based on data from Statcounter (2021), until 2020 the number of mobile device market share has reached 57.15 percent, while PC is 42.85 percent. The data shows that mobile devices are still popular as a tool for digital access and playing mobile games in Indonesia. Achievements in the Indonesian mobile games market, also resulted from the role of several mobile games developers in Indonesia. Indonesian mobile games developers have succeeded in creating mobile games that can be enjoyed by domestic and foreign players. Some mobile game developers are quite famous in Indonesia as follows.

Table 1.1 Developer and Device Games Indonesia

Developer	Gaming Devices
Agate	<i>PC, Console, and Mobile</i>
TouchTen Games	<i>Mobile</i>
Toge Productions	<i>PC, Console, and Mobile</i>
Mojiken Studio	<i>PC, Console, and Mobile</i>
Own Games	<i>Mobile</i>

Source: Data processed Researchers, 2019

Looking at Table 1.1, most of these game developers do game development on PC, console, and mobile. TouchTen Games and Own Games currently have a focus on developing mobile games. That is, the development of mobile games is still quite in demand among Indonesian game developers. But the dilemma arises when we look at data from the Google Play distribution platform and the Appstore to date (Note: researcher use Google Play and iOS data in 2022) as follows.






App	Rank
 Merge Master - Dinosaur Fusion	1 =
 Higgs Domino Island	2 ^ 1
 Find the Alien	3 v 1
 Battery Run	4 =
 Fishdom	5 =

Figure 1.2 Most Recent Google Play Mobile Games Indonesia

Source: Data.ai, 2022






App	Rank
 Mobile Legends: Bang Bang	1 =
 Reincarnation M: Sorcery Fight	2 ^ 331
 Higgs Domino: Gable qiu qiu	3 v 1
 Mirage: Perfect Skyline	4 ^ 1533
 PUBG MOBILE: Aftermath	5 v 1

Figure 1.3 Most Recent iOS Mobile Games Indonesia

Source: Data.ai, 2022

In Figures 1.2 and 1.3 it can be seen that, the overall ranking of top 1 to 5 on both platforms is still occupied by developers or publishers outside Indonesia. Whereas the general assessment of a successful app in the market is the number of downloads and star ratings that according to Erfina, Basryah, Saepulrohman, & Lestari (2020) is a measuring metric to give

the title of an application or developer on the Google Play platform or App store. An ideal application by Effendi and Ramadhan (2018) if it has characteristics of rating value, number of reviews, high number of downloads, accompanied by low prices and low file sizes. To achieve the target number of downloads, the role of users of apps or mobile games is needed. According to Davis (1989), the use of technology is related to the acceptance of a technology called the Technology Acceptance Model (TAM), therefore researchers use the basis of the theory. The theory has the following methodology.

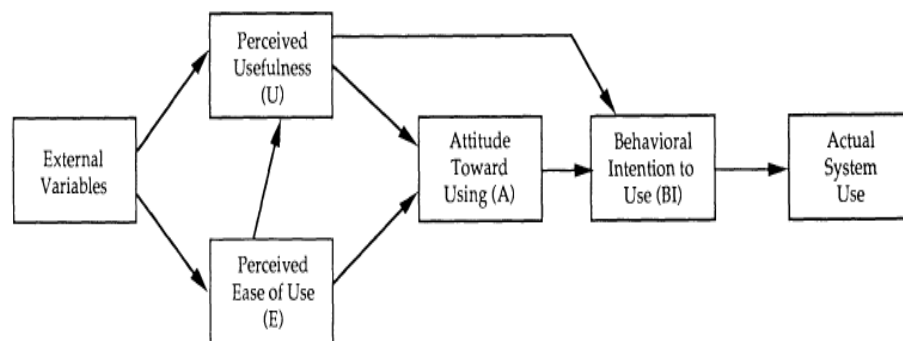


Figure 1.4 Technology Acceptance Model (TAM)

Source: Davis, 1989

Based on Figure 1.4, researchers used the usability perception indicator and ease of TAM as dependent variables. But before the analysis, researchers conducted a pre-survey to solidify the dependent variables of TAM that correspond to users of apps or mobile games. The pre-survey was conducted to 16 respondents in several Indonesian cities with an age range of 17 to 35 years. As a result, there were 12 respondents choosing interests, 8 respondents choosing usability, 7 respondents choosing ease, 1 respondent choosing beliefs, and 1 respondent choosing attitudes. The results showed that interest, ease, and usability received the most response. Therefore, interest factors, usability perceptions, and ease perceptions in TAM theory can be used. According to Davis (1989), TAM is a technology acceptance model capable of explaining the behavior of technology users based on usability perception and the perception of ease as primary relevance. This became the basis for researching the influence of usability perception and ease perception on mobile games downloading. To achieve the target number of downloads required external factors in the form of user interest. According to Djaali (2008, in Then 2019) interest is a sense of liking and interest in a thing or activity without orders. According to Ispriandina & Sutisna (2019) user intention is the desire of users to use

and utilize the facilities or features of an application. This becomes the basis of taking research variables in the form of interests, usability perceptions, perceptions of ease, and user intentions.

1.2 PROBLEM FORMULATION

Looking at the background written, the mobile games development business in Indonesia has the potential to grow. However, the development is still there is a lack of intention of mobile games users made by Indonesian developers by domestic mobile games players, so the following problem formulation is obtained.

1. Does interest affect the intentions of mobile game users in Indonesia?
2. Does the perception of usability affect the intentions of mobile game users in Indonesia?
3. Does the perception of ease affect the intentions of mobile game users in Indonesia?

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