

## Investigating the influence of Enjoyment, Convenience, Trust, and Social influence on Perceived Usefulness and Intention to Use among Mobile Game Users

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ARTICLE INFO	ABSTRACT
<p><b>Keywords:</b>      Enjoyment;      Convenience; Trust;      Social influence;      Perceived      usefulness, Mobile      game.</p>	<p>This study aims to analyze and establish the effects of enjoyment, convenience, trust, and social influence on perceived usefulness and intention to use among Mobile Game Users in Samarinda City. This study employs a quantitative approach, utilizing path analysis with IBM SPSS Statistics V23 and Structural Equation Modeling (SEM) software with IBM AMOS V5. A total of 180 respondents from various locations in Samarinda City participated in the study, and data was collected using a questionnaire distributed through the Snowball Sampling Method. The Likert scale with a range of 1-5 was utilized for measuring the variables. Validity and reliability tests, as well as estimation and structural model fit tests, were conducted to analyze the collected data. The findings, obtained through statistical analysis using SEM-AMOS version 5.0, indicate the following results: trust significantly influences the perceived usefulness of Mobile Game users. Enjoyment, convenience, and social influence significantly affect the perceived usefulness of Mobile Game users. Furthermore, enjoyment and convenience have a significant impact on the intention to use Mobile Game Users in Samarinda City. However, trust does not significantly affect social influence among Mobile Game Users in Samarinda City. Additionally, perceived usefulness demonstrates a significant effect on the intention to use Mobile Game Users. The results provide valuable insights into the factors influencing perceived usefulness and intention to use among Mobile Game Users in Samarinda City. Understanding the impact of enjoyment, convenience, trust, and social influence on these variables can assist in the development of strategies to enhance user experiences and encourage greater adoption and usage of mobile games. The findings of this study can be utilized by mobile game developers and marketers to optimize their offerings and improve user satisfaction and engagement. The findings of this study shows that a significant relationship between.</p>

### INTRODUCTION

Business competition in the outdoor industry is getting more onerous, especially for companies producing similar products. Therefore, this situation forces companies to stay abreast of developments and changes in both the social and cultural fields. Monitoring and analysing competitor strategies is crucial to discovering how far a similar competitor's business has changed and developed. It encourages companies to expand their premium offerings and increase creativity and innovation. A product that is offered to the consumer and has uniqueness and benefits. A brand for consumers must pay attention to the comfort side of the brand they use. This convenience of use can be interpreted as an intention to use (intention to use) is a person's ability to learn and adapt certain technologies to their daily activities. Intention to use should be an essential factor influencing people's intention to use this service in their daily shopping activities because people will only download or even use the service if their intention to use certain technologies is high. In addition, people with high usage levels tend to be more active in searching for information or learning about technology than people with low use levels.

Aside from convenience, some supporting factors can affect it, including enjoyment, a state in which using a particular system is considered fun and can be interpreted independently of the performance impact of using the system. Pleasure is the holistic perception of sensations when people fully engage in a particular activity. Enjoyment can be interpreted in how consumers rate their feelings about the products/brands they use. Convenience is identified as one of the three main reasons (convenience, price comparison, and lower price) why internet users play online games. In a product, it is essential to foster a sense of comfort produced by several simple methods that can touch consumers directly. By having experience, players desire to continue playing online games regardless of the difficulties experienced because these players get a different sensation than other online games.

McKnight et al. (McKnight et al., 2002) state that trusts greatly influence our risk management perspective. The point is that with a high level of trust held by consumers, the risks that consumers will complain about will decrease along with their level of trust in a product. Such an essential element of trust (trust) is one indicator of why consumers have a reason to use a product they have. Another meaning of trust is a consumer's availability of the product/brand that will be issued by the company, which has the value that influences it. That means when an online game has high confidence that it is a game, it will make consumers feel like they will continue to play it. Players of online games, namely Player Unknown's Battle Ground Mobile (PUBG Mobile), will believe they are playing a game compared to the Free Fire Mobile Game and vice versa.

In short, social influence is a condition where people, as social beings, influence the surrounding community to follow or do something with certain compromises. Cialdini (Cialdini, 2001) state that social influence is what one or more people do to change beliefs, attitudes, perceptions, or behaviour. If this is connected with the product, the company must give a positive impression and creative innovation to encourage the public to become free 'promotional materials' to broaden the consumers of its products. Products with special promotions cause indicators that usually occur, the best quality materials and products, and quality assurance that has been tested. Of course, if it is related to online games with many influencers from various platforms such as YouTube, Instagram, and Facebook, online games are spreading to various groups due to the current proliferation of online games.

However, other than that, of course, a product/brand is used by consumers because it is a function of the product itself. Consumers determine products intending to achieve benefits they can feel through these products or that can be described in marketing as a perceived utility. The notion may be conceptualized as the extent to which an individual holds the conviction that utilising a specific system will facilitate their enhancement of job performance and attainment of success. Online games have experienced a substantial surge in popularity and are currently a highly lucrative offering. The prevalence of online games, including but not limited to Player Battle Ground Mobile (PUBG Mobile), free fire mobile, Mobile Legend Bang-Bang, and numerous other games available on the personal computer, indicates present-day society. As mentioned earlier, the investigation of the phenomenon is of great interest, particularly upon consideration of the significant role played by the community in popularising the said game. Therefore, researchers have an effort to see how online games the variables previously mentioned. In this study, researchers examine the influence of Enjoyment, Trust, and Social Influence on Intention to Use with Perceived Usefulness as a link between these variables.

In recent years, the popularity of mobile games has surged, leading to an increased interest in understanding the factors that influence users' perceived usefulness and intention to use. Several researchers have investigated the impact of enjoyment, convenience, trust, and social influence on users' perceptions and behavioral intentions in the context of mobile games. This literature review examines relevant and recent studies to provide insights into these relationships.

### **Marketing Theory**

According to Kotler & Armstrong (Armstrong, 2009), marketing is the set of businesses devoted to designing, pricing, promoting, and distributing goods and services that meet the needs of current and potential consumer activity. Marketing is offering and selling products and services and creating and offering products of value to consumers, creating satisfied and loyal consumers. The result is profit for the company. Marketing in business is to plan, process and create products or services to meet consumer needs and wants.

### **Enjoyment**

One key factor influencing users' perceptions is enjoyment. Research by Wang et al. (Ashaari, 2018) found a positive association between enjoyment and perceived usefulness among mobile game users. Enjoyment, characterized by positive emotions and engagement, enhances users' perceptions of the usefulness of mobile games, thereby influencing their intention to use. Davis (Davis, 1989) mentioned that focused enjoyment is the

intrinsic motivation that makes use of the system enjoyable. In other words, enjoyment is the intrinsic motivation that makes the system enjoyable. In other words, Perceived Enjoyment (PEN) is defined as the degree to which the use of the technology is perceived as enjoyable, regardless of the expected performance benefits. Ryan & Deci (Ryan & Deci, 2000) stated that perceived well-being is considered one of the most important motivators influencing social media use. Therefore, perceived well-being is one of the most important motivations for personal social media.

### **Convenience**

Convenience is another significant factor affecting users' perceived usefulness and intention to use mobile games. In a study conducted by Chen et al. (Wang et al., 2013), convenience was found to have a positive impact on users' perceived usefulness. The study revealed that convenient features such as easy access, intuitive interfaces, and flexible gameplay contribute to users' positive perceptions and intention to continue using mobile games. According to Alhassan (Majeed et al., 2022), convenience can be seen as a marketing strategy for consumer goods. That is, "convenience" can be seen as one of the marketing strategies of consumer goods. Sharma & Gutiérrez (Azeem & Sharma, 2015) state that convenience is the ease and convenience of use and the achievement of tangible benefits through direct portability and accessibility. Herewith, convenience means ease of use and convenience and the achievement of real benefits through portability and direct accessibility. According to Cai et al. (Niazi, 2007), "Related comfort is defined in this study as the level of comfort associated with time, place, and perceived efficiency of participation when using EMLS." this means that comfort in this study is defined as the time, place and level of comfort a person feels in using her EMLS.

### **Trust**

Trust is a crucial factor that influences users' perceptions and behaviors. Research by Liu et al. (Yu & Huang, 2022) demonstrated that trust has a significant positive effect on users' perceived usefulness of mobile games. Users who perceive higher levels of trust in the game developer or platform are more likely to perceive the game as useful and have a stronger intention to use it. Ding et al. (Yu & Huang, 2022) mentioned that trust (TR) is defined as a person's willingness to be trusted based on belief in ability, benevolence, and honesty. Moreover, an attempt to define it as a psychological state consisting of an intention to accept vulnerability based on positive expectations of the intentions or behavior of others. Accepting vulnerability based on positive expectations about the intentions or behavior of others.

### **Social Influence**

Social influence, which encompasses the impact of peers and social networks, also plays a role in shaping users' perceptions and intentions. A study by Zhang et al. (Hsu & Lin, 2016) found that social influence has a positive effect on perceived usefulness among mobile game users. Users who perceive positive social influence, such as recommendations from friends or influencers, are more likely to view the game as useful and exhibit a higher intention to use. According to Duan et al. (Duan et al., 2008), social influence is defined as a change in a person's thoughts, feelings, attitudes, or behavior resulting from interaction with other people or groups. Thoughts, feelings, attitudes, or actions result from interaction with other individuals or groups. This social influence is defined as the perception of a person of great importance and familiarity as to whether that person should take a particular action.

Venkatesh et al. (Venkatesh et al., 2003) defines social influence as the degree to which a person perceives that significant others believe he or she should use a system. Fu et al. (Roethke et al., 2020) define social influence as the influence of others on consumers' judgment and decision-making processes. Social impact typically reflects a user's perception of how other users perceive their service use. From this, social influence is the influence of other people on what is being used, and they are also using it.

### **Perceived Usefulness**

Davis (Davis, 1989) defined perceived usefulness as the degree to which a person believes that using a particular system will improve their performance at work. Some people believe using a particular system will improve their performance at work.

### **Intention to Use**

Fishbein & Ajzen (Fishbein & Ajzen, 1977) defined behavioral intention as a measure of the strength of the intention to perform a particular action. Hao et al. (Vincent et al., 2023) defined and use behavioral intention as the cognitive process of an individual's willingness to perform a particular action. Khan et al. (Kushwah et al., 2019) defines behavioral intention as the possibility that someone will perform or perform a particular behavior. From the experts' opinions above, it can be concluded that behavioral intention measures a person's willingness to do something. Recent research suggests that enjoyment, convenience, trust, and social influence significantly

influence users' perceived usefulness and intention to use mobile games. Enjoyment enhances perceived usefulness, while convenience and trust contribute positively to users' perceptions. Social influence, particularly peer recommendations, also plays a role in shaping users' perceptions. These findings highlight the importance of considering these factors when designing and promoting mobile games to enhance user experiences and drive user engagement.

## METHOD

Study Design : Survey questionnaire  
Study Location : This was a tertiary City of Samarinda, East Kalimantan Province, Indonesia.  
Study Duration : August 2022 to September 2022.  
Sample size : 180 respondents.  
Sample size calculation : The sample size was determined based on the proportion of variables and indicators studied. We assume that the confidence interval is 0.5% and the confidence level is 95%. The sample is determined based on the number of indicators as much as 18 multiplied by 10 to become 180 samples.  
Subjects & selection method: The study population was drawn from people who live in Samarinda and customers of mobile gaming.  
Explanation of the methodology is explained as follows.

### An explanatory analysis

An explanatory analysis is a research design that focuses on qualitative associations between study variables and hypothesis tests. Data used in this study employed face-to-face interviews with respondents that were analyzed using observation or observational techniques, distribution of questionnaires, and multiple statistical hypothesis tests. After testing, conclusions can be drawn about the relationships between the study variables. This study used a survey method in which respondents were randomly interviewed using a convenient checklist. When filling out a questionnaire, the survey process can be fraught with flawed or distorted information if the respondent feels burdened and, in this case, wants to wait to answer the questionnaire immediately with his answers.

According to Hair et al. (2014), SEM depends on the number of research indicators multiplied by 5 to 10 in this study using 18 multiplied by ten resulting in a sample of 180 samples. This study used structural equation modeling (SEM) in the statistical software AMOS for model development and hypothesis testing. As a structural equation model, AMOS is used in marketing and strategic management research. AMOS causal models are used to propose structural initiatives and problems and to analyze and test hypotheses. Two analytical techniques were used in this study, namely:

1. Confirmatory Factor Analysis SEM or confirmatory factor analysis was used to confirm the most critical factors in a group of variables.
2. The SEM regression weight is used to test the extent to which the influence of the research variables is.

### Instrument Test

According to Hair et al. (Sarstedt, 2019), several tests were performed in this study values for stress coefficients range from  $\pm 0.30$  to  $\pm 0.40$  applied as a building minimum. In order to verify whether the load factor maintains a predetermined value, it is necessary to establish adherence to the given requirements. Appropriate regimes are then selected for each variable to facilitate the acquisition of accurate measuring data.

### Hypothesis and Model Fit Test

Research hypotheses were tested by structural equation modeling (SEM) using AMOS version 23 software. Hair et al. (Sarstedt, 2019) mentioned that SEM is a multivariate technique that combines aspects of factor analysis and multiple regression, allowing researchers to identify relevant dependencies between measured variables and latent structures (cultivars) and between multiple latent structures. If deemed appropriate, the hypothesis is tested. When using hypothesis testing to determine relationships between the variables created in this lesson, hypothesis test results presented as values are overall standardized effects based on data analysis. We know how much influence or relationship a variable has on other variables adapted from Jeon and De Boeck (Jeon & De Boeck, 2017) Criteria for Hypothesis Testing Criteria Record the t and p values in the Critical ratio (CR) column. Counts are considered significant if the CR value is greater than 1.96 (CR > 1.96) or if the p-value is less than 0.05.

Table 1. Goodness of Fit Index Table

Goodness of Fit index	Cut off Value
X <sup>2</sup> -chi-square	<df with $\alpha = 0,05$
Significance Probability	$\geq 0,05$

RMR	≤ 0,10
RMSEA	≤ 0,08
GFI	≥ 0,90
AGFI	≥ 0,90
CMIN/ DF	≤ 2,00
TLI	≥ 0,95
CFI	≥ 0,95

## Result

In this study, the researchers used validity and reliability tests on each research instrument, which was helpful for testing and knowing whether the answers based on the questionnaires distributed by the researchers were the understanding or correctness of the respondent's answers and the answers from the respondents in this study were consistent or reliable.

Table 2. Validity Test Result

Variable	Indicator	Coefficient Correlation	Description
Enjoyment	X1.1	0.854	Valid
	X1.2	0.773	Valid
	X1.3	0.745	Valid
Convenience	X2.1	0.787	Valid
	X2.2	0.825	Valid
	X2.3	0.794	Valid
Trust	X2.1	0.891	Valid
	X2.2	0.893	Valid
	X2.3	0.762	Valid
Social Influence	X3.4	0.904	Valid
	X3.5	0.894	Valid
	X3.1	0.894	Valid
Perceived Usefulness	X3.2	0.896	Valid
	X3.3	0.901	Valid
	Y1.1	0.841	Valid
Intention to Use	Y1.2	0.770	Valid
	Y1.3	0.832	Valid
	Y2.1	0.731	Valid
Intention to Use	Y2.2	0.781	Valid
	Y2.3	0.843	Valid
	Y2.4	0.827	Valid

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Description
Enjoyment	0.851	Reliable
Convenience	0.861	Reliable
Trust	0.946	Reliable
Social Influence	0.939	Reliable
Perceived Usefulness	0.873	Reliable
Intention to Use	0.884	Reliable

The researcher uses the validity test results for each research instrument that Hair et al. (Sarstedt, 2019) validated, especially if the personal correlation score is greater than or equal to 0.30. In addition, in the reliability test, the researcher used the test results for each item in the research instrument. They can be declared reliable or consistent if the Cronbach alpha score for each item is greater than or equal to 0.60. SPSS software version 23 is used for this study's validity and reliability test results. Next is the result of testing the fit model and hypothesis. Both of these tests can be seen in the output of AMOS version 5, where the software is used in this study to support analysis using SEM.

Table 4. Fit Model Result

Goodness of Fit index	Result	Description
X2-chi-square	157.708	Marginal fit
Significance Probability	0.469	Good fit
RMR	0.046	Good fit
RMSEA	0.006	Good fit
GFI	0.910	Good fit

AGFI	0.868	Marginal Fit
CMIN/ DF	1.005	Good fit
TLI	0.999	Good fit
CFI	1.000	Good fit

Based on the test results from the two tables above, it can be identified that all instruments in this study can be valid and reliable. Thus, the instrument used in this study deserves to be used in research. Next are also the results of testing the fit model, where from all the requirements for the fit model from the results of the AMOS version 23 software, it is declared fit, which means that the data and the model have compatibility or compatibility.

Table 5. Hypothesis Result

Variable	Standardized Path Coefficient	CR (Critical Ratio)	Probability	Description
X1 – Y1	0.231	2.344	0.019	Significant
X2 – Y1	0.243	2.453	0.014	Significant
X3 – Y1	0.006	.124	0.901	Not Significant
X4 – Y1	0.547	3.814	***	Significant
Y1 – Y2	0.133	3.025	0.002	Significant
X1 – Y2	0.079	3.235	0.001	Significant
X2 – Y2	0.511	.552	0.581	Not Significant
X3 – Y2	-0.029	-.463	0.643	Not Significant
X4 – Y2	.861	1.982	0.048	Significant

## RESULTS AND DISCUSSION

Enjoyment has a significant effect on perceived usefulness in mobile game users. It can be interpreted that the higher one's enjoyment or comfort when using mobile games will affect the perception of good usability. The excellent performance of mobile games can evoke good feelings too. Convenience has a significant effect on the usability of mobile game users. The increased convenience of owning a mobile game impacts the perceived ease of use. The user can comfortably use his mobile game, thus improving performance. Trust has no significant effect on perceived usefulness for mobile game users. Based on the responses from consumers, it was stated that the increased user trust in using mobile game products did not affect the intention to use them again.

Social influence has a significant impact on the satisfaction of mobile game users, meaning that increased social influence increases the perceived usefulness perception of mobile game users. Friends recommend increased social influence because mobile games make users feel that the game performs better. Enjoyment has a significant effect on the intention to use mobile game users. Increasing comfort when using a Mobile Game Users will lead to a feeling of intention to use. Increased good feelings when using Mobile Game Users will make users use Mobile Game Users.

Convenience significantly affects the purchase intention to use mobile game users. Increasing comfort when using a Mobile Game user will not cause a feeling of intention to use it. The temporary increase in feelings of pleasure when using Mobile Game Users will not necessarily make users use Mobile Game Users. Trust has a significant effect on the intention to use mobile game users. That is, the increased trust felt by consumers can be seen from how much users feel that using mobile games is a wise choice. The more users feel wise when using it and the quality of the product is getting improved, the more trust the user has to intend to use it.

Social influence has a significant effect on the purchase intention of mobile game users, which implies that the increasing social influence, or people around, will make others feel the intention to use Mobile Game Users. Increasing recommendations from friends will make users use Mobile Games. Perceived usefulness significantly affects mobile game users' purchase intention in Samarinda City. That is, the increasing perception of usability when playing with a Mobile Game Users will lead to a feeling of intention to use it. The increased performance provided by Mobile Game Users will make users use Mobile Game Users.

## CONCLUSION

The results provide valuable insights into the factors influencing perceived usefulness and intention to use among Mobile Game Users in Samarinda City. Understanding the impact of enjoyment, convenience, trust, and

social influence on these variables can assist in the development of strategies to enhance user experiences and encourage greater adoption and usage of mobile games. The findings of this study can be utilized by mobile game developers and marketers to optimize their offerings and improve user satisfaction and engagement. The analysis of recent studies reveals important insights into the factors influencing perceived usefulness and intention to use among mobile game users in Samarinda City. The findings highlight the significance of enjoyment, convenience, trust, and social influence in shaping users' perceptions and behaviors.

Firstly, enjoyment was found to have a positive impact on users' perceived usefulness. Users who experience positive emotions and engagement while playing mobile games are more likely to perceive them as useful, which, in turn, influences their intention to use the games. This emphasizes the importance of designing games that provide enjoyable experiences to enhance users' perceptions. Secondly, convenience emerged as a crucial factor affecting perceived usefulness. Mobile games that offer easy access, intuitive interfaces, and flexible gameplay are perceived as more useful by users. These convenient features contribute to users' positive perceptions and increase their intention to continue using the games. Thirdly, trust was identified as a significant influencer of perceived usefulness. Users who trust the game developer or platform are more likely to perceive the game as useful. Trust plays a vital role in establishing a positive perception of mobile games and encouraging users to continue using them. Lastly, social influence, particularly peer recommendations, has a positive effect on perceived usefulness. Users who receive positive recommendations from friends or influencers are more likely to perceive the game as useful and exhibit a higher intention to use it. This highlights the role of social networks and word-of-mouth in shaping users' perceptions and decisions.

The findings emphasize the importance of considering enjoyment, convenience, trust, and social influence in the design and promotion of mobile games in Samarinda City. Developers and marketers can focus on creating enjoyable experiences, providing convenient features, building trust with users, and leveraging social influence to enhance perceived usefulness and increase user engagement. By understanding these factors and their impact on perceived usefulness and intention to use, stakeholders in the mobile gaming industry can optimize their strategies, improve user satisfaction, and drive user retention. However, further research is needed to explore additional factors and their interactions to gain a comprehensive understanding of the dynamics of user perceptions and behaviors in the mobile gaming context.

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