

ABSTRACT

Mobile games are the most popular type of gaming industry right now. Indonesia becomes the target for many mobile game developers since the growth of smartphones and internet users in Indonesia is growing sharply. Indonesia's gaming business continues to multiply, starting from 2002. This growth encourages the development of technology for the mobile gaming system. One of the emerging mobile games in Indonesia is Mobile Legends. Since their release on 11 July 2016 in one year, they can shift their rank into the top 10 mobile games in Indonesia, and by 2018 and 2019, they become the most popular mobile games in Indonesia. It is said to be Mobile Legends success indicators in promoting MOBA games type. Since the success of Mobile Legends, it is important to analyze factors influencing the continuance intention of users in adopting Mobile Legends in order to increase the future usage of Mobile Legends.

This research aims to analyze factors influencing user continuance intention of Mobile Legends adoption in Indonesia. A proposed research model used in this research is a combination of Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), and Flow theory with Perceived Enjoyment replacing Perceived Usefulness in TAM.

Data was gathered through an online survey and earned 420 valid respondents who are in the age between 17 – 55 years old and already using Mobile Legends for at least three months and unlocked some exclusive feature inside the application. All the data gathered already fulfilled the validity and reliability criteria. To test hypotheses, this research uses Structural Equation Modeling (SEM) with SmartPLS3.0 as the statistical software

The result revealed that there are five factors in the proposed model, which significantly influence the continuance intention of Mobile Legends adoption, namely Flow Experience, Subjective Norms, and Attitude with the influence of Perceived Enjoyment, Perceived Ease of Use and Flow Experience.

This research has found that the most significant factor from the proposed model that influences the continuance intention of Mobile Legends adoption in Indonesia is Flow Experience. It means that Mobile Legends may develop more enjoyable matches that can easily absorb user concentration in order to engage the user while the user uses the application. For further research, since this proposed model has a reliable explanatory power which is 68.2% further research is expected to research in the field of mobile gaming but with different research objects.

Keywords: Mobile Legends, TAM with Perceived Enjoyment, TPB, and Flow Experience.