

Factors Influencing Student Intentions in Using the Mobile Legends Bang-Bang Game Using the UTAUT 2 and DeLone McLean Models

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ABSTRACT

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Online game users have increased every year following technological developments. This makes game developers develop their products even better so that they can play games on smartphones or commonly called mobile games. The increasing number of mobile game users is the backdrop for intense competition between game genres. However, one of the most frequently accessed games is Mobile Legends Bang-Bang. Then make the Mobile Legends game popular with various groups of students. Seeing this phenomenon, researchers are interested in researching Semarang State University students who play the online game Mobile Legend Bang-Bang because on campus there are many students who play together and form teams so that many E-Sport competitions are held. The UTAUT 2 and Delone & Mclean methods determine the factors that influence students' intentions to play the Mobile Legends Bang-Bang game. The data source in this study was taken from the results of online questionnaires so as to produce 316 respondent data after the screening process was carried out. Data processing uses SmartPLS V3 to test the outer and inner models. The results of this study indicate that of the ten hypotheses proposed, four hypotheses are not accepted. Namely, social influences on behavioral intentions, habits on behavioral intentions, system quality on behavioral intentions, and service quality on behavioral intentions. This means that social influence, habits, system quality, and service quality have no significant effect on behavioral intentions. The results of the analysis show that user intentions influence user behavioral in



using the Mobile Legends Bang-Bang game.

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1 Introduction

Online game users have increased every year. This statement was found from community activities that play games via smartphones reaching 25% (Trihendrawan, 2018). During the industrial revolution 4.0 towards 5.0, smartphones became the intermediary media widely used to play games. Besides being light and easy to use, smartphones are the most widely owned media by people from various backgrounds (Nasution, 2021). That is why game developer companies focus on producing and innovating mobile games. Technological developments are increasingly innovative by trying something new such as making game genres such as battle royale and Multiplayer Online Battle Arena (MOBA), which users can play easily (Arfianda & Gaol, 2019). The user population reaches 185 million, and one of the most frequently accessed games is Mobile Legends Bang-Bang (MLBB) (Stempniewicz, 2018). Many MLBB users in Indonesia prompted the government in 2019 to add MLBB as an E-Sport (Electronic Sports) branch, which is contested in the National Sports Week (PON) and the president's cup. The government's move reaped a positive response from the public.

Then it made the Mobile Legends game mushroom among various groups of people ranging from students, even among university students. This phenomenon, this research will focus on Semarang State University (UNNES) students who play the online game Mobile Legend Bang-Bang (MLBB). The reason for choosing UNNES students as respondents were because many students played together with other students on campus and formed a team, so many E-Sport competitions were held on campus. From the uniqueness of this phenomenon, the researcher was then interested in knowing what factors made UNNES students interested and intending to play the MLBB online game so that many people played it. Intention to play games can be researched using the combined theory of the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) and DeLone & McLean (D&M) models. The model has a meaningful relationship with the intention to use the application. Through the combined theory of UTAUT 2 and D&M, we can discover and explain what factors influence students' intentions to play MLBB games.

2 Theoretical Basis

2.1 Game Online

An online game is a form of a game that is connected via the internet network. Online games can be played on computers, laptops, and other devices as long as these devices are connected to an internet network (Suplig, 2017). The game combines two types of game genres, namely Real Time Strategy (RTS) and Role Playing Game (RPG). However, at this time, the Multiplayer Online Battle Arena (MOBA) genre has become one of the most popular games among children and adolescents. MOBA is popular because the game genre is easy to use (Ramadani et al., 2018). Online games have several attractions, namely, making users addicted to playing them. Apart from being an exciting game, when the user loses playing, it feels like trying again until the user wins.

2.2 Conceptual Framework and Hypothesis Development

This study uses a combined UTAUT 2 and D&M model to determine the intention to use the Mobile Legends Bang-Bang game. The UTAUT 2 variables used are performance expectancy, effort expectancy, social influence, hedonic motivation, habit, behavior intention, and use behavior. While the variables taken from the D&M model are information quality, system quality, and service quality. This research is in line with Wibowo (2021) research, which uses the ten variables mentioned by adding two facilitating condition variables and price values. The research conducted by the author does not include facilitating condition and price value variables because these variables do not significantly influence behavioral intention. This statement results from Kumala (2019) research, which examines the intention to use the PUBG Mobile game. The following is a research model presented in Figure 1.

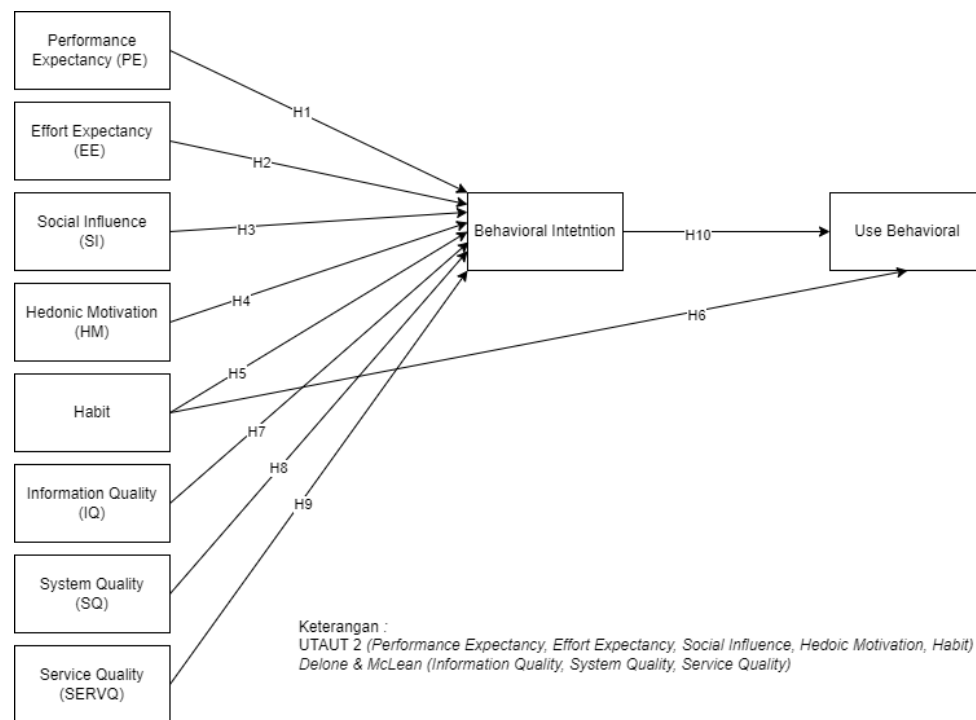


Figure 1. Research Model

UTAUT 2 is designed to investigate the behavioral of online game players. This model performs better than the other eight IS models in explaining the use of individual IS (Xu, 2014). DeLone & McLean helps know the quality of the application so that it can measure the success of the application acceptance. Performance expectancy was found to significantly affect interest in using information technology (Widnyana & Yadnyana, 2015). This study proposes the following hypothesis:

H1: Performance expectancy has a significant effect on behavioral intention.

Effort expectancy is described as the ease associated with using the system, as (Venkatesh et al., 2012) show. When users find it easy to use certain technologies, they will be highly motivated to use them, and thus their behavioral intentions will increase (Baabdullah, 2020). This study proposes the following hypothesis:

H2: Effort expectancy has a significant effect on behavioral intention.

Previous research found a significant relationship between the social influence variable and behavioral intention (Harnadi, 2019; Hokroh & Green, 2019). This study proposes the following hypothesis:

H3: Social influence has a significant influence on behavioral intention.

Hedonic motivation is significantly related to behavioral intention (Huang & Jacob, 2014). This study proposes the following hypothesis:

H4: Hedonic motivation has a significant effect on behavioral intention.

Habit is predicted in many studies to be a determining factor in the intention and behavioral of using certain technologies (Chávez Herting et al., 2020). This study proposes the following hypothesis:

H5: Habit has a significant effect on behavioral intention.

H6: Habit has a significant influence on use behavior.

The findings of a study conducted by (Rasli et al., 2020) showed that Information Quality significantly affects Behavioral Intention. This study proposes the following hypothesis:

H7: Information quality has a significant effect on behavioral intention.

System quality significantly influences behavioral intention (Kumar & Acharjya, 2017). This study proposes the following hypothesis:

H8: System quality has a significant influence on behavioral intention.

Service quality significantly influences behavioral intention. This statement has been validated by (Chen & Cheng, 2017). This study proposes the following hypothesis:

H9: Service quality has a significant influence on behavioral intention.

Behavioral intention significantly influences use behavior (Kwateng et al., 2018). This study proposes the following hypothesis:

H10: Behavioral intention has a significant influence on use behavior

3 Method

This study uses a quantitative method in testing the UTAUT 2 and DeLone & McLean models in predicting factors related to UNNES students' intentions in using the Mobile Legends Bang-Bang game. This research is located at Semarang State University, distributing questionnaires online using a Google form distributed to various social media targeting UNNES students who play MLBB games. In determining the number of research samples, the authors use the opinion of Perugini & Schönbrodt (2013), which states that a minimum sample of 250 can estimate a stable model. Then the data goes through a screening process to test the outer and inner models later.

3.1 Outer Model

The measurement model (outer model) in the PLS test is used to test internal validity and reliability. The outer model analysis is used to ensure that the measurement used is feasible to be used as a measurement (valid and reliable). The validity test in the outer model with reflection indicators is evaluated through the convergent validity and discriminant validity of the latent construct forming indicators (Ghozali & Latan, 2015). The reliability test in PLS calculations uses two approaches, namely composite reliability and Cronbach alpha. Cronbach alpha measures the lower limit of the reliability value of a construct, while composite reliability measures the actual value of the reliability of a construct (Jogiyanto & Abdillah, 2014).

In evaluating convergent validity by examining individual item reliability, it can be seen from the value of the standardized loading factor. The standardized loading factor describes the correlation magnitude between each indicator measurement item and its construct. The loading factor value above 0.7 is ideal, meaning that the indicator is valid for measuring constructs. Nonetheless, standardized loading factor values above 0.5 are acceptable, while standardized loading factor values below 0.5 can be excluded from the model (Ghozali & Latan, 2015).

Furthermore, the discriminant validity test uses cross-loading to compare the correlation of indicators with their variables and variables from other blocks. If the correlation between the indicator and the variable is higher than the correlation with other block variables, this indicates that the variable predicts the size of their block better than the other blocks. The last test is Cronbach alpha test and composite reliability. Composite reliability interpretation is the same as Cronbach's alpha. A cutoff value of 0.7 and above means acceptable, and above 0.8 and 0.9 means very satisfactory (Hair Jr et al., 2021).

3.2 Inner Model

According to Ghozali & Latan (2012) the inner model is often called the inner relation model, which describes the relationship between latent variables based on substantive theory. The design of the structural model of the relationship between latent variables is based on formulating the problem or

research hypothesis. The structural model was evaluated using R-squared for the dependent construct, the t-test, and the significance of the structural path parameter coefficients.

The first test, namely the R – squared (R²) test, is a way to measure the Goodness of Fit (GOF) level of a structural model. The value of R² ranges from 0 to 1. If R² is close to 1, this indicates that variation in the independent variable can explain the variation in the dependent variable. Conversely, if the value of R² is close to 0, then the variation of the dependent variable cannot be explained by the independent variable. The second test is the hypothesis test. Where hypothesis testing assesses the effect's significance between variables, it is necessary to carry out a bootstrapping procedure. According to Ghazali & Latan (2015), in the bootstrap resampling method, the significance value used (two-tailed) t-value is 1.65 (significance level = 10%), 1.96 (significance level = 5% and 2.58 (significance level = 1%).

The third test is the effect size test which aims to see the influence of a variable on other variables. The effect size value is negligible if it is around 0.02. It has a medium effect if it shows a value of around 0.15. Whereas if it is around 0.35, it has a significant influence (Hair et al., 2017). The fourth test calculates the predictive relevance value with the blindfolding method, which determines the predictive relationship between variable and other variables. If the predictive relevance value is more than 0, the variable has a predictive relationship with other variables (Hair et al., 2017).

The fifth test is model fit, by looking at the Standardized root mean square residual (SRMR), chi-square (χ^2), and standard fit index (NFI) SRMR values which have a value of <0.08 indicating good fit (Hair et al., 2017). If the chi-square value is > 0.05, the model being tested is said to be good. The NFI value is between 0 and 1. The model is said to be a good fit if it has an NFI value ≥ 0.90 (Sahoo, 2019), while values ranging from $0.80 \geq NFI < 0.90$ can be said to be a marginal fit (Khairi et al., 2021).

4 Result and Discussion

4.1 Data Collection Results

In this section, the researcher analyzes the respondent answers in the profile section of Semarang State University students who use the Mobile Legends Bang-Bang (MLBB) game. The questionnaires began to be distributed to respondents from 30 November 2022 to 12 December 2022. The distribution of the questionnaires managed to obtain 350 respondents, consisting of 329 respondents who had used the MLBB game and 21 respondents who had never used the MLBB game. More details can be seen in Table 1.

Table 1. Total of Respondent Data

MLBB User	Data
Have used MLBB before	329
Never used MLBB	21
Total respondents	350

Next, data cleaning will be done using excel macro to discover data errors. Thirty-four data errors were found, with 13 data errors in the constant category and 21 data from respondents who had never used the MLBB game. Table 2 describes the results of cleaning the data.

Table 2. Results of Cleaning Data

Results of Cleaning Data	Data
Data has used MLBB games	329

Constant error data	13
Data has never used MLBB games	21

After excluding respondents who have never used MLBB games and constant error data, there are 316 valid data used for analysis. Next, the data were analyzed using Microsoft Excel 2016 for demographic analysis and SmartPLS version 3 to analyze the research model.

4.2 Outer Model Analysis Results

Outer model analysis is carried out by going through three (3) stages of testing, namely convergent validity, discriminant validity, and composite reliability.

The first test is convergent validity. The test is carried out by looking at the standardized loading factor. The goal is to describe the magnitude of the relationship between each statement item and its construct. A loading factor value above 0.7 is ideal (Ghozali & Latan, 2015). It can be seen that the overall convergent validity value is more than 0.7 For the entire value of the loading factor can be seen in Figure 2.

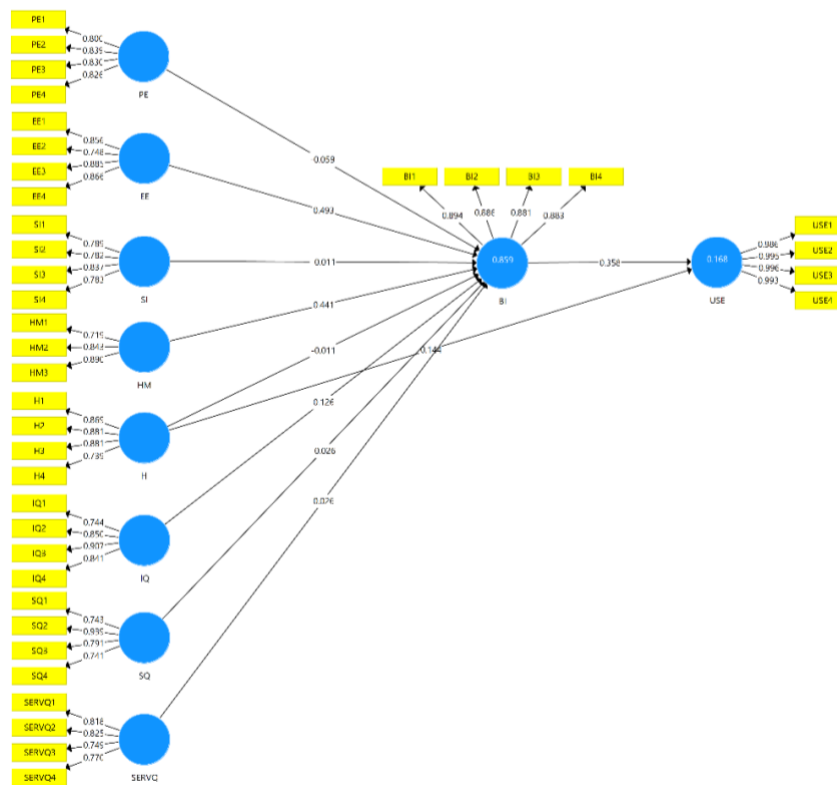


Figure 2. Convergent Validity

Next, test the average variance extracted (AVE) value. The AVE value helps describe the variance or diversity of items a variable can load. The AVE value must be greater than 0.5 to be ideal (Ghozali & Latan, 2015). In this study, all AVE values were above 0.5 so that all variables could be used in research. The AVE value for each variable can be seen in Table 3.

Table 3. AVE Result

	AVE
BI	0.785
EE	0.706
H	0.713
HM	0.673

IQ	0.702
PE	0.679
SERVQ	0.626
SQ	0.652
USE	0.985

The second test is discriminant validity by looking at the AVE root value between variables that must be higher when compared to other variables. In this study, the AVE root value met the criteria so that it could be used and continued for further testing. The Fornell-Lacker's cross-loading value can be seen in Table 4

Table 4. Fornell-Lacker's Cross Loading

	BI	EE	H	HM	IQ	PE	SERVQ	SI	SQ	USE
BI	0.886									
EE	0.880	0.840								
H	0.182	0.163	0.845							
HM	0.875	0.821	0.165	0.820						
IQ	0.357	0.266	0.535	0.291	0.838					
PE	0.173	0.179	0.593	0.176	0.509	0.824				
SERVQ	0.302	0.215	0.539	0.289	0.681	0.489	0.791			
SI	0.320	0.236	0.440	0.348	0.605	0.405	0.598	0.798		
SQ	-0.076	-0.062	0.075	-0.079	0.123	0.005	0.073	0.067	0.808	
USE	0.385	0.239	0.210	0.318	0.367	0.245	0.388	0.378	-0.012	0.993

The third test is composite reliability, by looking at the composite reliability value with a limit value of 0.7 (Hair Jr et al., 2021). The composite reliability value for the ten variables used in this study is above 0.7, so it is likely reliable for use in this study. Composite reliability values for each variable can be seen in Table 5.

Table 5. Composite Reliability

	Cronbach's Alpha	Composite Reliability
BI	0.909	0.936
EE	0.861	0.905
H	0.867	0.908
HM	0.753	0.860
IQ	0.857	0.903

PE	0.844	0.894
SERVQ	0.802	0.870
SI	0.827	0.875
SQ	0.841	0.881
USE	0.995	0.996

After conducting an outer model analysis using the three stages above, the model used in this study already has good validity and reliability.

4.3 Inner Model Analysis Results

The inner model analysis is carried out by going through five stages of testing, namely R-squared, effect size predictive relevance, model fit, and hypothesis testing (bootstrapping). The R-Squared test measures how much the independent variable explains the dependent variable with a value of 0.75 which is said to be strong, 0.50 is said to be moderate, and 0.25 is said to be weak (Ghozali & Latan, 2012). This study has two dependent variables, namely BI and USE. This study showed that the BI variable had a value above 0.75, so it was included in the strong group. Whereas the USE variable shows a value below 0.25, it is included in the vulnerable group. The following is an explanation of R-squared in Table 6.

Table 6. R-Squared

Dependent Variable	R²	Description
Behavioral Intention	0.855	Strong
Use Behavioral	0.163	Weak

The second test is effect size. Effect size is useful for reviewing the influence of other variables. According to Hair Jr et al. (2021) the effect size value has a small effect if it has a value of around 0.02, a value of 0.15 has a medium effect, and a value of around 0.35 has a large significant influence. Based on the research conducted, it is known that there are four hypotheses or correlations that are not supported. Correlations not supported with a value below 0.02, the minimum limit, are correlations of SI with BI, H with BI, SQ with BI, and SERVQ with BI.

Furthermore, the correlation between PE and BI, H with USE, and IQ with BI has a small effect. Correlation with medium effect is in BI with USE. Moreover, the correlation with the significant influence is on EE with BI and HM with BI. The results of the effect size can be seen in Table 7.

Table 7. Effect Size

Variable Relationship	f²	Description f²
PE → BI	0.014	Small effect
EE → BI	0.543	Large effect
SI → BI	0.000	No effect
HM → BI	0.406	Large effect
H → BI	0.000	No effect
H → USE	0.024	Small effect
IQ → BI	0.048	Small effect

SQ → BI	0.004	No effect
SERVQ → BI	0.002	No effect
BI → USE	0.149	Medium effect

The third test is predictive relevance. Predictive relevance is useful for seeing the predictive relationship between a variable and other variables. If the Q² value is above zero, it can be concluded that the variable has a predictive correlation with other variables (Hair Jr et al., 2021). The results of the predictive relevance values can be seen in Table 8.

Table 8. Predictive Relevance

Dependent Variable	Q ²
Behavioral Intention	0.661
Use Behavioral	0.160

Based on Table 8 shows that all Q² values are above 0, so it can be concluded that it has a predictive correlation with other variables.

The fourth test is model fit which aims to assess how well the hypothesized model structure matches the empirical data to help identify model specification errors (Hair Jr et al., 2021). Model fit was evaluated by looking at the SRMR, chi-square, and NFI values. The results obtained for the fit model can be seen in Table 9.

Table 9. Model Fit

Index	Limit	Value	Description
SRMR	< 0.08	0.083	Marginal fit
Chi-Square	> 0.05	6896.191	Good fit
NFI	≥ 0.90	0.579	Marginal fit

Based on Table 9, the SRMR value is 0.083, which is the model in this study that is still acceptable (marginal fit). Meanwhile, the chi-square value is 6896,191 which represents that the research model has a good fit. For the NFI value, which is equal to 0.579, which means that the suitability of this research model is still acceptable (marginal fit). Values ranging from 0.80 > NFI < 0.90 are still acceptable (Khairi et al., 2021).

The last test is the hypothesis test. The hypothesis is accepted if the t-statistic value is more significant than 1.96 and the significance is less than 0.05. Four of the ten hypotheses proposed in this study were rejected because the t-statistic value was below 1.96, and the significance value was more significant than 0.005. The rejected hypotheses are a social influence on behavioral intention, habit on behavioral intention, system quality on behavioral intention, and service quality on behavioral intention. To see the value of the t-statistic, original sample, and significance value in this study can be seen in Table 10.

Table 10. Hypothesis Test Results

Hypothesis	Original Sample	Standard Deviation	T-Statistic	Significant	Description
H1 PE → BI	0.059	0.030	1.993	0.047	Accepted

H2	EE → BI	0.493	0.076	6.468	0.000	Accepted
H3	SI → BI	-0.011	0.032	0.355	0.723	Rejected
H4	HM → BI	0.441	0.074	5.961	0.000	Accepted
H5	H → BI	-0.011	0.026	0.424	0.672	Rejected
H6	H → USE	0.144	0.051	2.843	0.005	Accepted
H7	IQ → BI	0.026	0.053	2.379	0.018	Accepted
H8	SQ → BI	-0.026	0.034	0.758	0.449	Rejected
H9	SERVQ → BI	-0.026	0.035	0.750	0.453	Rejected
H10	BI → USE	0.358	0.074	4.839	0.000	Accepted

Based on Table 10 above, the results of hypothesis test have been presented. The results of the inner model test show that the first hypothesis (H1) is accepted. Thus, performance expectancy (PE) has a positive and significant effect on behavioral intention (BI). It can be seen from the results of the path coefficient with an original sample value of 0.059, which indicates a positive relationship, the t-statistic value of 1.993 > 1.96, and a significance value of 0.047, which exceeds the value limit <0.05.

This is in line with previous research by Widnyana & Yadnyana (2015) that by looking at the usability, motivation, and benefits resulting from the use of application technology, an interest arises in the use of information technology by users to improve their performance.

The results of the inner model test show that the second hypothesis (H2) is accepted. Thus, effort expectancy (EE) has a positive and significant effect on behavioral intention (BI). It can be seen from the results of the path coefficient with an original sample value of 0.493, which indicates a positive relationship. The t-statistic value is 6.468 > t-value 1.96, and a significance value <0.05 equals 0.000. Based on the results of this study, in line with Baabdullah (2020); Harborth & Pape (2017) when users find it easy to use certain technologies, they will be highly motivated to use them, and their behavioral intention to use MLBB games will increase.

Based on the inner model test results, the third hypothesis (H3) is rejected. Thus, social influence (SI) has no positive or significant effect on behavioral intention (BI). It can be seen from the results of the path coefficient with an original sample value of -0.011, which indicates the direction of a negative relationship, a t-statistic value of 0.355 < t-value of 1.96, and a significance value of > 0.05 which is equal to 0.723. The results of this study contradict Chen & Cheng (2017); Harnadi (2019); Hokroh & Green (2019) state results that a positive effect that players feel social influence (friends and family) when they play mobile games. The relationship in this hypothesis is that students do not make social influences in the desire to use the MLBB game.

The results of the inner model test show that the fourth hypothesis (H4) is accepted. Thus, hedonic motivation (HM) has a positive and significant effect on behavioral intention (BI). It can be seen from the results of the path coefficient with an original sample value of 0.441, which indicates a positive relationship. The t-statistic value is 5.961 > t-value 1.96, and a significance value <0.05 equals 0.000. Based on the results of this study, in line with Huang & Jacob (2014) hedonic benefits have the aim of increasing the level of pleasure for users. The relationship in this hypothesis indicates that students intend to use MLBB games because they feel pleasure while playing.

The results of the inner model test show that the fifth hypothesis (H5) is rejected. Thus, habit (H) has no positive and significant effect on behavioral intention (BI). It can be seen from the results of the path coefficient with an original sample value of -0.011, which indicates the direction of a negative relationship, a t-statistic value of 0.424 < t-value of 1.96, and a significance value of > 0.05 which is equal to 0.672. The results of this study contradict Baptista & Oliveira (2015); Chávez Herting et al. (2020); Khatimah et al. (2019) that habit can predict the determinants of intention and behavior in using technology. The relationship of this research hypothesis does not state that it can increase students' intention to use the MLBB game.

The results of the inner model test show that the sixth hypothesis (H6) is accepted. Thus, habit (H) has a positive and significant effect on use behavior (USE). It can be seen from the results of the path coefficient with an original sample value of 0.144, which indicates a positive relationship, the t-statistic value of 2.843 > t-value of 1.96, and a significance value of <0.05, which is equal to 0.005. Based on the results of this study, in line with Baptista & Oliveira (2015); Chávez Herting et al. (2020); Khatimah et al. (2019) habits can predict the determinants of intention and behavior to use a game. So the existence of a positive habitual relationship will make students intend to play MLBB games.

The results of the inner model test show that the seventh hypothesis (H7) is accepted. Thus, information quality (IQ) has a positive and significant effect on behavioral intention (BI). It can be seen from the results of the path coefficient with an original sample value of 0.026, which indicates the direction of a positive relationship, a t-statistic value of 2.379 > t-value of 1.96, and a significance value of <0.05 which is equal to 0.018. Based on the results of this study, in line with Rabia & Bagus (2019) quality information can provide pleasure and positive behavioral intentions in using games. This hypothetical relationship shows the intention of students to use the MLBB game because the quality of the information provided is excellent, so it can help users follow the latest information in the game.

The results of the inner model test show that the eighth hypothesis (H8) is rejected. Thus, system quality (SQ) has no positive or significant effect on behavioral intention (BI). It can be seen from the results of the path coefficient with an original sample value of -0.026, which indicates the direction of a negative relationship, a t-statistic value of 0.758 < t-value of 1.96, and a significance value of > 0.05 which is equal to 0.449. Based on the results of this study, contrary to Kumar & Acharjya (2017) stated that there is a significant relationship between game satisfaction and user behavior. Thus, user satisfaction will produce certain benefits. If the existing information system or game service at MLBB is appropriately maintained, it will make students more willing to play it.

The results of the inner model test show that the ninth hypothesis (H9) is rejected. Thus, service quality (SERVQ) has no positive or significant effect on behavioral intention (BI). It can be seen from the results of the path coefficient with an original sample value of -0.026, which indicates the direction of a negative relationship, a t-statistic value of 0.750 < t-value of 1.96, and a significance value of > 0.05 which is equal to 0.453. Based on the results of this study, contrary to Chen & Cheng (2017); Lemon & Verhoef (2016); Oltean & Gabor (2016) it has a significant positive relationship between service quality and user behavioral intentions. So the quality of service and individual factors influence the user's behavioral intention, so good service quality will increase the user's intention to use. The hypothetical relationship in this study is that students do not use system services as a driving force for their intention to play MLBB games

The results of the inner model test show that the tenth hypothesis (H10) is accepted. Thus it can be interpreted that behavioral intention (BI) has a positive and significant effect on behavioral use (USE). It can be seen from the results of the path coefficient with an original sample value of 0.358, which indicates a positive relationship, the t-statistic value of 4.839 > t-value of 1.96, and a significance value of <0.05, which is equal to 0.000. Based on the results of this study, in line with Baptista & Oliveira (2015); Kwateng et al. (2018) behavioral intention has an essential role in influencing game use. This hypothetical relationship shows the student's intention to play the MLBB game in the future.

5 Conclusion

Based on the results of the analysis of the factors that influence user intentions and user behavior in using the Mobile Legend Bang-Bang game, conclusions can be drawn, namely: the factors that influence students' intentions in using the Mobile Legends Bang-Bang game, namely PE, EE, SI, HM, H, IQ, SQ, and SERVQ. Factors that influence user behavior in using the Mobile Legends Bang-Bang game are BI. Of the eight hypotheses proposed, four hypotheses were not accepted. SI affects BI, H affects BI, SQ affects BI, and SERVQ affects BI. Based on the data testing results, BI significantly affects USE in using the Mobile Legends Bang-Bang game. The behavioral intention has an essential role in influencing game use. This hypothetical relationship indicates a student's intention to play

MLBB games in the future. In addition, based on the results of data processing that has been done, H has a significant effect on USE.

Habits can predict the determinants of intention and behavior to use games. So that a positive relationship will make students intend to play MLBB games, they were following the results of an analysis of the factors that influence user intentions and user behavior in using the Mobile Legend Bang-Bang game so that conclusions can be drawn, namely: factors that influence student intentions in using the Mobile Legends Bang-Bang game, namely PE, EE, SI, HM, H, IQ, SQ, and SERVQ. Factors that influence user behavior in using the Mobile Legends Bang-Bang game, namely BI. Of the eight hypotheses proposed, four hypotheses were not accepted. Namely, SI affected BI, H affected BI, SQ affected BI, and SERVQ had had on BI. Based on the results of testing the data, BI has a significant effect on USE in using the Mobile Legends Bang-Bang game. The behavioral intention has an essential role in influencing game use. This hypothetical relationship shows the student's intention to play the MLBB game in the future. In addition, based on the results of data processing that has been carried out, H has a significant effect on USE. Habits can predict the determinants of intention and behavior to use a game. So a positive relationship will make students intend to play the MLBB game.

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