The Influence Of Trust, Enjoyment, And Social Norms With The Mediating Variable Of Attitude On The Intention To Play Online Games In East Java Indonesia

by Zulfikar Abdurrahman

The Influence Of Trust, Enjoyment, And Social Norms With The Mediating Variable Of Attitude On The Intention To Play Online Games In East Java Indonesia

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Abstract
In the modern era, online gaming has become a significant aspect of life in East Java, especially for teenagers and young adults. This study explores factors influencing the intention to play online games, focusing on trust, enjoyment, and social norms. Data was collected from 400 university students in Surabaya and Malang, employing path analysis to examine variable relationships. Findings indicate that trust does not significantly affect gaming intention due to discrepancies between marketed and actual game content. However, attitude significantly mediates the relationship between enjoyment and intention, with ongoing updates enhancing engagement. Social norms also significantly influence intention through peer pressure and social bonding activities. These insights can aid local game developers in optimizing market strategies and addressing challenges, highlighting the importance of attitude and social norms in shaping gaming intentions in East Java.

I. INTRODUCTION

In the modern era, the phenomenon of online gaming has become a significant aspect of life, particularly in East Java. Online games have rapidly evolved and become an integral part of daily life for many individuals, especially teenagers and young adults, who spend considerable time engaging in online gaming through computers, gaming consoles, or mobile devices. This trend aligns with the advancement of information and communication technology, facilitating access to various types of online games for the people of East Java. According to Lehtonen et al. (2023), the video game industry has experienced rapid growth and significant servitization since the early 21st century (O'Donnell, 2014; Kerr, 2017; Kultima, 2018). Now the largest form of entertainment, surpassing the film and music industries (Newzoo, 2020), video games have become a convergence point for innovations like artificial intelligence, virtual and augmented reality, data analytics, and non-fungible tokens (Nunley, 2021). The introduction of digital distribution (Kerr, 2017) has significantly contributed to this growth, allowing games to be purchased and sold in both physical and digital formats and fostering online communities (Castronova, 2007). Online games enable players worldwide to play together on servers through the Internet (Wu and Liu, 2007), and

Generation Z and Millennials, who dominate East Java, represent a large potential market for online gaming (Wu and Liu, 2007).

This study aims to explore the factors influencing individuals' intentions to play online games in East Java, focusing on trust, enjoyment, and social norms. Trust plays a crucial role in relational marketing, fostering positive bonds between customers and companies (Sirdeshmukh et al., 2002; Arfansyah and Marsasi, 2023). Enjoyment, an aspect of intrinsic motivation, is vital for consumer behavior related to information systems (Wu and Liu, 2007; Kaur et al., 2023). Social influence, which measures how others' attitudes affect an individual's decision-making, is essential in understanding user behavior and consumer marketing (Liang et al., 2011; Chen et al., 2013; Benita et al., 2023). Attitude significantly impacts intention, with supportive attitudes towards online gaming increasing the likelihood of participation (Wang et al., 2015; Lee & Lee, 2015; Chen et al., 2017; Argyriou & Melewar, 2011). Intention is central to cognitive models of consumer behavior and is a key target for marketing success (Fishbein & Ajzen in Yoon et al., 2013; Ismagilova et al., 2019).

II. RESEARCH METHODS

The research method applied in this study is descriptive with a quantitative approach, focusing on individuals who are online gaming consumers in East Java. Primary data was collected through questionnaires distributed randomly to respondents, utilizing a simple random sampling technique. This method, recommended by Fox and Bayat (2007), ensures that each unit in the population has an equal chance of being selected. The study employed path analysis to examine the relationships between independent variables, the mediating variable, and the dependent variable, while also using descriptive analysis to provide an overview of respondents' characteristics and the variables under investigation (Wooldredge, 2021). The study was conducted in East Java from March to May 2024, targeting a population of online gamers, specifically university students aged 18 to 30 in Surabaya and Malang, representing the densest areas of higher education institutions in East Java.

The sample was selected using purposive sampling, and the data was collected using a Likert scale questionnaire to gather information on sociodemographic characteristics, online gaming patterns, trust, enjoyment, social norms, attitudes, and the intention to play online games. The sample size was determined using Slovin's formula, resulting in a sample size of 400 from a population of 822,635 university students in East Java, ensuring a 5% margin of error (Sugiyono, 2017). This research aims to explore the factors influencing the intention to play online games in East Java, with a focus on trust, enjoyment, and social norms, providing a comprehensive understanding of the online gaming landscape in this region. The required sample size was determined using Slovin's formula (Sugiyono, 2017), as follows:

$$n = \frac{N}{1 + Ne^2}$$

n : Sample size sought
N : Population size
e : established margin of error

With a population size (N) of 822,635 and a margin of error (e) of 5%, the sample size (n) is calculated as follows:

$$n = \frac{822,635}{1 + 822,635 \times 5\%^2}$$

$$n = 399,8056$$

According to Sugiyono (2017), a variable is an attribute, characteristic, or value of an object or activity that has specific traits established by the researcher for study and conclusion. In this research, the variables are divided into three categories:

a. Dependent Variable (Y): This is the variable influenced by other variables and is the focus of the research. According to Sugiyono (2017), the dependent variable is affected by the independent variables. In this study, the dependent variable is the intention to play online games (Y).

b. Mediating Variable (Z): This variable affects the relationship between the independent and dependent variables, creating an indirect and unobserved relationship (Sugiyono, 2017). The mediating variable in this study is attitude (Z).

c. Independent Variables (X): These variables influence the dependent variable, either positively or negatively (Sugiyono, 2017). The independent variables in this study are trust (X1), enjoyment (X2), and social norms (X3).

Trust is defined as "the willingness of users to be vulnerable to online technology providers after considering their characteristics such as security, brand name, and after-service guarantees" (Chong et al. in Ahmed & Sathish, 2017). In this study, trust is the belief that individuals will adopt Social Network Games if they trust that their personal information shared via social media will be kept confidential. This trust likely encourages repeated visits to the website for useful information or to try online games. Gefen et al. (2003) state that players who trust an online gaming site believe the provider will not misuse their personal information, leading to a more positive attitude towards playing online games.

The relationship between trust and attitude is also suggested in the Theory of Reasoned Action (TRA), where Ajzen and Fishbein in Wu and Liu (2007) state that an individual's attitude towards a behavior is determined by their relevant beliefs about that behavior. Pavlou (2003) asserts that trust can be seen as a relevant belief that directly influences consumer attitudes towards online purchases, hypothesizing that trust affects players' attitudes towards online gaming.

Intrinsic motivation refers to the pleasure and entertainment derived from performing a behavior, whereas extrinsic motivation emphasizes performing a behavior to achieve specific goals or rewards (Chen et al., 2015). Given that games are hedonistic systems for entertainment, the primary purpose of playing social games is enjoyment, which directly influences usage intention (Heijden in Chen et al., 2015). Huang & Cappel (2005) note that a significant motive for playing online games is seeking enjoyment, with players motivated to play more if they experience pleasure and emotional response (Kim et al., 2002).

Liu and Li (2011) argue that technological innovation is influenced by perceived enjoyment, as users are more open to adopting new technology if they find it useful and enjoyable. Therefore, this research focuses on assessing the role of perceived enjoyment in determining users' likelihood to engage in online gaming. Hsu and Lu (2005) replaced perceived usefulness with perceived enjoyment in the online gaming context, indicating that enjoyment better measures players' preferences.

Social norms significantly influence online purchase intentions, as suggested by Njite and Parsa (2005). Hsu and Lu (2004) identified the significant impact of social norms on the intention to play online games. Subjective norms, a key factor in the Theory of Reasoned Action, are defined by Ajzen and Fishbein in Xie and Zhang (2011) as the perception that most important people to the individual think they should or should not perform the behavior. Empirical findings suggest that the expectations of significant others influence players' intentions to play online games.

The relationship between attitude and behavioral intention is central to the Theory of Reasoned Action (Ajzen & Fishbein in Yoon et al., 2013). In online gaming, attitude involves the overall evaluation of gaming outcomes. A positive attitude towards online gaming increases the likelihood of website visits and participation, while a negative attitude discourages even visiting the gaming site (Yoon et al., 2013). Hamari and Keronen (2017) state that attitudes towards playing online games, including opinions on whether gaming is enjoyable, affect the intention to play. Therefore, it is hypothesized that attitude will influence players' intention to engage in online gaming.

Based on the theoretical foundation and previous research outlined, the conceptual framework of this study is as follows:
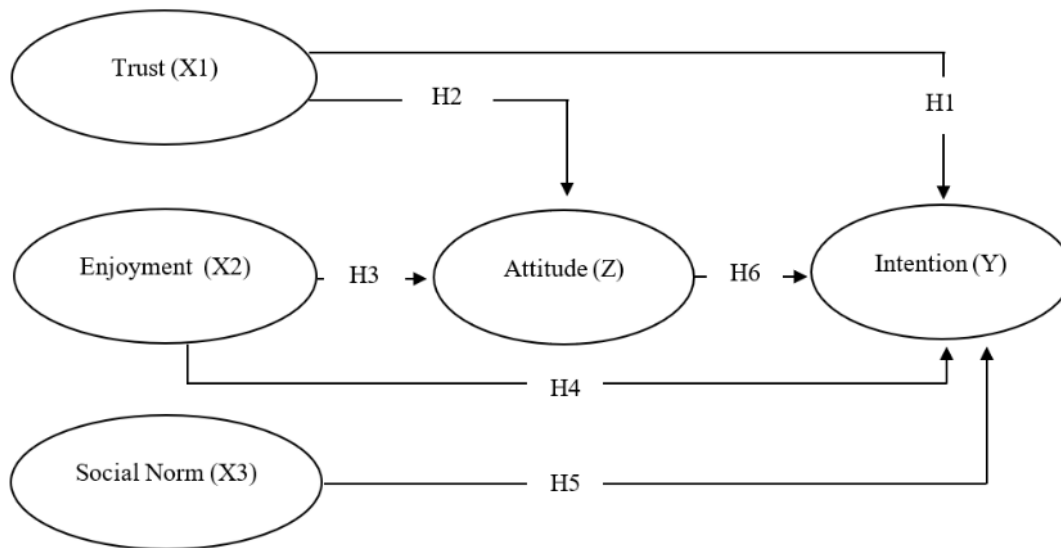
Figure 1. Conceptual Framework

Based on the review above, the hypotheses to be tested in the study are as follows:

H1: Trust in online gaming influences the intention to play online games.

H2: Attitude while playing online games mediates the relationship between trust in online gaming and the intention to play online games.

H3: Attitude while playing online games mediates the relationship between enjoyment of online gaming and the intention to play online games.

H4: Enjoyment in playing online games influences the intention to play online games.

H5: Social norms influence the intention to play online games.

H6: Attitude of playing online games influences the intention to play online games.

Data analysis is the process of simplifying data into an easily interpretable form. Its purpose is to address the questions stated in the research problem formulation by organizing, managing, and interpreting the obtained data. According to Sugiyono (2017:147), data analysis involves grouping, tabulating,

presenting, and calculating data obtained from respondents. In this study, data management utilizes Smart PLS, employing the partial least square (PLS) method, to facilitate faster and more accurate statistical data handling.

This research employs the Partial Least Square Structural Equation Modeling (PLS-SEM) analysis technique with the Smart-PLS 4.0 program. The bootstrapping method is utilized to perform random duplication, allowing SmartPLS to be applicable to research with a large sample size without requiring normally distributed data.

Hypothesis testing and data analysis in this study are conducted using the Smart-PLS 4.0 application, wherein PLS-SEM consists of two sub-models: the measurement model (outer model) and the structural model (inner model).

The outer model, also known as the outer relation or measurement model, defines how each indicator block relates to its latent variable. The measurement model is utilized to assess the validity and reliability of the model. Tests conducted on the outer model include:

	Data Testing	Measurement	Rules of thumb	
Measurement model (Outer model)	Validity	Convergent validity	Factor loadings (outer loadings)	> 0,7 (Ghozali & Latan, 2015).
				AVE > 0,5 (Henseler et. al., 2016)
		Discriminant validity	Fornell-Larcker	Loadings > Cross loading (Henseler et. al., 2016)
		Reability	Cronbach's Alpha	> 0,7 (Rossiter, 2002)
			Composite Reliability	> 0,7 (Rossiter, 2002)
			Rho Alpha	> 0,7 (Henseler et. al., 2016)

Table 1. Rules of Thumb Outer Model

The inner model, also known as the structural model, specifies the relationships between latent variables (inner relation) based on the substantive theory of the research. The structural model is evaluated using R-square for dependent constructs, Stone-Geisser Q-square test for predictive relevance, and t-test

and significance of the structural path coefficient parameters. The testing method for the structural model is as follows:

Structural model (Inner model)	Data Testing	Measurement	Rules of thumb
	Correlation	R-Square	0,25 (Weak) 0,5 (Mid) 0,75 (Strong) (Ghozali & Latan, 2015)
	For Path Coefficients	T-statistic	T stastistic > t tabel (1,96 ; Sig.5%) (Henseler et al.,2016)
	Indirect Effect		T stastistic > t tabel (1,96 ; Sig.5%) (Henseler et al.,2016)

Table 2. Rules of Thumb Inner Model

III. RESULTS

	Trust (X1)	Enjoyment (X2)	Social Norm (X3)	Attitude (Z)	Intention (Y)
X1.1	0.882				
X1.2	0.922				
X1.3	0.898				
X2.1		0.905			
X2.2		0.924			
X2.3		0.892			
X3.1			0.911		
X3.2			0.926		
X3.3			0.875		
Z1				0.870	
Z2				0.893	
Z3				0.901	
Y1					0.865
Y2					0.884
Y3					0.891

Table 3: Standarlized loading factors (souce: researcher 2024)

In the presented table, all factor loadings indicate values above 0.7. The lowest value of the relationship with the intention to play online games is with indicator Y1 at 0.865. This indicates that all latent variables have a strong relationship with their respective indicators.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Trust (X1)	0.885	0.898	0.928	0.812
Enjoyment (X2)	0.892	0.895	0.933	0.823
Social Norm (X3)	0.889	0.894	0.931	0.818
Attitude (Z)	0.865	0.866	0.918	0.788
Intention (Y)	0.856	0.868	0.912	0.775

Table 4: Overview of criteria (Soucer: researcher 2024)

Based on the table above, it can be seen that the construct values of each variable are greater than those of other constructs. It can be concluded that each variable is considered valid. Based on Table above, it can be concluded that the composite reliability values in the entire table have exceeded 0.70. From these results, all variables have good reliability according to the recommended minimum threshold.

Based on Table above, it can be observed that the Cronbach's alpha values for all variables have exceeded 0.70, thus meeting the recommended criteria. Therefore, it can be concluded that each variable has good reliability.

	Trust (X1)	Enjoyment (X2)	Intention (Y)	Social Norm (X3)	Attitude (Z)
Trust (X1)	0.901				
Enjoyment (X2)	0.441	0.907			
Intention (Y)	0.372	0.567	0.880		
Social Norm (X3)	0.480	0.539	0.611	0.904	
Attitude (Z)	0.399	0.837	0.590	0.570	0.888

Table 5: Discriminant Validity with Cross Loading (source: researcher 2024)

Discriminant validity is the value of cross-loading factors that indicate whether constructs have adequate discrimination. This is done by comparing the targeted construct values to be greater than those of other constructs. Based on Table above, it can be observed that the construct values of each variable are greater than those of other constructs. It can be concluded that each variable is considered valid.

To test the goodness of fit of the structural model, the adequacy is assessed by examining the R Square values. R Square is used to predict how much influence the independent variables have on the dependent variable. According to Chin (1998, as cited in Henseler et al., 2009), an R Square value above 0.67 indicates a model with substantial category, while a value above 0.33 indicates a moderate correlation. In this study, the latent variable with the highest R Square value is Attitude at 0.702, and the lowest is Intention at 0.469. The complete results of the R Square and Adjusted R Square values can be seen in Table below.

	R Square	R Square Adjusted
Intention (Y)	0.469	0.463
Attitude (Z)	0.702	0.700

Table 6: R Square and Adjusted R Square (source: researcher 2024)

The R-Square values range from 0 to 1, where values closer to 1 indicate better fit. Based on the table above, the following conclusions can be drawn:

1) The R-Square value of 0.469 for the intention variable suggests that intention is influenced by belief, enjoyment, social norms, and attitude by 46.9% (Moderate), with the remaining 53.1% possibly affected by other variables not explained in this study.
2) The R-Square value of 0.702 for the attitude variable indicates that attitude is influenced by belief and enjoyment by 70.2% (Strong), with the remaining 29.8% possibly unaffected by other variables not explained in this study.

To test the significance of the influence between latent variables, a significance level of 5% is used, and a T-statistic value greater than 1.96 is used to reject the null hypothesis (H0) (Chin, 1998; Henseler et al., 2009). The results of the significance test can be seen in the T-statistic and p-value columns in the PLS Bootstrapping output table. A T-statistic value exceeding 1.96 and a p-value less than 0.05 indicate a significant influence between latent variables.

Direct Effect or direct influence aims to determine the direct influence on a variable tested by hypothesis. The direct effect value is observed from the path coefficients. The obtained results are as follows:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Explanation
X1 → Y	0.028	0.028	0.056	0.506	0.613	Not Significant
X1 → Z	0.038	0.038	0.032	1.181	0.238	Not Significant
X2 → Z	0.820	0.820	0.024	33.538	0.000	Significant
X2 → Y	0.154	0.152	0.079	1.956	0.051	Not Significant
X3 → Y	0.382	0.380	0.065	5.910	0.000	Significant
Z → Y	0.232	0.237	0.077	3.000	0.003	Significant
X1: Trust X2: Enjoyment X3: Social Norm			Z: Attitude Y: Intention			

Table 5: Path Coefficient (source: researcher 2024)

Based on Table, the Path Coefficients indicate the level of significance for the relationships between the research variables. This can be observed through the T-statistic values, where if the value exceeds 1.96, the hypothesis is accepted:

H1: Trust (X1) has a statistically insignificant effect on Intention (Y) (T statistic 0.556 < 1.96 T Table; P value 0.613 > 0.05). Thus, H0 is accepted and Ha is rejected.

H2: Trust (X1) is found to have no significant effect on Attitude (Z) (T statistic 1.181 < 1.96 T Table; P value 0.238 > 0.05). Therefore, H0 is accepted and Ha is rejected.

H3: Enjoyment (X2) has a significant effect on Attitude (Z) (T statistic 33.538 > 1.96 T Table; P value 0.051 > 0.05). Hence, H0 is accepted and Ha is rejected.

H4: Enjoyment (X2) has an insignificant effect on Intention (Y) (T statistic 1.956 > 1.96 T Table; P value 0.000 < 0.05). Consequently, H0 is accepted and Ha is rejected.

H5: Social Norms (X3) has a significant effect on Intention (Y) (T statistic 5.910 > 1.96 T Table; P value 0.000 < 0.05). Thus, Ha is accepted and H0 is rejected.

H6: Attitude (Z) has a significant effect on Intention (Y) (T statistic 3.000 > 1.96 T Table; P Value 0.003 < 0.05). Therefore, Ha is accepted and H0 is rejected.

The purpose of Direct or Indirect Effect is to determine the indirect influence on a variable testing the hypothesis. The results obtained are as follows:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Keterangan
X1 → Z → Y	0.009	0.009	0.009	1.021	0.308	Not Significant
X2 → Z → Y	0.191	0.194	0.064	2.988	0.003	Significant
X1: Trust X2: Enjoyment			Z: Attitude Y: Intention			

Table 6: Specific Indirect Effects (source: researcher 2024)

H2: Testing the influence of Trust (X1) on Intention (Y) through Attitude (Z) showed a coefficient parameter of 0.009 with a T-statistic value of 1.021 < 1.96 and a P-value of 0.308 > 0.05. Therefore, there is a significant negative influence between the Trust (X1) variable on Intention (Y) through Attitude (Z) as an intervening variable.

H3: Testing the influence of Enjoyment (X2) on Intention (Y) through Attitude (Z) revealed a coefficient parameter of 0.191 with a T-statistic value of 2.988 > 1.96 and a P-value of 0.003 < 0.05. Hence, there is a significant positive influence between the Enjoyment (X2) variable on Intention (Y) through Attitude (Z) as an intervening variable.

IV.DISCUSSIONS

The results of table 5 indicate that trust in online gaming websites does not have a significant effect on the intention to play online games. Online gamers tend to seek information about an online game through gaming websites, but what they read may not always align with what is implemented in the actual game. In many cases, such as teaser trailers, when game developers market a new online game, it may not match the expectations set, leading to disappointment or being perceived as a mere money-grabbing tactic. Several

issues like patch updates, cheater removal, or pay-to-win schemes still exist in some online games played by respondents.

Gamers may lack trust in a game developer because what is written on the website or shown in teaser trailers does not match the actual game content. Consequently, online gamers may be less inclined to play new online games or continue playing existing ones after updates or new releases if the trailers do not align with reality. These research findings are consistent with the hypotheses used by Wu and Liu (2007); Ahmed and Sathish (2017) but contrary to the findings by Kumar et al. (2018).

Based on table 6, attitude does not significantly mediate trust and intention. This is corroborated by the non-significant results from table 5. Online gamers may feel disappointed if a game developer sets high expectations with ambitious projects or by leveraging famous gaming franchises in development but fails to meet those expectations. Attitude measures the level of pleasure or liking a player has for the online game provided. In this research context, players are less likely to enjoy a game if it fails to meet the expectations set in the initial teaser trailer. This hypothesis contradicts findings by Holsapple & Wu (2008); Ardiyanto & Kusumadewi (2019).

According to table 6, attitude significantly mediates enjoyment and intention. This is further supported by the significant results from table 5. Online gamers tend to be happy and have a continuous intention to play if the online game remains active or, in other words, listens to what online gamers want. Examples include patch updates, buffs and nerfs, and seasonal updates, which introduce new adventure content with each update. Online gamers perceive an online game to be still vibrant if it continues to be updated. The added story variations over time keep online gamers happy and interested in playing. These findings are consistent with Alzahrani et al. (2016); Lee and Tsai (2010).

In table 5, enjoyment does not significantly affect intention. This is due to the boredom resulting from some updates. For example, if an online game update only adds minimal variations like maps, weapons, and cosmetics, players may become bored. Examples like the game "PUBG" begin to feel monotonous because other games of the same genre offer more character and story variations. Monotonous gameplay, with minimal updates, leads to player disinterest in playing the game in the future. These findings contradict the hypotheses by Chen et al. (2019) and Wu et al. (2018).

In table 5, social norms significantly influence intention. Online gamers may feel social pressure if all their friends or colleagues play online games. This phenomenon is commonly referred to as "mabar" in Indonesia, short for "main bareng" (playing together). "Mabar" sessions often occur within friend groups to foster social bonding. This is similar to word-of-mouth marketing, but social norms are more direct, with the belief that an individual will engage in the same activity in the future. These findings align with Rafdinal & Qisthi (2019) and oppose Xie & Zhang (2011).

According to table 5, attitude significantly influences intention. The enjoyment and satisfaction experienced by online gamers increase their intention to play online games. This can be observed through their evaluations of the online games they play. Generally, gamers continue to play the same online game if they feel comfortable. Examples include games like Mobile Legends: Bang Bang, Valorant, PUBG: Mobile, and Minecraft, which have active communities and consistently provide updates based on gamer feedback. This increases the intentions of both existing and new players. These findings align with Yoon et al. (2013); Cahyani and Artanti (2020).

Based on the experimental results of this research, it is hoped that the findings obtained can serve as a reference in selecting or defining the optimal market segment for local online game developers aiming for

optimal online gaming intentions. Furthermore, this research is expected to provide comprehensive insights into the challenges faced by companies or developers and offer guidance on the steps needed to address these issues.

Undoubtedly, the findings of this research are anticipated to have a positive impact on all stakeholders involved. Specifically, in the context of the online gaming market, attitude and social norms are identified as key factors significantly influencing the intention to play online games. A positive attitude can bring satisfaction to gamers regarding their intentions to play, thereby enhancing the intention to play online games.

V. CONCLUSIONS

Based on the research findings titled "The Influence of Trust, Enjoyment, and Social Norms with the Mediating Variable of Attitude on Intention to Play Online Games in East Java," the following conclusions are drawn:

1. The analysis indicates that trust does not significantly influence the intention to play online games among gamers in East Java. This implies that both high and low levels of trust among gamers affect their intention to play online games.
2. The analysis also shows that attitude does not significantly mediate trust in influencing the intention to play online games among gamers in East Java.
3. Similarly, attitude does not significantly mediate enjoyment in influencing the intention to play online games among gamers in East Java.
4. Enjoyment does not significantly influence the intention to play online games among gamers in East Java.
5. However, enjoyment does have a significant influence on the intention to play online games among gamers in East Java.
6. Lastly, attitude significantly influences the intention to play online games among gamers in East Java.

Based on the research findings, the following recommendations are proposed:

1. Local developers should pay attention to aligning what is offered with what is presented to enhance gamers' trust, such as providing accurate teaser trailers, patch updates, and similar elements. This can help increase trust and the intention to play online games.
2. Local developers should ensure that what is promised matches what is delivered. Building online games with high expectations from the gamers' perspective should align with the actual gaming experience to avoid disappointment. This can enhance trust and attitude towards playing online games.
3. The importance of enjoyment in influencing intention underscores the need to focus on providing enjoyable experiences. The higher the enjoyment, the higher the intention to play online games. Local developers need to ensure that the updates provided keep the game alive.
4. Local developers should focus on player enjoyment to ensure the sustainability of their online games. By listening to the community's desires and continuously providing updates, developers can prevent their games from becoming monotonous. This can enhance player enjoyment and attitude towards the game.
5. By focusing on player enjoyment and listening to the community, local developers can enhance players' enjoyment and, consequently, their intention to play online games.

6. Developers can enhance the attitude towards playing online games by providing engaging adventures and optional features that give players more freedom. This will increase both attitude and intention to play online games.
7. It is recommended to retest this research in the future, as online games evolve rapidly with technology. Additionally, many online games will be released in the coming years. Researchers suggest retesting the same model in the future to provide ongoing academic updates for local developers in this era of technological advancement.

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