

ANALISIS POPULARITAS GAME MOBILE LEGENDS MENGUNAKAN TECHNOLOGY ACCEPTANCE MODEL

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ABSTRAK

Mobile Legends merupakan sebuah *game online multiplayer* yang bergenre *Multiplayer Online Battle Arena* (MOBA). Mobile Legends dikembangkan oleh moonton selaku developer dan dirilis diseluruh dunia pada 14 juli 2016. Game tersebut bisa dimainkan pada platform android dengan menggunakan bantuan internet. Di Indonesia, Mobile Legends merupakan salah satu game yang sangat populer dan telah banyak dimainkan oleh masyarakat terutama anak muda. Penelitian ini bertujuan untuk mengetahui tingkat popularitas game Mobile Legends menggunakan model TAM. Metode penelitian yang dipakai yaitu pendekatan kuantitatif dengan metode survei. Sampel yang digunakan adalah pemain game Mobile Legends yang telah memainkan Game tersebut. Analisis data dilakukan dengan menggunakan metode Partial Least Square - Structural Equation Modeling (PLS – SEM). Hasil dari penelitian ini adalah *Social Interaction, Use Context, Perceived Ease of Use, Perceived usefulness, Attitude Toward Using, dan Behaviour Intention* dapat mempengaruhi secara positif tingkat popularitas game Mobile Legends.

Kata kunci : Game Online, Mobile Legends, TAM Model

ANALYSIS OF THE POPULARITY OF MOBILE LEGENDS GAMES USING TECHNOLOGY ACCEPTANCE MODEL

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ABSTRACT

Mobile Legends is a multiplayer online game in the Multiplayer Online Battle Arena (MOBA) genre. Mobile Legends was developed by Moonton as a developer and released worldwide on July 14, 2016. The game can be played on the Android platform using the internet. In Indonesia, mobile legends are a popular game played by many people, especially young people. This study aims to determine the level of popularity of mobile legends games using the TAM model. The research method used is a quantitative approach to the survey method. The samples used are Legends mobile game players who have played the game. Data analysis was performed using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method. The results of this study show that Social Interaction, Use Context, Perceived Ease of Use, Perceived usefulness, Attitude Toward Using, and Behavior Intention can positively influence the level of popularity of the Mobile Legends game.

Keywords : Online Game, Mobile Legends, TAM Models