

**FACTORS INFLUENCING CONTINUANCE USE INTENTION
OF PUBG MOBILE : A USES AND GRATIFICATIONS
THEORY APPROACH**



Thesis

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**MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
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OF PUBG MOBILE : A USES AND GRATIFICATIONS
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Proposed to Fulfill one of the requirements
to obtain the title of
Bachelors of Management

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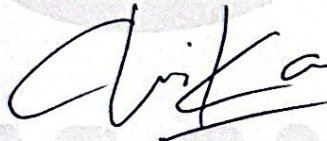
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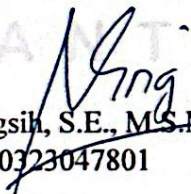
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PREFACE

Grateful praise is extended upon the completion of this thesis, titled “Factors influencing continuance use intention of PUBG Mobile : A Uses and Gratifications theory approach”

This research represents a significant milestone in fulfilling the requirements for obtaining a Bachelor's degree in Management from the esteemed Faculty of Business at Universitas Multimedia Nusantara. Throughout this academic journey, the invaluable support and guidance of numerous individuals have been instrumental in navigating the complexities of this final project.

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7. Hopefully this scientific work contributes as a source of information and inspiration for others.

Tangerang, 11 June 2025



Cafrizky Rizaldy

FACTORS INFLUENCING CONTINUANCE USE INTENTION OF PUBG MOBILE : A USES AND GRATIFICATIONS THEORY APPROACH

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ABSTRAK

Penelitian ini bertujuan mengidentifikasi faktor-faktor yang memengaruhi niat penggunaan berkelanjutan (*continuance use intention*) terhadap game PUBG Mobile di kalangan Generasi Z Indonesia, dengan menggunakan Teori *Uses and Gratifications* (UGT) sebagai kerangka utama. Meskipun *PUBG Mobile* sempat menjadi game populer dalam genre battle royale, jumlah pengguna aktifnya menurun dalam beberapa tahun terakhir. Penelitian ini berfokus pada gratifikasi yang mendorong pemain untuk terus bermain dan memberikan wawasan bagi pengembangan ilmu maupun praktik industri. Pendekatan kuantitatif digunakan dengan pengumpulan data melalui kuesioner daring kepada 183 responden usia 17–26 tahun di Indonesia, dan 115 responden dipilih sebagai sampel akhir. Terdapat enam variabel independen berdasarkan UGT: *content gratification*, *Temporal Gratification*, *entertainment*, *social interaction*, *technology gratification*, dan *game knowledge*, yang diukur melalui 23 indikator teruji. Variabel dependen adalah niat penggunaan berkelanjutan. Analisis dilakukan dengan regresi linear berganda. Hasil menunjukkan bahwa *content gratification*, *entertainment*, *social interaction*, dan *game knowledge* berpengaruh signifikan terhadap niat penggunaan berkelanjutan, sedangkan *Temporal Gratification* dan *technology gratification* tidak berpengaruh pada *continuance use intention*. Nilai *adjusted R²* sebesar 0,744 menunjukkan model mampu menjelaskan 74% variasi niat penggunaan, sisanya 26% belum dijelaskan. Oleh karena itu, penelitian lanjutan dapat mengeksplorasi variabel tambahan seperti keterikatan emosional, estetika game, keadilan permainan, dorongan kompetitif, dan keterlibatan komunitas. Penelitian ini memperkaya literatur tentang perilaku game *mobile* di Indonesia, memvalidasi penerapan UGT (*Teori Uses and Gratifications*) dalam konteks digital interaktif, serta memberikan implikasi praktis bagi pengembang, pemasar, dan pemangku kepentingan dalam mempertahankan keterlibatan dan loyalitas pemain di tengah persaingan industri game yang kian sengit.

Kata kunci: Niat Penggunaan Berkelanjutan, Teori *Uses and Gratifications*, PUBG (PlayerUnknown's Battlegrounds) *Mobile*

FACTORS INFLUENCING CONTINUANCE USE INTENTION OF PUBG MOBILE : A USES AND GRATIFICATIONS THEORY APPROACH

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ABSTRACT

This study investigates the factors influencing the continuance use intention of PUBG Mobile among Indonesian Generation Z users, using the Uses and Gratifications Theory (UGT) as the primary theoretical framework. Although PUBG Mobile was once a leading title in the mobile battle royale genre, it has experienced a steady decline in user engagement in recent years. This research aims to identify which gratifications most significantly contribute to players' intentions to continue engaging with the game, offering valuable insights for both academic inquiry and industry application. A quantitative research design was employed, with data collected through online questionnaires distributed to 183 respondents aged 17 to 26 across Indonesia. A total of 115 responses were selected as the final sample. The study examined six independent variables derived from UGT content gratification, Temporal Gratification, entertainment, social interaction, technology gratification, and game knowledge operationalized through 23 validated indicators. The dependent variable was continuance use intention. Data were analysed using multiple linear regression to determine the impact of each independent variable on the dependent variable. The findings revealed that four of the six gratification factors content gratification, entertainment, social interaction, and game knowledge had a statistically significant positive effect on continuance use intention. In contrast, Temporal Gratification and technology gratification did not show a significant impact, suggesting a shift in player preferences toward more meaningful and socially engaging gameplay experiences. The adjusted R^2 value of 0.740 indicates that 74% of the variation in continuance use intention is explained by the model, leaving 26% unaccounted for. This suggests potential for future research to explore additional variables, such as emotional attachment, game aesthetics, perceived fairness, competitive drive, and community engagement. This study contributes to the limited literature on mobile gaming behaviour in Indonesia by applying UGT (Uses and Gratifications Theory) in the context of a game with declining user engagement. It offers theoretical contributions by validating Uses and Gratifications Theory in a mobile gaming environment and provides practical implications for developers, marketers, and other stakeholders seeking to improve player retention, engagement, and long-term loyalty in an increasingly competitive digital entertainment landscape.

Keywords: *Continuance use intention, Uses and gratification theory, Mobile gaming behaviour*

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