CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This research set out to comprehensively analyse the factors that influence players' continuance use intention in playing PUBG (PlayerUnknown's Battlegrounds) Mobile, with a particular focus on the young adult population in Indonesia. Utilizing a quantitative research design, data was collected through structured surveys targeting respondents aged 17 to 26 across various regions of Indonesia. The choice of this demographic was based on the significant market share held by this age group in the mobile gaming sector, as well as their high digital literacy and active engagement in online multiplayer platforms. The study was grounded in the theoretical framework of the Uses and Gratifications Theory (UGT), which posits that individuals actively seek out media that satisfies specific psychological and social needs. This theory served as a lens through which to explore six distinct variables: content gratification, temporal gratification, entertainment, social interaction, technology gratification, and game knowledge each hypothesized to have a potential influence on the dependent variable, continuance use intention.

To empirically test these hypotheses, the study employed IBM SPSS 29 for statistical analysis, particularly multiple linear regression, to assess the relationships between the independent and dependent variables. The results revealed that four of the six proposed hypotheses were accepted based on significance levels ($p < 0.05$), namely content gratification, entertainment, social interaction, and game knowledge. Each of these variables demonstrated a statistically significant and positive influence on players' intention to continue playing PUBG Mobile. In contrast, temporal gratification and technology gratification were found to be statistically insignificant, leading to the rejection of the corresponding hypotheses. These findings provide robust empirical support for

the assertion that players are motivated primarily by emotional, cognitive, and social gratifications, rather than by time-filling behaviour or technical features.

Each accepted hypothesis was supported by relevant statistical evidence. Content gratification (t = 2.245, β = 0.151) indicates that players are drawn to the richness and relevance of the game's content, including updates, rewards, and new game modes. Entertainment (t = 2.474, β = 0.226) emphasizes the emotional satisfaction players derive from gameplay. Social interaction (t = 2.503, β = 0.172) underlines the communal aspect of PUBG Mobile, where players find enjoyment through collaborative and competitive multiplayer experiences. Game knowledge (t = 3.705, β = 0.291) emerged as the most influential factor, suggesting that the more familiar and skilled a player becomes, the more likely they are to remain engaged. Conversely, temporal gratification (t = 0.976) and technology gratification (t = 0.286) were statistically insignificant, suggesting that PUBG Mobile's users are not primarily motivated by the desire to pass time or by the game's technical sophistication.

The adjusted R² value of 0.744 confirms that the proposed model accounts for 74% of the variance in continuance use intention, which reflects a strong explanatory power and reinforces the relevance of UGT in understanding mobile gaming behaviour. These findings are consistent with previous studies in the field, including work by Gao (2023), Jang & Liu (2020), and Hsiao & Chiou (2012), which also emphasized the importance of psychological and social gratifications in digital game engagement. The divergence from studies that previously emphasized technological features suggests a contextual difference in mobile gaming priorities, particularly in Southeast Asian markets where long-term engagement is more likely to stem from emotional and communal rewards rather than technical novelty.

By addressing these complex motivations and substantiating them with empirical data, this study not only provides answers to the research questions and validates several of the hypotheses, but also offers a theoretical contribution to

media use literature. Furthermore, the study yields practical implications for game developers, publishers, and marketers aiming to sustain user engagement in increasingly saturated and competitive digital environments. Overall, the findings of this research illustrate that in order to maintain long-term loyalty among players, mobile game developers must prioritize continuous content innovation, social connectivity, and opportunities for skill advancement—core pillars that go beyond fleeting enjoyment or surface-level engagement.

This research aimed to analyse the factors influencing players' continuance use intention in playing PUBG (PlayerUnknown's Battlegrounds) Mobile within the Indonesian context, particularly among individuals aged 17 to 26. Guided by the Uses and Gratifications Theory (UGT), this study sought to answer six research questions and evaluate six hypotheses using a quantitative approach and data from 115 respondents. The objective was to determine the extent to which content gratification, temporal gratification (passing time), entertainment, social interaction, technology gratification, and game knowledge affect the likelihood that a user will continue to engage with the game.

Using IBM SPSS 29, a multiple linear regression analysis was conducted. The findings provided strong empirical evidence that four out of the six hypotheses were supported, thus effectively answering the research questions and meeting the objectives laid out in Chapter I.

1. Content Gratification was found to significantly influence continuance use intention (t = 2.245 > 1.658, β = 0.151). This supports the hypothesis that players who perceive high value from in-game content—such as quests, maps, cosmetics, and storytelling—are more likely to continue playing. This result is consistent with the findings of Gao (2023) and Liu & Chang (2016), which also found that content gratification is a key determinant of engagement in digital entertainment media. Practically, this underscores the importance of regularly updating game content and enhancing narrative elements to maintain player interest.

2. Temporal Gratification (Passing Time) did not significantly influence continuance use intention (t = 0.976 < 1.658). This rejected hypothesis aligns with findings by Gan and Li (2017) and contradicts the earlier assumption in Ko & Yu (2019) that casual media use to pass time translates into ongoing commitment. This suggests that PUBG Mobile players are driven by more immersive, goal-oriented gratifications rather than passive time-killing behaviours. From a practical standpoint, this indicates that simply being a way to "kill time" is insufficient for long-term engagement.

3. Entertainment showed a significant positive influence (t = 2.474 > 1.658, β = 0.226). This supports previous findings by Jang and Liu (2020) and Ko & Yu (2019), indicating that entertainment-based gratifications—such as enjoyment, excitement, and emotional pleasure—play a major role in user retention. It emphasizes the need for PUBG Mobile to introduce engaging game modes, animations, and challenges that deliver emotional satisfaction.

4. Social Interaction had a significant effect on continuance use intention (t = 2.503 > 1.658, β = 0.172). This finding reinforces the importance of in-game social features and supports previous research by Gao (2023), Liu et al. (2016), and Hsu & Lu (2007). In the case of PUBG Mobile, social interaction is fostered by group gameplay (squads of up to four), voice chat, friend systems, and collaborative objectives. Developers should consider expanding these features to further build a sense of community.

5. Technology Gratification was not found to significantly influence continuance use intention (t = 0.286 < 1.658), suggesting that users are not primarily motivated by technical aspects such as interface aesthetics or system performance. This contradicts earlier findings by Weibel et al. (2018), which highlighted the importance of technological ease and visual appeal. In the mobile context, especially in a mature game like PUBG Mobile, users may already expect a certain standard of technology and thus prioritize gameplay quality over interface innovation.

6. Game Knowledge emerged as the strongest predictor (t = 3.705 > 1.658, β = 0.291), reinforcing its critical role in fostering continued use. Players with deeper knowledge of mechanics, strategies, and map familiarity are more confident and engaged. This aligns with research by Hsiao & Chiou (2012) and Jang and Liu (2020), which established game knowledge as a foundation for sustained behavioral intention. Practically, this highlights the value of investing in tutorials, guides, and replay systems that facilitate skill development..

Overall, the study confirmed that entertainment, content gratification, social interaction, and game knowledge significantly shape players' continuance use intention. The adjusted R^2 value of 0.744 indicates that the research model explains 74% of the variance in continuance use intention, validating the relevance of UGT in the context of mobile gaming in Indonesia. This study contributes to the growing academic literature on mobile gaming behaviour by applying UGT to a declining yet culturally significant title. It illustrates that emotional, social, and cognitive gratifications are more impactful than passive or technical ones when predicting sustained engagement. Furthermore, the findings provide a framework that can be adapted to analyse other mobile games, particularly in emerging markets with similar player demographics.

5.2 Recommendation

5.2.1 Managerial Recommendations

Based on the data analysis results and insights gathered from this study, several managerial recommendations are proposed to enhance users' continuance use intention in playing PUBG (PlayerUnknown's Battlegrounds) Mobile. To sustain player engagement and increase motivation to keep playing, developers must focus on improving aspects such as content gratification, entertainment, social interaction, and game knowledge. Each of these dimensions plays a crucial role in shaping users'

long-term commitment to the game based on this research. Therefore, concrete strategies for enhancing each attribute are as follows:

a) In regard to content gratification, PUBG (PlayerUnknown's Battlegrounds) Mobile should implement a localized leaderboard system that showcases the top players in each district, city, and country. Currently, the game only features a national top 100 leaderboard, which can discourage newer or less experienced players. A tiered leaderboard structure will allow players to progress step by step, starting with smaller, more attainable milestones, thereby maintaining motivation and fostering a stronger sense of competitiveness. PUBG (PlayerUnknown's Battlegrounds) Mobile could also reward top players with exclusive achievements or in-game items to further boost engagement.

b) In regard to entertainment, PUBG (PlayerUnknown's Battlegrounds) Mobile should introduce fresh and innovative game modes that prevent monotony and enhance gameplay variety. One such mode could be "Capture the Flag," featuring fast-paced, objective-based matches that emphasize teamwork and strategy. Another recommendation is the introduction of a "Battlefield Creator" feature allowing players to design custom maps, game rules, and limited-time events. These user-generated battlefields could be voted on by the community, with top submissions rewarded, thereby fostering creativity and long-term interest among players.

c) In regard to social interaction, PUBG (PlayerUnknown's Battlegrounds) Mobile is encouraged to establish an official local Discord community server in Indonesia. This would provide players with a platform to communicate, share experiences, and find teammates with similar interests. Integrated Discord features such as automatic milestone announcements could further enhance

player visibility and engagement. PUBG (PlayerUnknown's Battlegrounds) Mobile could also organize weekly local tournaments at the district level to promote regional pride, friendly competition, and social bonding, encouraging both digital and real-world interaction.

d) In regard to game knowledge, PUBG (PlayerUnknown's Battlegrounds) Mobile should collaborate with professional players to develop localized educational video content offering pro tips and strategic advice. To further support skill development, the game could offer free esports preparation classes led by these pro players. These sessions could serve as a pipeline for new talent entering the competitive scene. Additionally, implementing features such as an AI-powered assistant for new players or a "Replay Station" for reviewing past matches would help users analyze and improve their performance over time. These tools would support both casual and competitive players in continuously enhancing their skills.

By implementing these targeted strategies, PUBG (PlayerUnknown's Battlegrounds) Mobile can effectively enhance user satisfaction across multiple dimensions, resulting in increased engagement, stronger community ties, and ultimately, greater continuance use intention.

5.2.2. Recommendations for the Industry

Based on the findings of this study, there are several practical insights that can be applied within the mobile gaming industry, particularly for developers and publishers operating in emerging markets like Indonesia. First and foremost, the significant influence of content gratification suggests that regular content updates, personalized in-game experiences, and event-driven gameplay are essential to maintaining user interest. Developers should prioritize the creation of localized and culturally relevant content that

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resonates with Indonesian players, such as region-specific tournaments, seasonal events, and rewards tailored to player preferences.

The role of entertainment as a key driver of continued engagement underscores the need to innovate in terms of game mechanics, storytelling, and visual appeal. Industry players should invest in game modes that offer both competitive and casual experiences, ensuring that the game remains enjoyable across a wide range of player skill levels. Leveraging player feedback and analytics can help identify which features enhance enjoyment and which may be causing player fatigue. Social interaction also emerged as a critical factor. Industry stakeholders should focus on building vibrant in-game communities through features such as guilds, real-time communication tools, and cross-platform social integration. External community engagement through social media, forums, and partnerships with influencers or streamers can also amplify player retention and brand loyalty.

Given the strong influence of game knowledge on player commitment, the industry should consider building robust learning ecosystems around their games. This includes comprehensive tutorials, interactive guides, AI-based coaching systems, and esports development programs that enable players to improve their skills and derive more satisfaction from gameplay. Companies can also collaborate with content creators to develop educational and entertaining content that promotes mastery of the game. Since temporal and technology gratifications were not significant drivers in this study, the industry should reevaluate assumptions that visual or technical sophistication alone can ensure player loyalty. Instead, efforts should focus on cultivating long-term emotional and cognitive investment through meaningful progression systems, achievements, and opportunities for user-generated content. By addressing these strategic areas, the mobile gaming industry can enhance user engagement, reduce churn, and build

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more sustainable player communities, ultimately contributing to greater business resilience in a competitive market.

5.2.2 Recommendation for Future Researchers

Future research is encouraged to explore a broader range of game titles and genres beyond those analysed in this study. While the current research focuses exclusively on PUBG (PlayerUnknown's Battlegrounds) Mobile a leading title in the battle royale genre the gaming industry offers a vast array of genres such as multiplayer online battle arenas (MOBAs), massively multiplayer online role-playing games (MMORPGs), real-time strategy (RTS) games, simulation games, and casual mobile games. Each of these genres presents distinct gameplay mechanics, narrative structures, and social dynamics, which may lead to varying player motivations and behavioural patterns. For instance, role-playing games often appeal to users who seek narrative immersion and character development, while casual games attract players looking for quick entertainment and low commitment. Investigating different genres would provide a more comprehensive understanding of the diverse psychological gratifications and usage behaviours across Indonesia's dynamic gaming population.

In addition to diversifying the types of games analysed, future studies could benefit from narrowing the geographical scope of their respondents to specific regions, cities, or demographic segments within Indonesia. Given the country's cultural and socio-economic diversity, player behaviour may vary significantly between urban centres like Jakarta or Surabaya and more rural or underdeveloped regions. Factors such as internet accessibility, digital literacy, regional culture, and income levels can all influence gaming habits, preferences, and access to gaming platforms. By targeting specific areas or communities, researchers can uncover local trends and contextual insights that are often masked in nationwide studies. This localized approach would be especially beneficial

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for developers and marketers looking to customize strategies for regional markets or community-based engagement.

Moreover, future studies should aim to expand the scope of explanatory variables used to predict continuance use intention. In the current study, six variables content gratification, Temporal Gratification, entertainment, social interaction, technology gratification, and game knowledge are used to explain user behaviour, accounting for approximately 74% of the variance in continuance intention, as indicated by the adjusted R-squared value. However, this also suggests that 26% of the variance remains unexplained. This unexplained portion indicates the existence of other influential factors not captured in the current model, presenting an opportunity for deeper investigation.

One such factor is game aesthetics. The visual quality, sound design, and overall artistic style of a game can significantly enhance player immersion and satisfaction. A visually appealing interface and high-quality animations often increase the user's emotional engagement and perception of the game's quality, which can lead to greater retention. Another important factor is habit formation. As players repeatedly engage with a game, their behavior may become automatic or habitual, driven less by conscious gratification and more by routine. This habitual usage is a key predictor of long-term engagement, especially in mobile games that reward daily logins or use push notifications to encourage return visits.

Emotional attachment is another variable worth exploring. Players often develop strong emotional bonds with games through their avatars, storylines, or achievements, which can foster a sense of loyalty and personal identification with the game. In addition, competitive drive and achievement motivation such as the desire to rank up, win matches, or outperform peers can play a crucial role, especially in games with leaderboards and rankings. Similarly, perceived game fairness players'

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perceptions of how balanced and just the game mechanics and monetization strategies are can impact satisfaction and continuance. Unfair matchmaking systems, pay-to-win models, or exploitative monetization tactics often lead to dissatisfaction and dropout.

Community engagement is also a significant factor, as active participation in gaming communities both within and outside the game can enhance social gratification and deepen the sense of belonging. Players who feel part of a supportive and engaging community are more likely to continue playing. Additionally, with the prevalence of freemium models in mobile gaming, purchase intention and monetization-related behaviours should be investigated further. Understanding what motivates players to spend money whether it's perceived value, pricing fairness, or limited-time offers can help developers design monetization strategies that are both profitable and player-friendly.

Finally, variables such as perceived game stability and trust in the developer can also influence whether players continue to engage with a game. Frequent bugs, lack of updates, or poor customer support can erode user confidence, whereas stable performance and transparent communication from developers build trust and long-term loyalty.

In conclusion, expanding future research to include a broader array of game genres, targeting specific regional or demographic groups, and incorporating a wider range of psychological, social, and design-related variables can significantly deepen our understanding of player behaviour in the Indonesian gaming market. These additions would not only enhance academic models of gaming behaviour but also offer practical insights for game developers, publishers, and marketers aiming to optimize user retention, engagement, and monetization in an increasingly competitive and diverse digital entertainment landscape.

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