CHAPTER II

LITERATURE REVIEW

2.1 Literature Review

2.1.1 Uses and Gratifications Theory

According to Katz et al. (1973), the Uses and Gratifications (U&G) theory is associated with the intentions and motivations for consuming media. According to this theory, media consumption is active and aimed to satisfy personal wants rather than being passive. The effort a person makes to select media that satisfies their needs which may be informational, entertaining, or social is referred to in this context as behavioural intention. The idea seeks to explain how people choose media according to the psychological or social requirements they wish to satisfy. This behaviour is also influenced by external factors like personal preferences, time availability, and media accessibility.

Katz et al. (1973) identify three primary components that influence audience media use: psychological needs, audience expectations, and the inherent characteristics of the media. The varied requirements of the audience influence their media selection and the level of satisfaction derived from media consumption. Media usage can be predicted by three primary variables: diversion (escape from routine or emotional release), personal identity (reinforcement of personal values and exploration of reality), and social relationships (substitute companionship or social utility) (McQuail, Blumler, and Brown, 1972).

Katz et al. (1973) assert that media offer a range of satisfactions that are utilised to satisfy distinct social and personal needs. For instance, mass media like television and the internet can satisfy the audience's demand for

21

knowledge (surveillance), which gives them a sense of security or fulfils their curiosity, whereas media like books or films better satisfy their need for fun or escape (diversion). Further research by McQuail, Blumler, and Brown (1972) defined four main categories of gratifications, each of which had to do with how people use media to satisfy needs: surveillance, personal relationships, diversion, and personal identity.

Additionally, according to the Uses and Gratifications Theory, media serve as a social tool in addition to meeting personal needs. For instance, through talks about the same shows or similar viewing experiences, media can foster social connectivity, making viewers feel more connected to friends or family. This demonstrates that media-derived pleasures are not only individualized but also connected to a larger social framework (Katz et al. 1973).

2.1.2 Content Gratification

Content gratification is a key concept within the Uses and Gratifications Theory (UGT). Content gratification is the satisfaction derived from using the medium for the value of the messages it conveys (Mobarhan and Rahman, 2014). According to Wang & Li (2019), content gratification is the satisfaction that consumers derive from the messages that are conveyed through the medium. Balakrishnan & Griffiths (2017) also stated that content gratification is the pleasure people derive from the knowledge a medium offer. It refers to the value gained from consuming or creating material, such as videos or texts.

In other words, content gratification is the satisfaction people get from the value or pleasure derived from consuming or creating content, such as videos or texts, based on the messages conveyed through the medium. A specific example of content gratification according to Wang & Li (2019) is connected to eWOM (electronic word of mouth), whereby users find pleasure in consuming material including reviews or recommendations posted by

others on platforms like YouTube. As an example, when a viewer sees a YouTube product review, they acquire useful knowledge that enables them to make informed decisions, which is a form of content gratification. A major motivator of content enjoyment is this information-sharing feature of material where consumers find pleasure in the knowledge they obtain.

In this research the author uses this content gratification concept towards continuance use intention. According to Ko et al. (2005), people who have high content motivation and believe that the mediated content meets their content demands may repeatedly look for more content or interact with it, which will effects on continuance use intention towards a media. In the context of the subject to this research which is PUBG (PlayerUnknown's Battlegrounds) Mobile, content gratification that is brought upon the game would affect the continuance use intention of an individual, which is align with the statement by Balakrishnan & Griffiths (2017) that their findings indicate that content gratification, which is influenced by the value users derive from the content they consume or produce, significantly impacts their continuous engagement.

2.1.3 Temporal Gratification

Temporal Gratification is one of the variables below process gratification which is also a key concept within the uses and gratification theory (UGT). According to Khang et. Al (2013) mentioned that dispositional media use motives or simplified Temporal Gratification refers to the act of using media to pass the time when bored or to undertake enjoyable activities without a specific intention in mind. It entails consuming content merely to pass the time or to enjoy media passively without having to be productive. Trammell et al. (2017) also stated that the term "Temporal Gratification" describes the act of doing anything without any specific objective or aim other than to kill time or relieve boredom. To pass the time when there is nothing else to do, it entails doing something to occupy idle moments. This is

motivated by the desire to relieve boredom or to employ leisure time in a relaxed, recreational way.

Temporal Gratification or passing time describes engaging in activities that reduce boredom and occupy idle periods , potentially making the period of time seem shorter or less tedious (Blichfeldt et al., 2017). In other word, the term "Temporal Gratification" refers to the act of engaging in an activity to alleviate tedium when there are no other options available. This involves the enjoyment of media or activities solely to occupy unoccupied time. The objective is to generate a sense of relaxation and reduce the duration of the period of inactivity. It involves utilizing leisure time in a manner that is both enjoyable and easy. In the context of games, Temporal Gratification is a type of process gratification in which players do things to kill time and pass the time when they're bored. Motivated by the need for relaxation and amusement, gamers utilize games to pass the time without any objectives. This conduct contributes to the continuing use intention of such games by making waiting or ineffective moments more pleasurable (Jang & Liu, 2020).

Other context of Temporal Gratification by Blichfeldt et al. (2017) where the research examined the relation to the ways in which passengers pass the time in airports by engaging in activities that help them pass the time during long waits. These activities, which lessen the boredom of waiting and make the time seem to go by more quickly, include shopping, socializing, and people watching. According to Luthfia (2019) the use of social media to pass time is very prominent because social media gives users access to interesting content, such posts, videos, and interactions with others, which allows them to kill time in a fun and easy way. It is the perfect option for people who want to spend the time slowly because it provides an easy-to-access and handy source of entertainment that can fill free time without any objective.

2.1.4 Entertainment

Another construct of process gratification is entertainment. According to Sargent, (2004) Entertainment is defined as interacting with material that is fun, relaxing, or a break from daily life, which helps people get rid of boredom or stress. The use of media helps for relaxation and enjoyment to cope with boredom, without any specific goal or work being done (Ellison et al., 2007). According to Hsu and Lu (2007), entertainment is also defined as perceived enjoyment, which is the joy and satisfaction that come from engaging in a certain activity. People participate in entertainment for the excitement and delight it offers rather than to accomplish outside objectives since it serves as an intrinsic motivator.

In other words, entertainment is simply defined as engaging with enjoyable material to relax and relieve boredom or stress, without any specific goal in mind. It is an intrinsic motivator that provides joy and satisfaction, encouraging people to participate for the fun and excitement it offers. Preferences for entertainment vary among individuals, determined by personal motives and self-regulatory requirements (Eden et al., 2018).

In this research, entertainment is believed that has an effect towards an individual continuance use intention on a media (Jang and Liu, 2020). The need for enjoyment has been shown to be a significant determinant of the intention to utilize hedonic information systems or play online games (Hsu and Lu, 2017). Entertainment also serves as a coping mechanism for some individuals, thus selecting content that is appropriate for the individual to relieve stress is crucial, by selecting the appropriate form entertainment it will help restore self-control and provide immediate emotional relief (Eden et al.,2018).

2.1.5 Social Interaction

According to Ellison et al. (2007) Social interaction is the process by which people interact, communicate, and engage with one another. It includes

both offline and online interactions, hence allowing people to create new connections or preserve current ones. Social interaction is also characterized as the process by which individuals connect and engage with others, usually in an online environment. It encompasses diverse modes of engagement, including peer conversation, information exchange, and relationship development, frequently facilitated by online platforms (Chang et al., 2014). Golder et al. (2006) also stated that social interaction can be explained as the communicative engagement between persons that cultivates mutual dependency and connection. It entails participating in talks or exchanges that can improve existing relationships and facilitate the formation of new ones.

In a more simplified manner, social interaction is the practice of speaking and connecting with others, both in-person and digitally, to establish or sustain connections. It entails the exchange of information, engaging in dialogue, and establishing connections, frequently enabled by digital platforms. Social media platforms are specifically engineered to facilitate social interaction by enabling users to connect, exchange information, and engage with others in various manners, hence satisfying social needs and expanding personal relationships (Hsu and Lu, 2017).

In the modern era social interaction can be done digitally, with various ways, nowadays gamers are able to interact with players around the world with the advanced social features in game. To put in context that is aligned to this research, social interaction is enhanced through cooperative play, wherein participants collaborate to attain shared objectives or compete against one another. These interactions augment the overall gaming experience, foster the development of friendships, and elevate the sense of community inside the game (Eden et al., 2018). Not only gamers can just interact online but according to Bonus et al. (2017), In games such as Pokémon Go, social interaction involves visiting places together or meeting new players during outdoor activities. This interaction promotes physical involvement and the establishment of tangible relationships, as players frequently collaborate, share

26

strategies, or socialise throughout the game, boosting the social dimension of games.

2.1.6 Technology Gratification

Technology gratification refers to the enjoyment obtained by utilizing technology or media systems that meet users' wants or desires (Teng, 2010). Technology gratification is also defined by an individual's experience derived from the technical qualities of a media platform, including its use, convenience, and appearance. It denotes the gratification derived from the innovative and user-centric features of the technology, which enriches the overall media experience (Weibel et al., 2018). Technology gratification by Liu et al. (2016) is characterised as the satisfaction obtained from the technological attributes of a platform, including convenience, aesthetic appeal, and social presence. It denotes the gratification people derive from the usability, aesthetic appeal, and anthropomorphic traits of a technology, which augment the entire user experience and bolster their satisfaction with the platform.

In other words, technological gratification refers to the satisfaction individuals gain from the ease, visual appeal, and involvement of a technology's usability. It derives from the attributes that enhance the technology's enjoyment and elevate the whole experience. A media can be more comfortable, by having social presence which displays a personable and human-like quality, illustrated by interactive features and the capacity for seamless communication with others. This type of enjoyment is evident on social media sites, where users can engage and experience a sense of connection with others, enhancing their satisfaction (Teng, 2010). Other than that, a technological media must be convenient according to Liu et al. (2016) which allow users to obtain information or perform actions with minimal effort. Users derive enjoyment from mobile applications or websites that provide rapid access to services, thus enhancing the entire user experience. A media technology must also have attractiveness which. Weibel et al. (2018)

27

also stated the importance of the attractiveness of the media where a platform featuring a simple and visually appealing layout, like social media sites with effortless navigation, amplifies user satisfaction throughout interaction.

In the context of this research, technology gratification has an effect on the continuance us intention on the game as there are a lot technological aspects in an online game. As Jang and Liu (2020) stated that technological features may enhance the likelihood of players satisfying their needs, hence positively impacting their continuous engagement with a mobile game.

2.1.7 Game Knowledge

Game knowledge refers to the ability to perform objectives within a game expertly, with improvements in many cognitive aspects as one's familiarity with the game increases. This may apply to a player's capacity to evaluate game mechanics, formulate strategic decisions, or retain game information more efficiently, contingent upon their level of expertise (Alba and Hutchinson, 1987). Hsiao and Chiou (2012) stated that game knowledge may be defined as a player's applicable experience in an online game, which affects their capacity to engage in gameplay and effectively execute game-related duties. Game knowledge can also be defined as a player's relevant experiences with the game, which affect their ability to effectively complete in-game tasks and play the game efficiently (Ditsmarsch, 2000).

In other words, game knowledge is a player's skill at completing game goals. As a player becomes more familiar with a game, their cognitive abilities improve. It is affected by the games they've played before, which changes how well they can analyze game mechanics, make strategic decisions, and remember game knowledge. With a proficient game knowledge this will help players in understanding how games work and make smart choices that help them do better as they gain experience, which give the player sense of enjoyment when they are able to finish a game proficiently (Alba & Hutchinson, 1987).

How far a player know about a game can make a player more likely to want to keep playing, since players who are confident in their skills are more likely to put in more time and effort. Knowing more about a game also makes a player feel more confident and enjoys it more, which are two important factors that affect their decision to keep playing (Hsiao & Chiou, 2012). Ditsmarsch (2000) also stated that the desire to continue playing the game increases by the stronger emotional connection that experienced players tend to develop with the game, as they are able to engage more completely with its mechanics and content.

2.1.8 Continuance Use Intention

Continuance intention is the decision of an individual to continue using a product or service after their initial experience. The user's long-term loyalty to the product or service is collectively shaped by factors such as satisfaction, perceived utility, and the confirmation of initial expectations, which influence this behaviour (Franque et al.,2019). Rahman et al. (2017) stated that continuance intention is characterized by an individual using a product or service after initial adoption is referred to as continuance intention. It is influenced by factors such as perceived utility, satisfaction, and the confirmation of expectations regarding the system's performance. Continuance intention can also be defined when a user continue using a service or product after its first usage. Which the user felt trust, satisfaction, and flow are among the factors that influence it (Zhou, 2013). Users are more likely to continue using the service in the future when they are satisfied, trust the service, and experience a seamless and pleasurable usage process (flow).

In the context of games, continuation use intention describes a player's desire to keep on playing a game after the first time they play. Several variables, including game quality, gameplay enjoyment, confidence in the game's mechanisms, and the flow experience, affect this goal. Players are more likely to stick with a game over time if they connect, feel involved, and

29

have confidence in its mechanics (Zhou, 2013; Hsiao & Chiou, 2012; Rahman et al., 2017).

2.2 Conceptual Framework

This study adopts a conceptual framework derived from a previous study by Jang and Liu (2020), titled "Continuance Use Intention with Mobile Augmented Reality Games: Overall and Multigroup Analyses on Pokémon Go." The researcher has adapted this model to fit the specific context of PUBG Mobile. Jang and Liu (2020) original framework incorporated a variable related to game level, this element was removed in the this study as it was deemed less relevant to the mobile gaming environment of PUBG Mobile. Including such a variable could introduce analytical redundancy or obscure more significant behavioural relationships. By refining the model, this study maintains a focused approach that integrates six key gratification constructs content gratification, temporal gratification, entertainment, social, technology gratification, and game knowledge as predictors of continuance use intention. The resulting framework, shown in **Figure 2.1**, allows for a systematic investigation into the psychological and experiential factors that influence user engagement in PUBG Mobile, particularly within the Indonesian context. This adaptation not only aligns the study with contemporary digital gaming trends but also strengthens its applicability to a culturally specific and platform-relevant scenario.
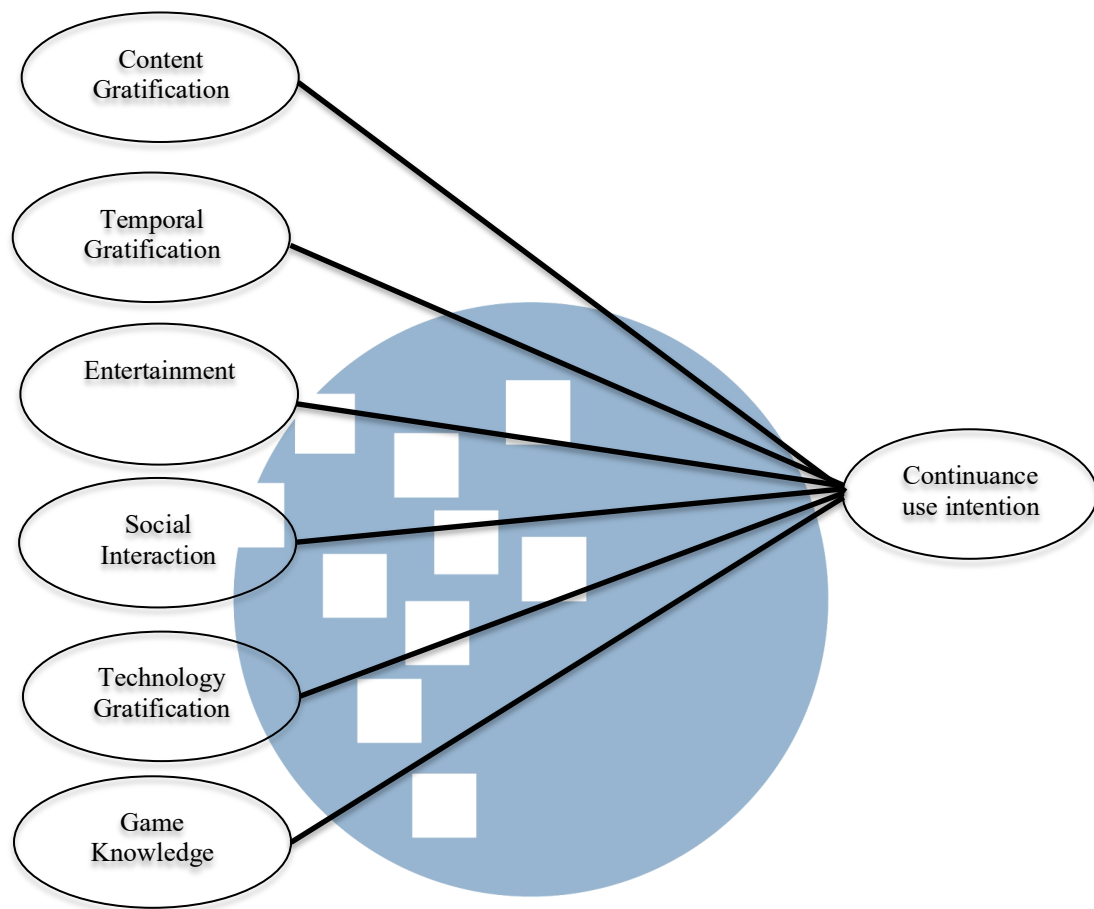
Figure 2.1 Research Model

2.3   Identified Literature Gaps

Although there is an expanding database of research on mobile gaming, there are still numerous gaps. Initially, there is a shortage of attention given to the use of continuance in declining game environments, particularly in Indonesia. Despite its global popularity, PUBG Mobile has experienced a decline in user engagement in specific regions. However, there is still a lack of academic analysis regarding the reasons for this decline. Existing Indonesian research on PUBG Mobile is primarily concentrated on specific aspects, such as social interactions within small communities or system efficacy through heuristic methods, which provides minimal theoretical insight into sustained user engagement.

31

Secondly, the integration of game knowledge with gratification models is restricted. Although game knowledge has been associated with player confidence, satisfaction, and performance, its interaction with gratification constructs in predicting continuance use intention is still unexplored. This relationship could enhance theoretical frameworks and provide a more intricate understanding of user retention in mobile games.

Third, studies on PUBG Mobile frequently fail to account for technological and temporal gratifications. Considering the distinctive characteristics of mobile gaming, including the frequent updates, shorter play sessions, and varying levels of device capabilities, these two dimensions are highly pertinent in providing an explanation of user behaviour. However, there are few studies that investigate their precise impact, particularly in emerging mobile gaming markets such as Indonesia, where user behaviours may deviate significantly from Western standards.

This study contextualizes extant gratification constructs within the Indonesian mobile gaming landscape to address these gaps. It offers empirical insight into the motivations of players in the context of a decrease in engagement. This research provides a more comprehensive, culturally grounded comprehension of continuance use behaviour by applying the Uses and Gratifications Theory to the case of PUBG Mobile in Indonesia. This study contributes a comprehensive framework for analysing long-term user engagement in mobile games by investigating the impact of specific gratifications temporal, content, entertainment, social, technological, and game knowledge on players' intention to continue playing.

2.4 Hypothesis

2.4.1 Content Gratification Towards Continuance Use Intention

In the study conducted by Jang and Liu (2020), Content gratification is found to have a positive impact on continuance use intention towards

mobile AR games. Additionally, Liu & Chang (2016) demonstrated through their research that content gratification has a positive impact on continuance use intention. Furthermore, content gratification has also been shown to significantly affect continuance use intention in "A uses and gratifications approach to examining users' continuance intention towards smart mobile learning" by Gao (2023). Nevertheless, Pereira & Tam (2021) found that enjoyment which is linked to the content of the media has no significant positive impact on continuance use intention. Based on the journal obtained above, the researcher formulated the following hypothesis:

H1: Content Gratification Positively Influences Continuance Use Intention Towards PUBG Mobile.

2.4.2 Temporal Gratification Towards Continuance Use Intention

Based on the research conducted by Liu and Chang (2016) found that Temporal Gratification, mediated by the flow experience, positively influences addiction to online games. In this context, "addiction" refers to the intention to continue using a particular game over time, which is essentially synonymous with continuance usage intention. Additionally, Ko & Yu, (2019) in their study also discovered that Temporal Gratification has a significant effect continuance intention towards viewing Instagram story. Furthermore, Lin (2014) in his research stated that Temporal Gratification which is mediated by attitude has a positive effect on continuance reading citizen journalism news. Nonetheless, Gan and Li (2017) found that Temporal Gratification does not have a significant effect on the continuance use intention of using WeChat in China. Based on these findings, the researcher formulated the following hypothesis:

33

H2: Temporal Gratification Positively Influence Continuance Use Intention Towards PUBG Mobile.

2.4.3 Entertainment Towards Continuance Use Intention

Based on the research conducted by Jang and Liu (2020), Entertainment was found to have a significant impact on continuance use intention toward mobile AR games. Additionally, another study by Ko and Yu (2019) also found that entertainment mediated by attitude positively influences continuance use intention towards viewing Instagram story. Furthermore, Lin (2014) in their research found that entertainment have a positive impact on intention toward Reading citizen journalism news. Based on these previous studies, the researcher formulated the following hypothesis:

H3: Entertainment Positively Influence Continuance Use Intention Towards PUBG Mobile.

2.4.4 Social Interaction Towards Continuance Use Intention

Jang and Liu (2020) in their study concluded that social interaction has a positive impact on continuance use intention. Furthermore, Gao (2023) in their research found that social gratification which is represented by status has a positive significant effect on continuance intention. Huang (2021) also found in their study that social interaction ties have significant impact on continuance usage intention towards online learning platforms. However, Gan and Li (2017) in their research find that social interaction have not a significant impact towards continuance intention Based on these previous studies, the researcher formulated the following hypothesis:

H4: Social Interaction Positively Influence Continuance Use Intention Towards PUBG Mobile.

2.4.5 Technology Gratification Towards Continuance Use Intention

In previous research conducted by Gao (2023), Technology gratification represented by intelligence and convenience was found to have a positive impact on continuance intention. Liu & Chang (2016) found that technology gratification has a significant positive impact on user satisfaction with microblogging, which subsequently drives the intention to continue using the platform. Furthermore, research conducted by Gan & Li (2018) also found that technology gratification has a positive impact on continuance intention. Nevertheless, Jang and Liu (2020) in their research stated that technology gratification does not have a significant impact towards continuance usage intention. Based on these previous studies, the researcher formulated the following hypothesis:

H5: Technology Gratification Positively Influence Continuance Use Intention Towards PUBG Mobile.

2.4.6 Game knowledge towards continuance use intention

Jang and Liu (2020) in their study concluded that game knowledge has a significant impact towards continuance use intention. Furthermore, McCreery et al. (2011) in their research demonstrated that game expertise positively influences continuance intention to play online games.. Based on these previous studies, the researcher formulated the following hypothesis:

H6: Game Knowledge Positively Influence Continuance Use Intention Towards PUBG Mobile.

2.5 Previous Study

This study is conducted to examine the factors that influence continuance use intention of PUBG (PlayerUnknown's Battlegrounds) Mobile. The journal titled

"Continuance Use Intention with Mobile Augmented Reality Games: Overall and Multigroup Analyses on Pokémon Go" by Jang and Liu (2020) serves as the primary reference for developing this research. Their study emphasized the need for investigating motivational factors that sustain player engagement in mobile games, and it provided a theoretical framework that aligns well with the Uses and Gratifications Theory (UGT).

Jang and Liu (2020) model identifies game knowledge, entertainment, and content gratification as significant predictors of continuance use intention. However, it also reveals that temporal gratification and social interaction may have limited influence depending on context and user characteristics. This distinction is particularly relevant for the present study, which seeks to explore similar variables in a different gaming environment PUBG Mobile and a different cultural context Indonesia. While their study focused on Pokémon Go, a location-based augmented reality game, this research extends their findings by testing the applicability of similar constructs within a more competitive and non-location-based mobile game.

In strengthening the theoretical foundation, this study not only adopts Jang and Liu's validated constructs but also integrates additional empirical insights relevant to PUBG Mobile's platform-specific features and user behaviours. The adaptation involves removing the game level variable from the original framework due to its redundancy and irrelevance in this context, thereby improving the model's parsimony and applicability.

Furthermore, the literature gap in Indonesian research on PUBG Mobile justifies the importance of this study. Existing local studies have largely focused on limited aspects such as community interactions or heuristic evaluations, lacking a comprehensive framework grounded in established theory. By synthesizing key concepts from UGT and building on Jang and Liu's empirical structure, this research aims to provide a more robust understanding of user retention and engagement in PUBG Mobile. Supporting studies are summarized in **Table 2.1.**

36

Table 2.1 Previous Studies

No	Author	Literature title	Adopted insights	Ground theory	Dependent variable	Key findings
1	Jang and Liu (2020)	Continuance use intention with mobile augmented reality games Overall and multigroup analyses on Pokémon Go	Relationship between content gratification, Temporal Gratification, entertainment, social interaction, technology gratification and game knowledge towards continuance use intention.	uses and gratification theory	Continuance use intention	content gratification, Temporal Gratification, entertainment, social interaction, technology gratification and game knowledge towards continuance use intention on mobile AR games.
2	Liu et al. (2016	User Satisfaction With Microblogging: Information Dissemination Versus Social Networking	Relationship between content gratification and continuance use intention. Relationship between technology gratification and user satisfaction with microblogging.	Uses and gratification theory	User satisfaction with microblogging	Content gratification and technology gratification influences continuance use intention.

37

No	Author	Literature title	Adopted insights	Ground theory	Dependent variable	Key findings
3	Gao (2023)	A uses and gratifications approach to examining users' continuance intention towards smart mobile learning	Relationship between content gratification and continuance intention. Relationship between technology gratification and continuance intention. Relationship between social gratification and continuance intention.	Uses and gratification theory	Continuance intention	Content gratification, social gratification and technology gratification influences continuance use intention.
4	Pereira and Tam (2021)	Impact of enjoyment on the usage continuance intention of video-on demand services	Relationship between enjoyment and continuance intention.	Expectation confirmation model	Continuance intention	Enjoyment influences continuance intention.

No	Author	Literature title	Adopted insights	Ground theory	Dependent variable	Key findings
5	Liu and Chang (2016)	Model of online game addiction: the role of computer-mediated communication motives	Relationship between pass time and addiction	Flow theory	addiction	Pass time influences addiction which leads to continuance use intention
6	Ko and Yu (2019)	Understanding Continuance Intention to View Instagram Stories: A Perspective of Uses and Gratifications Theory	Relationship between kill time and continuance intention Relationship between entertainment and continuance intention	Uses and gratification theory	Continuance intention	Kill time and entertainment influences continuance intention

No	Author	Literature title	Adopted insights	Ground theory	Dependent variable	Key findings
7	Lin (2014)	The effects of gratifications on intention to read citizen journalism news: The mediating effect of attitude	Relationship between pass time and continuance intention mediated by attitude Relationship between entertainment and intention	Cognitive, affective and conative framework	Intention	Pass time mediated by attitude influences intention. Entertainment influences intention significantly.
8	Gan and Li (2017)	Understanding the effects of gratifications on the continuance intention to use WeChat in China: A perspective on uses and gratifications	Relationship between Temporal Gratification and continuance intention Relationship between social interaction and continuance intention Relationship between technology gratification and continuance intention	Uses and gratification theory	Continuance intention	Temporal Gratification and social interaction are not significantly influences continuance intention. While technology gratification significantly influences continuance intention
9	Huang (2021)	Exploring the		Social capital	Continuance	Social interaction ties

No	Author	Literature title	Adopted insights	Ground theory	Dependent variable	Key findings
		Continuous Usage Intention of Online Learning Platforms from the Perspective of Social Capital	Relationship between social interaction ties and continuance usage intention	theory	usage intention	significantly influence continuance usage intention on online learning platform.
10	Sharma et al. (2020)	Understanding continuance intention to play online games: roles of self-expressiveness, self-congruity, self-efficacy, and perceived risk	Relationship between self-efficiency and continuance intention to play	Consumption value theory	Continuance intention to play	Self-efficacy has a significant influence on continuance to play
11	Li et al. (2024)	The effect of computer self-efficacy on the behavioural intention to use translation technologies among college students: Mediating role of learning motivation and cognitive engagement	Relationship between computer self-efficiency and behavioural intention	Social cognitive theory	Continuance intention to play	Computer Self-efficacy has a influence on behavioural intention which can lead to continuance intention.