AGE-BASED DIFFERENCES IN MULTIVATIONAL FACTORS AFFECTING PERCEIVED ENJOYMENT AND PLAYING CONTINUANCE IN FEMALE MOBILE LEGENDS GAMERS

FINAL PROJECT

To Fulfill the Requirements for Obtaining a Bachelor's Degree

ABDUL RAZAK

NIM. B1024201039

MANAGEMENT DEPARTMENT

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS TANJUNGPURA

PONTIANAK

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2025

STATEMENT OF ORIGINALITY

Name	: Abdul Razak
Student ID	: B1024201039
Department	: Management
Study Program	: Bachelor of Management
Concentration	: Marketing
Proposal Title	: Age-based differences in motivational factors affecting perceived enjoyment and playing continuance in female Mobile Legends gamers

I solemnly affirm that the entirety of the aforementioned final project, "Age-based differences in motivational factors affecting perceived enjoyment and playing continuance in female Mobile Legends gamers," is an original work, borne solely of my own intellectual labor. References to existing literature are duly cited in accordance with established academic conventions. Should evidence of plagiarism arise, I accept full responsibility for the consequences, including the potential revocation of this final project. With unwavering sincerity, I attest to the veracity of this declaration.

Pontianak, 11th of January, 2025



Abdul Razak
NIM. B1024201039

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ACCOUNTABILITY STATEMENT

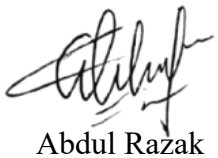
I, undersigned:

Name	: Abdul Razak
Student ID	: B1024201039
Department	: Management
Study Program	: Bachelor of Management
Concentration	: Marketing

Proposal Title:
Age-based differences in motivational factors affecting perceived enjoyment and playing continuance in female Mobile Legends gamers

Declare that This Final Work is my own work, and all sources both quoted and referred to have been correctly stated.

Pontianak, 11th of January, 2025



Abdul Razak
NIM. B1024201039

JURIDICAL STATEMENT

AGE-BASED DIFFERENCES IN MULTIVATIONAL FACTORS AFFECTING PERCEIVED ENJOYMENT AND PLAYING CONTINUANCE IN FEMALE MOBILE LEGENDS GAMERS

Juridical Responsibility

Abdul Razak
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Department	: Management
Study Program	: Bachelor of Management
Concentration	: Marketing Management
Thesis and Comprehensive Exam Date	: January 11th, 2025

EXAMINER ASSEMBLY

No.	Examiners	Name/NIP	Date/Month/ Year	Signature
1	Supervisor 1	Anwar Azazi, S.E., D.E.A. NIP. 196312201988101001	21/01/2025	
2	Supervisor 2	Dr. Wenny Pebrianti, S.E., M.Sc. NIP. 198502072006042001	21/1/2025	
3	Examiner 1	Prof. Dr. Ramadania, S.E., M.Si. NIP. 197509212000032005	21/01/2025	
4	Examiner 2	Heriyadi, S.E., M.E., Ph.D. NIP. 196908171995121004	21/01/2025	

It is hereby declared that the candidate has fulfilled the requirements and successfully passed the Final Examination of the Research and Comprehensive MBKM Program to obtain a bachelor's degree.

Pontianak, 24 JAN 2025
Coordinator of Management Study Program

Bintoro Bagus Purmono, S.E., M.M.
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15. To Myself, I LOVE YOU, YOU DON'T GET TO HEAR WHAT ALL THEM NAYSAYERS YAPPING ABOUT ''HOW AMAZING'' YOU'VE BECOME, YOU'RE BEAUTIFUL.

Pontianak, 11th of January, 2025



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Perbedaan Berdasarkan Usia pada Faktor-Faktor Motivasi yang Mempengaruhi Persepsi Kenikmatan dan Kelanjutan Bermain pada Pemain Perempuan Mobile Legends Legends

ABSTRAK

Penelitian ini mengkaji faktor-faktor yang mempengaruhi niat berkelanjutan para pemain perempuan Mobile Legends, sebuah game MOBA yang populer. Studi ini memeriksa pengaruh karakteristik presentasi, kebaruan, dan variasi yang dimediasi oleh persepsi kenikmatan. Penelitian ini juga meneliti peran dari eskapisme dan pencapaian serta efek moderasi dari usia. Metode kuantitatif digunakan dalam penelitian ini, dengan survei dilakukan kepada 202 pemain perempuan Mobile Legends berusia 17 hingga lebih dari 25 tahun di Indonesia. Analisis data dilakukan menggunakan Model Persamaan Struktural (SEM). Hasil penelitian menunjukkan bahwa fitur presentasi dan kebaruan memiliki pengaruh positif terhadap persepsi kenikmatan, sedangkan variasi tidak memiliki pengaruh yang signifikan. Meskipun pengaruh persepsi kenikmatan terhadap niat berkelanjutan tidak signifikan secara statistik, namun hal ini mengkonfirmasi perannya sebagai *mediator* secara parsial. Selain itu, penelitian ini juga mengungkapkan bahwa usia mempengaruhi hubungan antara pencapaian dan niat berkelanjutan secara kuat. Pemain berusia 17-29 lebih termotivasi oleh pencapaian dibandingkan pemain berusia 21 hingga lebih dari 25 tahun. Temuan-temuan ini menggarisbawahi pentingnya daya tarik visual, konten baru, dan keuntungan emosional dari bermain game dalam mempertahankan keterlibatan pemain perempuan di Mobile Legends.

Kata Kunci: *Age; Continuance Playing; Female;* Mobile Legends*; Perceived Enjoyment*.

Age-Based Differences in Motivational Factors Affecting Perceived Enjoyment and Playing Continuance in Female Mobile Legends Gamers

ABSTRACT

This research investigates the determinants affecting female players' ongoing intention to engage with Mobile Legends, a widely recognized MOBA game. This study examines the influence of presentation characteristics, novelty, and variety mediated by perceived enjoyment. The study examines the roles of escapism and achievement and the moderating effect of age. The study employed a quantitative methodology, surveying 202 female Mobile Legends players aged 17 to over 25 years in Indonesia. Data analysis was conducted using Structural Equation Modeling (SEM). The findings demonstrate that presentation features and novelty have a positive effect on perceived enjoyment, whereas variety does not exert a significant influence. Somehow the positive insignificant influence of perceived enjoyment on continuance intention confirms its mediating role but partially. The study additionally revealed that age influences the relationship between achievement and continuance intention strongly. Players aged 17-29 are predominantly motivated by it than players aged 21 to over 25. The findings underscore the importance of visual appeal, novel content, and the emotional advantages of gaming in maintaining female player engagement in Mobile Legends.

Keyword: Age; Continuance Playing; Female; Mobile Legends; Perceived Enjoyment.

RINGKASAN

PERBEDAAN USIA PADA FAKTOR-FAKTOR MOTIVASI YANG MEMPENGARUHI PERSPEKTIF DAN KELANJUTAN BERMAIN PADA PEMAIN PEREMPUAN MOBILE LEGENDS

1. Latar Belakang

a. Pendahuluan

Industri permainan mobile sedang mengalami pertumbuhan pesat, terutama di Asia Tenggara, dengan game seperti Mobile Legends: Bang-Bang yang mendominasi pasar. Tren ini didorong oleh basis pengguna yang terus berkembang, termasuk demografis wanita yang signifikan. Wanita aktif terlibat dalam permainan, tertarik pada pengalaman visual yang menarik, serta manfaat psikologis dari pelarian dan pencapaian. Untuk lebih memahami faktor-faktor ini, penelitian ini menggali dampak fitur presentasi, kebaruan, variasi, kesenangan yang dirasakan, pelarian, dan pencapaian pada pemain wanita Mobile Legends, dengan mempertimbangkan efek moderasi usia. Dengan mendapatkan wawasan tentang preferensi dan motivasi demografis ini, pengembang game dan pemasar dapat menciptakan pengalaman bermain yang lebih menarik dan disesuaikan, yang pada akhirnya mendukung terciptanya komunitas permainan yang lebih inklusif dan dinamis.

b. Tujuan Penelitian

Berdasaran rumusan masalah diatas, maka tujuan penelitian ini adalah:

1. Untuk menguji dan menganalisis pengaruh fitur presentasi terhadap kesenangan yang dirasakan.
2. Untuk menguji dan menganalisis pengaruh fitur presentasi terhadap kesenangan yang dirasakan untuk usia 17-20 tahun.
3. Untuk menguji dan menganalisis pengaruh fitur presentasi terhadap kesenangan yang dirasakan untuk usia 21-25 tahun ke atas.
4. Untuk menguji dan menganalisis perbedaan pengaruh fitur presentasi terhadap kesenangan yang dirasakan antara usia 17-20 tahun dan 21-25 tahun ke atas.
5. Untuk menguji dan menganalisis pengaruh variasi terhadap kesenangan yang dirasakan.
6. Untuk menguji dan menganalisis pengaruh variasi terhadap kesenangan yang dirasakan untuk usia 17-20 tahun.
7. Untuk menguji dan menganalisis pengaruh variasi terhadap kesenangan yang dirasakan untuk usia 21-25 tahun ke atas.

8. Untuk menguji dan menganalisis perbedaan pengaruh variasi terhadap kesenangan yang dirasakan antara usia 17-20 tahun dan 21-25 tahun ke atas.
9. Untuk menguji dan menganalisis pengaruh kebaruan terhadap kesenangan yang dirasakan.
10. Untuk menguji dan menganalisis pengaruh kebaruan terhadap kesenangan yang dirasakan untuk usia 17-20 tahun.
11. Untuk menguji dan menganalisis pengaruh kebaruan terhadap kesenangan yang dirasakan untuk usia 21-25 tahun ke atas.
12. Untuk menguji dan menganalisis perbedaan pengaruh kebaruan terhadap kesenangan yang dirasakan antara usia 17-20 tahun dan 21-25 tahun ke atas.
13. Untuk menguji dan menganalisis pengaruh kesenangan yang dirasakan terhadap kelanjutan bermain.
14. Untuk menguji dan menganalisis pengaruh kesenangan yang dirasakan terhadap kelanjutan bermain untuk usia 17-20 tahun.
15. Untuk menguji dan menganalisis pengaruh kesenangan yang dirasakan terhadap kelanjutan bermain untuk usia 21-25 tahun ke atas.
16. Untuk menguji dan menganalisis perbedaan pengaruh kesenangan yang dirasakan terhadap kelanjutan bermain antara usia 17-20 tahun dan 21-25 tahun ke atas.
17. Untuk menguji dan menganalisis pengaruh fitur presentasi terhadap kelanjutan bermain dengan kesenangan yang dirasakan sebagai efek mediasi.
18. Untuk menguji dan menganalisis pengaruh fitur presentasi terhadap kelanjutan bermain dengan kesenangan yang dirasakan sebagai efek mediasi untuk usia 17-20 tahun.
19. Untuk menguji dan menganalisis pengaruh fitur presentasi terhadap kelanjutan bermain dengan kesenangan yang dirasakan sebagai efek mediasi untuk usia 21-25 tahun ke atas.
20. Untuk menguji dan menganalisis perbedaan pengaruh fitur presentasi terhadap kelanjutan bermain dengan kesenangan yang dirasakan sebagai efek mediasi antara usia 17-20 tahun dan 21-25 tahun ke atas.
21. Untuk menguji dan menganalisis pengaruh variasi terhadap kelanjutan bermain dengan kesenangan yang dirasakan sebagai efek mediasi.
22. Untuk menguji dan menganalisis pengaruh variasi terhadap kelanjutan bermain dengan kesenangan yang dirasakan sebagai efek mediasi untuk usia 17-20 tahun.
23. Untuk menguji dan menganalisis pengaruh variasi terhadap kelanjutan bermain dengan kesenangan yang dirasakan sebagai efek mediasi untuk usia 21-25 tahun ke atas.
24. Untuk menguji dan menganalisis perbedaan pengaruh variasi terhadap kelanjutan bermain dengan kesenangan yang dirasakan

sebagai efek mediasi antara usia 17-20 tahun dan 21-25 tahun ke atas.

25. Untuk menguji dan menganalisis pengaruh kebaruan terhadap kelanjutan bermain dengan kesenangan yang dirasakan sebagai efek mediasi.
26. Untuk menguji dan menganalisis pengaruh kebaruan terhadap kelanjutan bermain dengan kesenangan yang dirasakan sebagai efek mediasi untuk usia 17-20 tahun.
27. Untuk menguji dan menganalisis pengaruh kebaruan terhadap kelanjutan bermain dengan kesenangan yang dirasakan sebagai efek mediasi untuk usia 21-25 tahun ke atas.
28. Untuk menguji dan menganalisis perbedaan pengaruh kebaruan terhadap kelanjutan bermain dengan kesenangan yang dirasakan sebagai efek mediasi antara usia 17-20 tahun dan 21-25 tahun ke atas.
29. Untuk menguji dan menganalisis pengaruh pelarian terhadap kelanjutan bermain.
30. Untuk menguji dan menganalisis pengaruh pelarian terhadap kelanjutan bermain untuk usia 17-20 tahun.
31. Untuk menguji dan menganalisis pengaruh pelarian terhadap kelanjutan bermain untuk usia 21-25 tahun ke atas.
32. Untuk menguji dan menganalisis perbedaan pengaruh pelarian terhadap kelanjutan bermain antara usia 17-20 tahun dan 21-25 tahun ke atas.
33. Untuk menguji dan menganalisis pengaruh pencapaian terhadap kelanjutan bermain.
34. Untuk menguji dan menganalisis pengaruh pencapaian terhadap kelanjutan bermain untuk usia 17-20 tahun.
35. Untuk menguji dan menganalisis pengaruh pencapaian terhadap kelanjutan bermain untuk usia 21-25 tahun ke atas.
36. Untuk menguji dan menganalisis perbedaan pengaruh pencapaian terhadap kelanjutan bermain antara usia 17-20 tahun dan 21-25 tahun ke atas.

2. Metode Penelitian

Penelitian ini menggunakan metodologi kuantitatif, asosiasi kausal untuk mengeksplorasi hubungan antara fitur presentasi, variasi, dan kebaruan, yang dimediasi oleh kesenangan yang dirasakan, serta hubungan antara pelarian dan pencapaian, yang dimoderasi oleh usia, dalam konteks Kelanjutan Bermain Wanita. Data primer dikumpulkan melalui kuesioner yang disebarkan melalui platform media sosial seperti Instagram, Twitter, Telegram, Discord, Facebook, dan WhatsApp, menggunakan Google Form. Kuesioner menggunakan skala Likert untuk menilai tingkat kesepakatan responden dengan pernyataan, yang berkisar dari 1 (sangat tidak setuju) hingga 5 (sangat setuju), dengan pertanyaan referensi yang diambil dari

jurnal-jurnal kunci. Sampel terdiri dari 202 wanita Indonesia, berusia 17 hingga 25 tahun, yang telah menggunakan Mobile Legends selama minimal satu bulan. Metode purposive sampling digunakan untuk memilih responden berdasarkan kriteria tertentu, dan analisis data dilakukan menggunakan Smart PLS versi 4 dengan metode Structural Equation Modeling (SEM). Untuk menguji efek moderasi usia, analisis Multi-Group (MGA) melalui bootstrapping digunakan untuk mengevaluasi perbedaan antar kelompok usia.

3. Hasil dan Pembahasan

Hasil penelitian menyoroti faktor-faktor kunci yang memengaruhi kesenangan yang dirasakan dan kelanjutan bermain di antara pemain wanita Mobile Legends: Bang Bang berdasarkan kelompok usia. Fitur presentasi dan kebaruan terbukti menjadi prediktor signifikan dari kesenangan yang dirasakan, terutama di kalangan pemain muda, yang sejalan dengan penelitian sebelumnya yang menekankan peran daya tarik visual dan sensorik dalam meningkatkan kepuasan. Namun, variasi konten tidak berpengaruh signifikan terhadap kesenangan, yang mendukung temuan bahwa opsi yang berlebihan dapat membingungkan pemain. Peran kesenangan yang dirasakan dalam kelanjutan bermain bervariasi berdasarkan usia; pemain muda lebih didorong oleh pelarian dan pencapaian, sementara pemain yang lebih tua lebih menghargai kebaruan, yang menunjukkan bahwa pemain yang lebih tua mencari pengalaman yang lebih kompleks. Analisis Multi-Group (MGA) mengungkapkan pengaruh pencapaian yang lebih kuat terhadap kelanjutan bermain pada pemain muda, yang menyoroti motivasi mereka melalui progresi dalam permainan, sementara pemain yang lebih tua lebih fokus pada tujuan eksternal. Temuan ini menunjukkan bahwa elemen desain dan dinamika permainan Mobile Legends melayani kelompok usia yang berbeda, dengan pemain muda yang memprioritaskan pencapaian dan pelarian, dan pemain yang lebih tua yang lebih tertarik pada kebaruan dan pengalaman yang berorientasi pada tujuan.

4. Kesimpulan

Penelitian ini memberikan wawasan berharga mengenai motivasi pemain wanita Mobile Legends: Bang Bang, dengan menyoroti perbedaan berdasarkan usia dalam kesenangan dan keterlibatan berkelanjutan. Meskipun fitur presentasi dan kebaruan menjadi faktor utama bagi pemain muda dan pemain yang lebih tua, pemain muda lebih termotivasi oleh pelarian dan pencapaian, sementara pemain yang lebih tua lebih mengutamakan kebaruan dan pengalaman yang berorientasi pada tujuan. Temuan ini sejalan dengan teori motivasi seperti teori autodeterminasi dan teori aliran, yang menekankan peran daya tarik estetika, kebaruan, dan penghargaan yang terstruktur dalam mendorong keterlibatan. Bagi

pengembang game, wawasan ini menunjukkan perlunya fokus pada visual berkualitas tinggi dan pengalaman imersif bagi pemain muda, sementara untuk pemain yang lebih tua, diperlukan pembaruan konten yang lebih canggih dan tantangan baru untuk mempertahankan keterlibatan jangka panjang.

SUMMARY

AGE-BASED DIFFERENCES IN MOTIVATIONAL FACTORS AFFECTING PERCEIVED ENJOYMENT AND PLAYING CONTINUANCE IN FEMALE MOBILE LEGENDS GAMERS

1. Introduction

a. Background

The mobile gaming industry is experiencing rapid growth, particularly in Southeast Asia, with games like Mobile Legends: Bang-Bang dominating the market. This trend is fueled by a growing user base, including a significant female demographic. Women are actively engaging with gaming, drawn to visually appealing experiences, and the psychological benefits of escapism and achievement. To further understand these factors, this study delves into the impact of presentation features, novelty, variety, perceived enjoyment, escapism, and achievement on female Mobile Legends players, considering the moderating effect of age. By gaining insights into the preferences and motivations of this demographic, game developers and marketers can create more engaging and tailored gaming experiences, ultimately fostering a more inclusive and vibrant gaming community.

b. Research Objective

Based on the problem formulation above, the objectives of this research are:

1) To test and analyze the effect of presentation features on perceived enjoyment.
2) To test and analyze the effect of presentation features on perceived enjoyment for age 17-20 years old.
3) To test and analyze the effect of presentation features on perceived enjoyment for age 21-25 years old and above.
4) To test and analyze the difference effect of presentation features on perceived enjoyment between age 17-20 years old and 21-25 years old above.
5) To test and analyze the effect of variety on perceived enjoyment.
6) To test and analyze the effect of variety on perceived enjoyment for age 17-20 years old.
7) To test and analyze the effect of variety on perceived enjoyment for age 21-25 years old and above.
8) To test and analyze the difference effect of variety on perceived enjoyment between age 17-20 years old and 21-25 years old above.
9) To test and analyze the effect of novelty on perceived enjoyment.
10) To test and analyze the effect of novelty on perceived enjoyment for

age 17-20 years old.

11) To test and analyze the effect of novelty on perceived enjoyment for age 21-25 years old and above.
12) To test and analyze the difference effect of novelty on perceived enjoyment between age 17-20 years old and 21-25 years old above.
13) To test and analyze the effect of perceived enjoyment on continuance playing.
14) To test and analyze the effect of perceived enjoyment on continuance playing for age 17-20 years old.
15) To test and analyze the effect of perceived enjoyment on continuance playing for age 21-25 years old and above.
16) To test and analyze the difference effect of perceived enjoyment on continuance playing between age 17-20 years old and 21-25 years old above.
17) To test and analyze the effect of presentation features on continuance playing with perceived enjoyment as a mediating effect.
18) To test and analyze the effect of presentation features on continuance playing with perceived enjoyment as a mediating effect for age 17-20 years old.
19) To test and analyze the effect of presentation features on continuance playing with perceived enjoyment as a mediating effect for age 21-25 years old and above.
20) To test and analyze the difference effect of presentation features on continuance playing with perceived enjoyment as a mediating effect between age 17-20 years old and 21-25 years old above.
21) To test and analyze the effect of variety on continuance playing with perceived enjoyment as a mediating effect.
22) To test and analyze the effect of variety on continuance playing with perceived enjoyment as a mediating effect for age 17-20 years old.
23) To test and analyze the effect of variety on continuance playing with perceived enjoyment as a mediating effect for age 21-25 years old and above.
24) To test and analyze the difference effect of variety on continuance playing with perceived enjoyment as a mediating effect between age 17-20 years old and 21-25 years old above.
25) To test and analyze the effect of novelty on continuance playing with perceived enjoyment as a mediating effect.
26) To test and analyze the effect of novelty on continuance playing with perceived enjoyment as a mediating effect for age 17-20 years old.
27) To test and analyze the effect of novelty on continuance playing with perceived enjoyment as a mediating effect for age 21-25 years old and above.

28) To test and analyze the difference effect of novelty on continuance playing with perceived enjoyment as a mediating effect between age 17-20 years old and 21-25 years old above.
29) To test and analyze the effect of escapism on continuance playing.
30) To test and analyze the effect of escapism on continuance playing for age 17-20 years old.
31) To test and analyze the effect of escapism on continuance playing for age 21-25 years old and above.
32) To test and analyze the difference effect of escapism on continuance playing between age 17-20 years old and 21-25 years old above.
33) To test and analyze the effect of achievement on continuance playing.
34) To test and analyze the effect of achievement on continuance playing for age 17-20 years old.
35) To test and analyze the effect of achievement on continuance playing for age 21-25 years old and above.
36) To test and analyze the difference effect of achievement on continuance playing between age 17-20 years old and 21-25 years old above.

2. Research Method

This research utilizes a quantitative, causal associative methodology to explore the relationships among presentation features, variety, and novelty, mediated by perceived enjoyment, as well as the relationship between escapism and achievement, moderated by age, in the context of Female Continuance Playing. Primary data was collected through questionnaires distributed via social media platforms such as Instagram, Twitter, Telegram, Discord, Facebook, and WhatsApp, using a Google Form. The questionnaire employed a Likert scale to assess respondents' agreement with statements, ranging from 1 (strongly disagree) to 5 (strongly agree), with reference questions drawn from key journals. The sample consisted of 202 Indonesian women, aged 17 to 25 years, who have been using Mobile Legends for at least one month. A purposive sampling method was employed to select respondents based on specific criteria, and data analysis was conducted using Smart PLS version 4 with Structural Equation Modeling (SEM). To examine the moderating effect of age, Multi-Group Analysis (MGA) via bootstrapping was used to evaluate differences across sub-age groups.

3. Result and Discussion

The results highlight key factors influencing perceived enjoyment and continuance playing among female Mobile Legends: Bang Bang players across age groups. Presentation features and novelty were significant

predictors of perceived enjoyment, particularly among younger players, aligning with existing research that emphasizes the role of visual and sensory appeal in enhancing satisfaction. However, variety in content did not significantly impact enjoyment, supporting findings that excessive options can overwhelm players. Perceived enjoyment's role in continuance playing varied by age; younger players were more driven by escapism and achievement, while older players valued novelty more, suggesting that older players seek more complex experiences. The Multi-Group Analysis (MGA) revealed a stronger influence of achievement on continuance playing for younger players, highlighting their motivation through in-game progression, whereas older players were more focused on external goals. These findings suggest that Mobile Legends' design elements and gameplay dynamics cater differently to distinct age groups, with younger players prioritizing achievement and escapism, and older players gravitating toward novelty and goal-oriented experiences.

4. Conclusion

This study provides valuable insights into the motivations of female Mobile Legends: Bang Bang players, highlighting age-based differences in enjoyment and continued engagement. While presentation features and novelty are key drivers for both younger and older players, younger players are more motivated by escapism and achievement, whereas older players prioritize novelty and goal-oriented experiences. These findings align with motivational theories like self-determination and flow theory, emphasizing the role of aesthetic appeal, novelty, and structured rewards in fostering engagement. For game developers, these insights suggest focusing on high-quality visuals and immersive experiences for younger players, while offering sophisticated content updates and novel challenges for older players to maintain long-term engagement.

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