

**AN EXAMINATION OF NETWORK EXTERNALITIES AND OF USES
AND GRATIFICATIONS ON THE PEOPLE INTENTION TO PLAY
MOBILE SOCIAL GAMES IN INDONESIA**

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Presented as Partial Fulfillment of Requirements for the Degree of Sarjana

Manajemen (S1) in International Business Management Program

Faculty of Business and Economics Universitas Atma Jaya Yogyakarta



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Thesis

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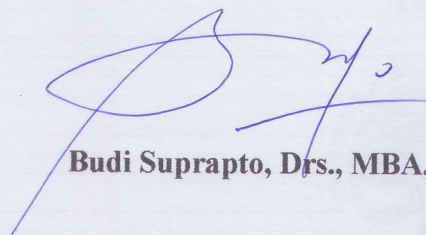
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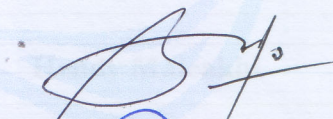
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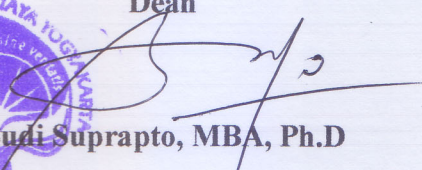
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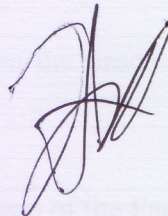
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**Is really, my own thinking and writing, I fully knowledge that my writings
does not contain others' or part(s) of others' writing, except for those
that have been cited and mentioned in the references.**

Hendy Maleakhi



Yogyakarta, December 16th, 2019

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Thank to Almighty God who has given His bless to the author for finishing this research from the beginning until the end, so this thesis can be done on time. This thesis is needed to meet one of academic requirements in completion of Bachelor study of International Business Management Program University of Atma Jaya Yogyakarta. Title that the authors propose is:

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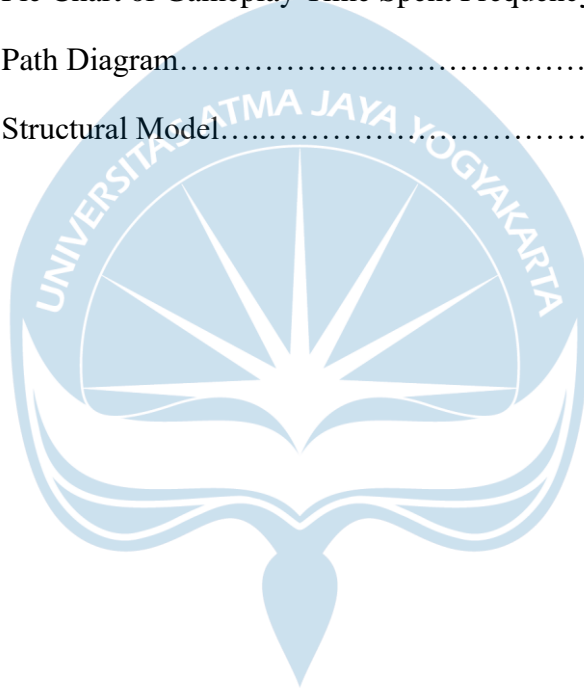


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APPENDIX I: Previous Study

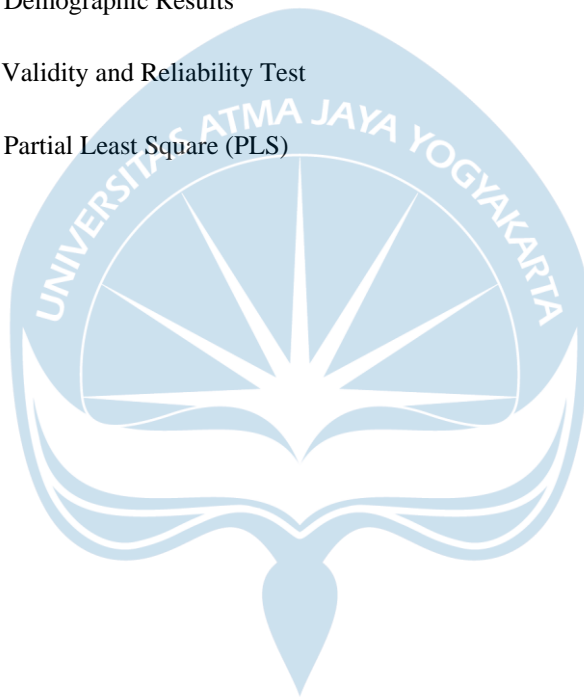
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ABSTRACT

The main purpose of this research is to learn the influence of network externalities, Individual gratifications and time flexibility on the intention to play mobile social games in Indonesia. Nowadays, many Indonesian people use mobile device as a part of their daily life activity. One of the most growing sector of mobile device market is about the entertainment application of mobile social games, mobile social game can be consumed by all range of ages. It can be said from the explanation above Indonesian people participate to this growing sector. This research uses online questionnaire to collect the data, which is distributed to 202 respondents. This research is using SEM-PLS as the analyzing tool.

The results show that network externalities have positive and significant effect to individual gratifications and time flexibility but negative and not significant effect on to the intention to play, other result within the research shows that individual gratifications and time flexibility has a positive and significant effect to the intention to play. It is better for the further research to add more demographic variables and also specify the products so the respondents can reach better understanding. The result of this research can help the companies of mobile games industry especially in Indonesia for their managerial decision related to strategy support of their mobile games applications to reach wider audience.

Keyword: Mobile social games, network externalities, individual gratifications, perceived number of users, perceived number of peers, enjoyment, interaction with others, time flexibility, intention to play.