

**“EXPLORING THE INFLUENCE OF CHINESE MOBILE VIDEO GAMES LINGUISTIC,  
CULTURAL AND TECHNICAL LOCALIZATION TOWARD INDONESIAN HIGH SCHOOL  
STUDENTS’ USER EXPERIENCE AND BEHAVIORAL INTENTION”**

**THESIS**

**Presented as Partial Fulfilment of the Requirements for the Degree of  
Sarjana Manajemen (SI) in International Business Management Program  
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



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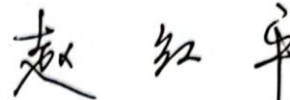
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**Is really, my own thinking and writing. I fully acknowledge that my writings does not contain others' or part(s) of others' writing, except for those that have been cited and mentioned in the references.**

**Paulus Arjuno Banu**



**Yogyakarta, June 22, 2023**

## Abstract

This study investigates the influence of localization efforts by Chinese mobile video games developers on the user experience and behavioral intention of Indonesian high school students. Amidst the global boom in mobile gaming, Chinese developers are expanding their reach to the Southeast Asian markets, with a significant focus on Indonesia. Localization, encompassing the adaptation of game elements to meet the cultural, linguistic, and technical needs of the target audience, is a key factor driving the acceptance of these games. The research explores the perceptions and preferences of Indonesian high school students towards these localized games, with particular attention given to the impact of linguistic, cultural, and technical localization on user experience and behavioral intention of student. The study utilized the Technology Acceptance Model (TAM) and descriptive statistics in its analysis. TAM Findings indicated a mixed relationships between perceived ease of use, perceived usefulness, user attitude, and behavioral intention in the context of mobile video games localization. However, descriptive analysis showed a generally positive perception of localization efforts among the respondents. This research offers valuable insights for game developers and marketers to create culturally appropriate games and effective marketing strategies for Chinese mobile games in Indonesia. It recommends continuous feedback collection, extensive research, and enhanced localization efforts as vital strategies for improving user experience and achieving long-term success in the Indonesian gaming market. The findings also contribute to the limited research on high school students' attitudes towards localized mobile video games, thereby offering a unique contribution to the field of gaming studies.

Keyword: Localization, Mobile, Games, Students.

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In closing, I wish to stress that this work is not without its flaws. Therefore, I wholeheartedly welcome constructive criticism and suggestions, as they will help to improve and refine the work further. My ultimate aim is that, despite any potential shortcomings, this thesis will prove useful and informative to those who read it, contributing to the body of literature on the subject. I thank everyone who has been part of this journey and who may join in future discussions sparked by this study.

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