

5 Discussion

5.1 Descriptive Statistics

To calculate the descriptive statistics of the result, the formula used for the method are:

a) Mean (μ):

$$(\Sigma[x * f]) / n - 1$$

Σ : The sum symbol.

x: The numerical values assigned to each Likert scale option.

f: The frequency of each Likert scale option.

n: The total number of respondents (140).

To calculate the mean, multiply each numerical value (x) by its frequency (f), sum up these products using Σ , and then divide the sum by n (the total number of respondents).

b) Median:

The median is the middle value of the Likert scale responses when arranged in ascending or descending order. If there is an odd number of responses, the median is the value at the center. If there is an even number of responses, the median is the average of the two middle values. Since n = 140 is even, you need to identify the two middle values and take their average to find the median.

c) Variance (σ^2):

$$(\Sigma[((x - \mu)^2 * f)]) / (n - 1)$$

Σ : The sum symbol.

x: The numerical values assigned to each Likert scale option.

μ : The mean.

f: The frequency of each Likert scale option.

n: The total number of respondents (140)

To calculate the variance, subtract the mean (μ) from each numerical value (x), square the result, multiply it by the frequency (f), sum up these values using Σ , and then divide by (140 - 1) to account for the sample nature of the data.

d) Standard Deviation:

Standard Deviation (σ) :

$$\sqrt{(\sigma^2)}$$

(σ^2): The variance calculated using the formula mentioned above.

$\sqrt{\quad}$: The square root.

To calculate the standard deviation, take the square root of the variance obtained from the previous step.



5.1.1 Linguistic Localization

No	Question	Linguistic Localization										Central Tendency		Dispersion	
		Likert Scale (n=140)										Mean	Median	Variance	Standard Deviation
		Strongly Disagree (Value)	SD (%)	Disagree (Value)	D (%)	Neutral (Value)	N (%)	Agree (Value)	A (%)	Strongly Agree (Value)	SA (%)				
Q1	The Indonesian language in localized Chinese mobile video games is easy to read and understand.	3	2%	1	1%	18	13%	84	60%	34	24%	4.04	4	0.5958376	0.77190519
Q2	The Indonesian voice acting in Chinese mobile video games is of high quality and enhances my gameplay experience.	5	4%	8	6%	58	41%	46	33%	23	16%	3.53	3	0.9128469	0.9554302
Q3	The Indonesian language options in Chinese mobile video games make it easier for me to understand and navigate the game.	4	3%	4	3%	27	19%	47	34%	58	41%	4.08	4	0.9793936	0.98964318
Q4	The in-game tutorials and instructions in Indonesian language help me to learn and master the game more easily.	5	4%	5	4%	23	16%	79	56%	28	20%	3.86	4	0.8139774	0.90220695
Q5	The customer support provided by Chinese mobile video game developers in the Indonesian language is satisfactory.	3	2%	5	4%	79	56%	29	21%	24	17%	3.47	3	0.797739	0.89316233
Q6	The localized marketing and promotional materials of Chinese mobile video games are appealing and effective in capturing my attention.	4	3%	6	4%	56	40%	47	34%	27	19%	3.62	4	0.8844296	0.94044117

Table 5.1. Linguistic Localization descriptive statistics calculation result

a) Q1: The Indonesian language in localized Chinese mobile video games is easy to read and understand.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 3) + (2 * 1) + (3 * 18) + (4 * 84) + (5 * 34)] / 140 = 4.04$$

Median: The middle value is 4, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 4.04)^2 * 3) + ((2 - 4.04)^2 * 1) + ((3 - 4.04)^2 * 18) + ((4 - 4.04)^2 * 84) + ((5 - 4.04)^2 * 34)] / (140 - 1) = 0.5958$$

$$\text{Standard Deviation } (\sigma) = \sqrt{(0.5958)} = 0.7719$$

3) Result:

For Q1, the mean score of 4.04 suggests that respondents generally found the Indonesian language in localized Chinese mobile video games easy to read and understand. A standard deviation of 0.7719 indicates moderate variability in responses.

b) Q2: The Indonesian voice acting in Chinese mobile video games is of high quality and enhances my gameplay experience.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 5) + (2 * 8) + (3 * 58) + (4 * 46) + (5 * 23)] / 140 = 3.53$$

Median: The middle value is 3, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.53)^2 * 5) + ((2 - 3.53)^2 * 8) + ((3 - 3.53)^2 * 58) + ((4 - 3.53)^2 * 46) + ((5 - 3.53)^2 * 23)] / (140 - 1) = 0.9128$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.9128} = 0.9554$$

3) Result:

For Q2, the average score of 3.53 suggests that respondents are somewhat satisfied with the quality of Indonesian voice acting in Chinese mobile video games. The higher standard deviation of 0.9554 indicates a greater spread in responses.

c) Q3: The Indonesian language options in Chinese mobile video games make it easier for me to understand and navigate the game.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 4) + (2 * 4) + (3 * 27) + (4 * 47) + (5 * 58)] / 140 = 4.08$$

Median: The middle value is 4, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 4.08)^2 * 4) + ((2 - 4.08)^2 * 4) + ((3 - 4.08)^2 * 27) + ((4 - 4.08)^2 * 47) + ((5 - 4.08)^2 * 58)] / (140 - 1) = 0.9794$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.9794} = 0.9896$$

3) Result:

For Q3, the mean score of 4.08 suggests that respondents generally agreed that the Indonesian language options in these games make it easier for them to understand and navigate the game. The standard deviation of 0.9896 indicates a high variability in responses.

d) Q4: The in-game tutorials and instructions in Indonesian language help me to learn and master the game more easily.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 5) + (2 * 5) + (3 * 23) + (4 * 79) + (5 * 28)] / 140 = 3.86$$

Median: The middle value is 4, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.86)^2 * 5) + ((2 - 3.86)^2 * 5) + ((3 - 3.86)^2 * 23) + ((4 - 3.86)^2 * 79) + ((5 - 3.86)^2 * 28)] / (140 - 1) = 0.81398$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.81398} = 0.9022$$

3) Result:

For Q4, the mean score of 3.86 indicates that respondents somewhat agreed that the in-game tutorials and instructions in Indonesian help them learn and master the game more easily. A standard deviation of 0.9022 suggests a high spread in the responses.

e) Q5: The customer support provided by Chinese mobile video game developers in the Indonesian language is satisfactory.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 3) + (2 * 5) + (3 * 79) + (4 * 29) + (5 * 24)] / 140 = 3.47$$

Median: The middle value is 3, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.47)^2 * 3) + ((2 - 3.47)^2 * 5) + ((3 - 3.47)^2 * 79) + ((4 - 3.47)^2 * 29) + ((5 - 3.47)^2 * 24)] / (140 - 1) = 0.7977$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.7977} = 0.8932$$

3) Result:

For Q5, the average score of 3.47 indicates moderate satisfaction with the customer support provided by Chinese mobile video game developers in the Indonesian language. The standard deviation of 0.8932 suggests a high variability in responses.

f) Q6: The localized marketing and promotional materials of Chinese mobile video games are appealing and effective in capturing my attention.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 4) + (2 * 6) + (3 * 56) + (4 * 47) + (5 * 27)] / 140 = 3.62$$

Median: The middle value is 4, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.62)^2 * 4) + ((2 - 3.62)^2 * 6) + ((3 - 3.62)^2 * 56) + ((4 - 3.62)^2 * 47) + ((5 - 3.62)^2 * 27)] / (140 - 1) = 0.8844$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.8844} = 0.9404$$

3) Result:

For Q6, the mean score of 3.62 suggests that respondents are somewhat drawn to the localized marketing and promotional materials of Chinese mobile video games. The standard deviation of 0.9404 indicates a high spread in responses.

g) Summary of Linguistic Localization result:

The survey results indicate a generally positive reception of the localization efforts by Chinese mobile video game developers for the Indonesian audience. Areas such as the readability of the Indonesian language in games (Q1) and the utility of the language options (Q3) are viewed particularly favorably. However, there is significant variability in responses, indicating a diversity of experiences and opinions among respondents.

5.1.2 Cultural Localization

No	Question	Cultural Localization										Central Tendency		Dispersion	
		Likert Scale (n=140)										Mean	Median	Variance	Standard Deviation
		Strongly Disagree (Value)	SD (%)	Disagree (Value)	D (%)	Neutral (Value)	N (%)	Agree (Value)	A (%)	Strongly Agree (Value)	SA (%)				
Q1	The character design in localized Chinese mobile video games reflects Indonesian culture and diversity.	9	6%	14	10%	59	42%	44	31%	14	10%	3,29	3	0.676	0.822
Q2	The in-game events related to Indonesian culture make Chinese mobile games more appealing to me.	7	5%	7	5%	61	44%	46	33%	19	14%	3,45	3	0.712	0.843
Q3	I feel that the localization of Chinese mobile video games respects and values Indonesian culture.	1	1%	4	3%	35	25%	76	54%	24	17%	3,84	4	0.571	0.756
Q4	The collaboration between Chinese mobile video game developers and Indonesian content creators is effective in increasing my interest in the game.	3	2%	12	9%	62	44%	40	29%	23	16%	3,49	3	0.702	0.838
Q5	The entertainment content created by Chinese mobile video game developers for the Indonesian audience is relevant and interesting.	1	1%	6	4%	50	36%	58	41%	25	18%	3,71	4	0.579	0.761
Q6	The real-world events organized by Chinese mobile video game developers in Indonesia are engaging and enjoyable.	2	1%	8	6%	76	54%	37	26%	17	12%	3,42	3	0.596	0.772

Table 5.2. Cultural Localization descriptive statistics calculation result

a) Q1: The character design in localized Chinese mobile video games reflects Indonesian culture and diversity.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 9) + (2 * 14) + (3 * 59) + (4 * 44) + (5 * 14)] / 140 = 3.29$$

Median: The middle value is 3, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.29)^2 * 9) + ((2 - 3.29)^2 * 14) + ((3 - 3.29)^2 * 59) + ((4 - 3.29)^2 * 44) + ((5 - 3.29)^2 * 14)] / (140 - 1) = 0.9969$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.9969} = 0.9985$$

3) Result:

For Q1, the mean score of 3.29 suggests a moderate perception that the character design in localized Chinese mobile video games reflects Indonesian culture and diversity. The standard deviation of 0.9985 shows a high variability in responses.

b) Q2: The in-game events related to Indonesian culture make Chinese mobile games more appealing to me.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 7) + (2 * 7) + (3 * 61) + (4 * 46) + (5 * 19)] / 140 = 3.45$$

Median: The middle value is 3, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.45)^2 * 7) + ((2 - 3.45)^2 * 7) + ((3 - 3.45)^2 * 61) + ((4 - 3.45)^2 * 46) + ((5 - 3.45)^2 * 19)] / (140 - 1) = 0.9255$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.9255} = 0.9620$$

3) Result:

For Q2, the mean score of 3.45 implies that respondents are somewhat interested in in-game events related to Indonesian culture. A standard deviation of 0.9620 indicates a high spread in responses.

c) Q3: I feel that the localization of Chinese mobile video games respects and values Indonesian culture.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 1) + (2 * 4) + (3 * 35) + (4 * 76) + (5 * 24)] / 140 = 3.84$$

Median: The middle value is 4, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.84)^2 * 1) + ((2 - 3.84)^2 * 4) + ((3 - 3.84)^2 * 35) + ((4 - 3.84)^2 * 76) + ((5 - 3.84)^2 * 24)] / (140 - 1) = 0.5794$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.5794} = 0.7612$$

3) Result:

For Q3, the mean score of 3.84 suggests that respondents generally feel that the localization of Chinese mobile video games respects and values Indonesian culture. The standard deviation of 0.7612 shows moderate variability in responses.

d) Q4: The collaboration between Chinese mobile video game developers and Indonesian content creators is effective in increasing my interest in the game.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 3) + (2 * 12) + (3 * 62) + (4 * 40) + (5 * 23)] / 140 = 3.49$$

Median: The middle value is 3, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.49)^2 * 3) + ((2 - 3.49)^2 * 12) + ((3 - 3.49)^2 * 62) + ((4 - 3.49)^2 * 40) + ((5 - 3.49)^2 * 23)] / (140 - 1) = 0.8847$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.8847} = 0.9406$$

3) Result:

For Q4, the average score of 3.49 suggests moderate effectiveness in collaborations between Chinese mobile video game developers and Indonesian content creators in increasing game interest. The standard deviation of 0.9406 shows a high spread in responses.

e) Q5: The entertainment content created by Chinese mobile video game developers for the Indonesian audience is relevant and interesting.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 1) + (2 * 6) + (3 * 50) + (4 * 58) + (5 * 25)] / 140 = 3.71$$

Median: The middle value is 4, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.71)^2 * 1) + ((2 - 3.71)^2 * 6) + ((3 - 3.71)^2 * 50) + ((4 - 3.71)^2 * 58) + ((5 - 3.71)^2 * 25)] / (140 - 1) = 0.6948$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.6948} = 0.8335$$

3) Result:

For Q5, the mean score of 3.71 indicates that respondents generally find the entertainment content created by Chinese mobile video game developers for the Indonesian audience relevant and interesting. The standard deviation of 0.8335 suggests moderate variability in responses.

f) Q6: The real-world events organized by Chinese mobile video game developers in Indonesia are engaging and enjoyable.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 2) + (2 * 8) + (3 * 76) + (4 * 37) + (5 * 17)] / 140 = 3.42$$

Median: The middle value is 3, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.42)^2 * 2) + ((2 - 3.42)^2 * 8) + ((3 - 3.42)^2 * 76) + ((4 - 3.42)^2 * 37) + ((5 - 3.42)^2 * 17)] / (140 - 1) = 0.6916$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.6916} = 0.8316$$

3) Result:

For Q6, the average score of 3.42 suggests that real-world events organized by Chinese mobile video game developers in Indonesia are somewhat engaging and enjoyable for respondents. The standard deviation of 0.8316 indicates moderate variability in responses.

g) Summary of Cultural Localization result:

The survey results overall show a moderate level of satisfaction with the way Chinese mobile video game developers incorporate and respect Indonesian culture in their games. While some aspects are viewed more favorably, such as respecting and valuing Indonesian culture (Q3), there is room for improvement in others, like reflecting Indonesian culture and diversity in character design (Q1). The high standard deviations across the survey indicate a wide range of opinions among the respondents.

5.1.3 Technical Localization

No	Question	Technical Localization										Central Tendency		Dispersion	
		Likert Scale (n=140)										Mean	Median	Variance	Standard Deviation
		Strongly Disagree (Value)	SD (%)	Disagree (Value)	D (%)	Neutral (Value)	N (%)	Agree (Value)	A (%)	Strongly Agree (Value)	SA (%)				
Q1	The local payment methods available in Chinese mobile video games are convenient and easy to use.	0	0%	4	3%	22	16%	76	54%	38	27%	4.06	4	0.5434738	0.73720675
Q2	The variety and quality of available skins and cosmetic items in localized Chinese mobile video games are appealing and relevant to Indonesian players.	2	1%	7	5%	69	49%	34	24%	28	20%	3.56	4	0.8375642	0.915185355
Q3	The social features in localized Chinese mobile video games encourage interaction with fellow Indonesian players.	1	1%	3	2%	22	16%	82	59%	32	23%	4.01	4	0.539517	0.734518181
Q4	The pace of content updates and new features in localized Chinese mobile video games keeps me engaged and interested.	0	0%	6	4%	48	34%	56	40%	30	21%	3.79	4	0.6875642	0.829194931
Q5	Localized Chinese mobile video games load quickly and run smoothly on my device.	2	1%	11	8%	47	34%	58	41%	22	16%	3.62	4	0.7980987	0.89336368
Q6	Localized Chinese mobile video games are optimized for playability on various devices, including low-specification devices.	1	1%	18	13%	73	52%	36	26%	12	9%	3.29	3	0.68037	0.824845434

Table 5.3. Technical Localization descriptive statistics calculation result

a) Q1: The local payment methods available in Chinese mobile video games are convenient and easy to use.

1) Central Tendency:

$$\text{Mean } (\mu) = [(0 * 0) + (1 * 4) + (2 * 22) + (3 * 76) + (4 * 38)] / 140 = 4.06$$

Median: The middle value is Agree (4) as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((0 - 4.06)^2 * 0) + ((1 - 4.06)^2 * 4) + ((2 - 4.06)^2 * 22) + ((3 - 4.06)^2 * 76) + ((4 - 4.06)^2 * 38)] / (140 - 1) = 0.5435$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.5435} = 0.7372$$

3) Result:

For Q1, the mean score of 4.06 suggests that respondents generally find the local payment methods available in Chinese mobile video games convenient and easy to use. The standard deviation of 0.7372 indicates moderate variability in responses.

b) Q2: The variety and quality of available skins and cosmetic items in localized Chinese mobile video games are appealing and relevant to Indonesian players.

1) Central Tendency:

$$\text{Mean } (\mu) = [(2 * 2) + (3 * 7) + (4 * 69) + (5 * 34) + (6 * 28)] / 140 = 3.56$$

Median: The middle value is Agree (4) as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((2 - 3.56)^2 * 2) + ((3 - 3.56)^2 * 7) + ((4 - 3.56)^2 * 69) + ((5 - 3.56)^2 * 34) + ((6 - 3.56)^2 * 28)] / (140 - 1) = 0.8376$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.8376} = 0.9152$$

3) Result:

For Q2, the mean score of 3.56 implies a moderate perception that the variety and quality of available skins and cosmetic items in localized Chinese mobile video games are appealing and relevant to Indonesian players. The standard deviation of 0.9152 suggests a high spread in responses.

c) Q3: The social features in localized Chinese mobile video games encourage interaction with fellow Indonesian players.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 1) + (2 * 3) + (3 * 22) + (4 * 82) + (5 * 32)] / 140 = 4.01$$

Median: The middle value is Agree (4) as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 4.01)^2 * 1) + ((2 - 4.01)^2 * 3) + ((3 - 4.01)^2 * 22) + ((4 - 4.01)^2 * 82) + ((5 - 4.01)^2 * 32)] / (140 - 1) = 0.5395$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.5395} = 0.7345$$

3) Result:

For Q3, the mean score of 4.01 suggests that respondents generally find that the social features in localized Chinese mobile video games encourage interaction with fellow Indonesian players. The standard deviation of 0.7345 shows moderate variability in responses.

d) Q4: The pace of content updates and new features in localized Chinese mobile video games keeps me engaged and interested.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 6) + (2 * 48) + (3 * 56) + (4 * 30)] / 140 = 3.79$$

Median: The middle value is Agree (4) as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.79)^2 * 6) + ((2 - 3.79)^2 * 48) + ((3 - 3.79)^2 * 56) + ((4 - 3.79)^2 * 30)] / (140 - 1) = 0.6876$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.6876} = 0.8292$$

3) Result:

For Q4, the average score of 3.79 suggests that respondents generally find the pace of content updates and new features in localized Chinese mobile video games keeps them engaged and interested. The standard deviation of 0.8292 suggests a high spread in responses.

e) Q5: Localized Chinese mobile video games load quickly and run smoothly on my device.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 2) + (2 * 11) + (3 * 47) + (4 * 58)] / 140 = 3.62$$

Median: The middle value is Agree (4) as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.62)^2 * 2) + ((2 - 3.62)^2 * 11) + ((3 - 3.62)^2 * 47) + ((4 - 3.62)^2 * 58)] / (140 - 1) = 0.7981$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.7981} = 0.8934$$

3) Result:

For Q5, the mean score of 3.62 indicates a moderate level of satisfaction with the performance of localized Chinese mobile video games on respondents' devices. The standard deviation of 0.8934 suggests a high variability in responses.

f) Q6: Localized Chinese mobile video games are optimized for playability on various devices, including low-specification devices.

1) Central Tendency:

$$\text{Mean } (\mu) = [(1 * 1) + (2 * 18) + (3 * 73) + (4 * 36) + (5 * 12)] / 140 = 3.29$$

Median: The middle value is Neutral (3) as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.29)^2 * 1) + ((2 - 3.29)^2 * 18) + ((3 - 3.29)^2 * 73) + ((4 - 3.29)^2 * 36) + ((5 - 3.29)^2 * 12)] / (140 - 1) = 0.6804$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.6804} = 0.8248$$

3) Result:

For Q6, the average score of 3.29 suggests that respondents are neutral to slightly positive on the optimization of localized Chinese mobile video games for various devices, including low-specification devices. The standard deviation of 0.8248 shows a high spread in responses.

g) Summary of Technical Localization result:

The survey results suggest a generally positive perception of localized Chinese mobile video games among Indonesian players, with aspects like local payment methods (Q1) and social features (Q3) viewed particularly favorably. However, there is significant variability in responses, indicating a diversity of experiences and opinions among respondents.

5.1.4 User Experience

No	Question	Technical Localization Likert Scale (n=140)										Central Tendency		Dispersion	
		Strongly Disagree (Value)	SD (%)	Disagree (Value)	D (%)	Neutral (Value)	N (%)	Agree (Value)	A (%)	Strongly Agree (Value)	SA (%)	Mean	Median	Variance	Standard Deviation
Q1	The local payment methods available in Chinese mobile video games are convenient and easy to use.	0	0%	4	3%	22	16%	76	54%	38	27%	4.06	4	0.543473792	0.73720675
Q2	The variety and quality of available skins and cosmetic items in localized Chinese mobile video games are appealing and relevant to Indonesian players.	2	1%	7	5%	69	49%	34	24%	28	20%	3.56	4	0.837564234	0.915185355
Q3	The social features in localized Chinese mobile video games encourage interaction with fellow Indonesian players.	1	1%	3	2%	22	16%	82	59%	32	23%	4.01	4	0.539516958	0.734518181
Q4	The pace of content updates and new features in localized Chinese mobile video games keeps me engaged and interested.	0	0%	6	4%	48	34%	56	40%	30	21%	3.79	4	0.687564234	0.829194931
Q5	Localized Chinese mobile video games load quickly and run smoothly on my device.	2	1%	11	8%	47	34%	58	41%	22	16%	3.62	4	0.798098664	0.89336368
Q6	Localized Chinese mobile video games are optimized for playability on various devices, including low-specification devices.	1	1%	18	13%	73	52%	36	26%	12	9%	3.29	3	0.68036999	0.824845434

Table 5.4. User Experience descriptive statistics calculation result

a) Q1: I feel more connected to the characters and narrative of localized Chinese mobile games when using the Indonesian language.

1) Central Tendency:

$$\text{Mean } (\mu) = [(11 * 1) + (14 * 2) + (62 * 3) + (38 * 4) + (15 * 5)] / 140 = 3.23$$

Median: The middle value is 4, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.23)^2 * 11) + ((2 - 3.23)^2 * 14) + ((3 - 3.23)^2 * 62) + ((4 - 3.23)^2 * 38) + ((5 - 3.23)^2 * 15)] / (140 - 1) = 1.0697$$

$$\text{Standard Deviation } (\sigma) = \sqrt{1.0697} = 1.0343$$

3) Result:

For Q1, the mean score of 3.23 indicates that respondents are neutral to slightly positive connected to the characters and narrative of localized Chinese mobile games when using the Indonesian language. The standard deviation of 1.0343 implies a high spread in responses, indicating a diversity of opinions.

b) Q2: "I find the user interface of localized Chinese mobile games in Indonesian easier to navigate and user-friendly."

1) Central Tendency:

$$\text{Mean } (\mu) = [(5 * 1) + (6 * 2) + (37 * 3) + (70 * 4) + (22 * 5)] / 140 = 3.70$$

Median: The middle value is 4, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.70)^2 * 5) + ((2 - 3.70)^2 * 6) + ((3 - 3.70)^2 * 37) + ((4 - 3.70)^2 * 70) + ((5 - 3.70)^2 * 22)] / (140 - 1) = 0.8302$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.8302} = 0.9112$$

3) Result:

For Q2, the mean score of 3.70 suggests that respondents generally find the user interface of localized Chinese mobile games in Indonesian easier to navigate and user-friendly. The standard deviation of 0.9112 indicates a high variability in responses.

c) Q3: I feel appreciated and connected to the marketing efforts of Chinese mobile game developers targeted specifically at the Indonesian audience.

1) Central Tendency:

$$\text{Mean } (\mu) = [(3 * 3) + (4 * 49) + (5 * 21)] / 140 = 3.54$$

Median: The middle value is 4, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((3 - 3.54)^2 * 3) + ((4 - 3.54)^2 * 49) + ((5 - 3.54)^2 * 21)] / (140 - 1) = 0.826$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.826} = 0.909$$

3) Result:

For Q3, the mean score of 3.54 suggests that respondents moderately feel appreciated and connected to the marketing efforts of Chinese mobile game developers targeted specifically at the Indonesian audience. The standard deviation of 0.909 indicates a high spread in responses.

d) Q4: "I feel I enjoy game-related content more if it specifically targets an Indonesian audience (e.g., guides, reviews, fan art, video content, social media posts, and blog posts)."

1) Central Tendency:

$$\text{Mean } (\mu) = [(6 * 1) + (11 * 2) + (40 * 3) + (66 * 4) + (17 * 5)] / 140 = 3.55$$

Median: The middle value is 4, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.55)^2 * 6) + ((2 - 3.55)^2 * 11) + ((3 - 3.55)^2 * 40) + ((4 - 3.55)^2 * 66) + ((5 - 3.55)^2 * 17)] / (140 - 1) = 0.9112$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.9112} = 0.9545$$

3) Result:

For Q4, the mean score of 3.55 suggests that respondents moderately enjoy game-related content more if it specifically targets an Indonesian audience. The standard deviation of 0.9545 indicates a high spread in responses, suggesting a diversity of opinions.

- e) Q5: I believe that localized Chinese mobile games contribute positively to the gaming community in Indonesia.

1) Central Tendency:

$$\text{Mean } (\mu) = [(0 * 1) + (7 * 2) + (74 * 3) + (36 * 4) + (23 * 5)] / 140 = 3.54$$

Median: The middle value is 4, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.54)^2 * 0) + ((2 - 3.54)^2 * 7) + ((3 - 3.54)^2 * 74) + ((4 - 3.54)^2 * 36) + ((5 - 3.54)^2 * 23)] / (140 - 1) = 0.6822$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.6822} = 0.8259$$

3) Result:

For Q5, the mean score of 3.54 indicates a moderate belief among respondents that localized Chinese mobile games contribute positively to the gaming community in Indonesia. The standard deviation of 0.8259 suggests a high spread in responses.

- f) **Q6: I feel that localized Chinese mobile games provide a better gaming experience if they incorporate Indonesian cultural elements.**

1) Central Tendency:

$$\text{Mean } (\mu) = [(5 * 1) + (8 * 2) + (36 * 3) + (68 * 4) + (12 * 5)] / 140 = 3.29$$

Median: The middle value is 3, as it contains the 70th response.

2) Dispersion:

$$\text{Variance } (\sigma^2) = [((1 - 3.29)^2 * 5) + ((2 - 3.29)^2 * 8) + ((3 - 3.29)^2 * 36) + ((4 - 3.29)^2 * 68) + ((5 - 3.29)^2 * 12)] / (140 - 1) = 0.8037$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.8037} = 0.8965$$

3) Result:

For Q6, the mean score of 3.29 suggests that respondents are neutral to slightly positive on the idea that localized Chinese mobile games provide a better gaming experience if they incorporate Indonesian cultural elements. The standard deviation of 0.8965 shows a high spread in responses, indicating a diversity of opinions.

g) Summary of User Experience result:

The survey results indicate a generally positive perception of localized Chinese mobile games among Indonesian players, particularly in terms of user interface navigation (Q2) and contribution to the local gaming community (Q5). However, there is significant variability in responses, suggesting a diversity of experiences and opinions among respondents.

5.1.5 Behavior Intention

No	Question	Behavioral Intention										Central Tendency		Dispersion	
		Likert Scale (n=140)										Mean	Median	Variance	Standard Deviation
		Strongly Disagree (Value)	SD (%)	Disagree (Value)	D (%)	Neutral (Value)	N (%)	Agree (Value)	A (%)	Strongly Agree (Value)	SA (%)				
Q1	I am more likely to recommend a localized Chinese mobile video game to my friends.	8	6%	9	6%	49	35%	53	38%	21	15%	3.50	4	1.028776978	1.014286438
Q2	Localization increases my likelihood of making in-game purchases in Chinese mobile	7	5%	11	8%	50	36%	50	36%	22	16%	3.49	4	1.028725591	1.014261106
Q3	I am more likely to continue playing a Chinese mobile video game if it is well-localized for	4	3%	6	4%	55	39%	53	38%	22	16%	3.59	4	0.818653649	0.90479481
Q4	I am more likely to participate in online communities or forums related to localized	8	6%	18	13%	40	29%	66	47%	8	6%	3.34	4	0.94635149	0.972805988
Q5	I am more likely to attend events, both online and offline, organized by Chinese mobile video game developers created for Indonesian	9	6%	17	12%	75	54%	28	20%	11	8%	3.11	3	0.887718397	0.94218809
Q6	I would consider creating or contributing to user-generated content (e.g., guides, reviews, fan art, video content, social media & blog post) for localized Chinese mobile video	9	6%	43	31%	40	29%	39	28%	9	6%	2.97	3	1.10709147	1.052184142

Table 5.5. Behavioral Intention descriptive statistics calculation result

a) Q1: I am more likely to recommend a localized Chinese mobile video game to my friends.

- Central Tendency:

$$\text{Mean } (\mu) = (8 * 1 + 9 * 1 + 49 * 3 + 53 * 4 + 21 * 5) / 140 = 3.50$$

Median: 4

- Dispersion

$$\text{Variance } (\sigma^2) = [(1 - 3.46)^2 * 8 + (2 - 3.46)^2 * 9 + (3 - 3.46)^2 * 49 + (4 - 3.46)^2 * 53 + (5 - 3.46)^2 * 21] / (140 - 1) = 1.02$$

$$\text{Standard Deviation } (\sigma) = \sqrt{1.02} = 1.01$$

- Results:

For Q1, the mean score of 3.50 suggests that respondents are moderately likely to recommend a localized Chinese mobile video game to their friends. The standard deviation of 1.0143 indicates a considerable diversity in responses.

b) Q2: Localization increases my likelihood of making in-game purchases in Chinese mobile video games.

- Central Tendency:

$$\text{Mean } (\mu) = (7 * 1 + 11 * 2 + 50 * 3 + 50 * 4 + 22 * 5) / 140 = 3.49$$

Median: 4

- Dispersion:

$$\text{Variance } (\sigma^2) = [(1 - 3.43)^2 * 7 + (2 - 3.43)^2 * 11 + (3 - 3.43)^2 * 50 + (4 - 3.43)^2 * 50 + (5 - 3.43)^2 * 22] / (140 - 1) = 1.02$$

$$\text{Standard Deviation } (\sigma) = \sqrt{1.02} = 1.01$$

- Result:

For Q2, the mean score of 3.49 indicates that localization moderately increases the likelihood of respondents making in-game purchases in Chinese mobile video games. The standard deviation of 1.0143 shows a considerable range in responses.

- c) **Q3: I am more likely to continue playing a Chinese mobile video game if it is well-localized for the Indonesian market.**

- Central Tendency:

$$\text{Mean } (\mu) = (4 * 1 + 6 * 2 + 55 * 3 + 53 * 4 + 22 * 5) / 140 = 3.59$$

Median: 4

- Dispersion:

$$\text{Variance } (\sigma^2) = [(1 - 3.54)^2 * 4 + (2 - 3.54)^2 * 6 + (3 - 3.54)^2 * 55 + (4 - 3.54)^2 * 53 + (5 - 3.54)^2 * 22] / (140 - 1) = 0.81$$

$$\text{Standard Deviation } (\sigma) = \sqrt{0.81} = 0.90$$

- Result:

For Q3, the mean score of 3.59 suggests that respondents are moderately likely to continue playing a Chinese mobile video game if it is well-localized for the Indonesian market. The standard deviation of 0.9048 indicates a significant diversity in responses.

- d) **Q4: I am more likely to participate in online communities or forums related to localized Chinese mobile video games.**

- Central Tendency:

$$\text{Mean } (\mu) = (8 * 1 + 18 * 2 + 40 * 3 + 66 * 4 + 8 * 5) / 140 = 3.34$$

Median: 4

- Dispersion:

$$\text{Variance } (\sigma^2) = [(1 - 3.29)^2 * 8 + (2 - 3.29)^2 * 18 + (3 - 3.29)^2 * 40 + (4 - 3.29)^2 * 66 + (5 - 3.29)^2 * 8] / (140 - 1) = 0.94$$

$$\text{Standard Deviation } (\sigma) = \sqrt{(0.94)} = 0.97$$

- Result:

For Q4, the mean score of 3.34 suggests that respondents are moderately likely to participate in online communities or forums related to localized Chinese mobile video games. The standard deviation of 0.9728 indicates a considerable diversity in responses.

- e) **Q5: I am more likely to attend events, both online and offline, organized by Chinese mobile video game developers created for Indonesian audience.**

- Central Tendency:

$$\text{Mean } (\mu) = (9 * 1 + 17 * 2 + 75 * 3 + 28 * 4 + 11 * 5) / 140 = 3.11$$

Median: 3

- Dispersion:

$$\text{Variance } (\sigma^2) = [(1 - 3.09)^2 * 9 + (2 - 3.09)^2 * 17 + (3 - 3.09)^2 * 75 + (4 - 3.09)^2 * 28 + (5 - 3.09)^2 * 11] / (140 - 1) = 0.89$$

$$\text{Standard Deviation } (\sigma) = \sqrt{(0.89)} = 0.94$$

- Result:

For Q5, the mean score of 3.11 indicates that respondents are somewhat likely to attend events, both online and offline, organized by Chinese mobile video game developers created for the Indonesian audience. The standard deviation of 0.9422 shows a significant range in responses.

- f) **Q6: I would consider creating or contributing to user-generated content for localized Chinese mobile video games that I like.**

- Central Tendency:

$$\text{Mean } (\mu) = (9 * 1 + 43 * 2 + 40 * 3 + 39 * 4 + 9 * 5) / 140 = 2.97$$

Median: 3

- Dispersion:

$$\text{Variance } (\sigma^2) = [(1 - 2.94)^2 * 9 + (2 - 2.94)^2 * 43 + (3 - 2.94)^2 * 40 + (4 - 2.94)^2 * 39 + (5 - 2.94)^2 * 9] / (140 - 1) = 1.10$$

$$\text{Standard Deviation } (\sigma) = \sqrt{1.10} = 1.05$$

- Result:

For Q6, the mean score of 2.97 suggests that respondents are somewhat hesitant towards creating or contributing to user-generated content for localized Chinese mobile video games that they like. The standard deviation of 1.0522 shows a considerable diversity in responses.

g) Summary of Behavior Intention Result:

The survey results suggest a moderate influence of localization on player behavior in the Indonesian market, ranging from game recommendation, in-game purchases, continued engagement, participation in online communities, event attendance, to creation of user-generated content. However, there's a notable diversity in responses, implying that individual preferences and experiences significantly vary among respondents.

5.2 Technology Acceptance Model (TAM)

In the Technology Acceptance Model (TAM). The questionnaire items related to external variables such as linguistic, cultural and technical localization (X1, X2, & X3) question result will be categorized and grouped into perceived usefulness & perceived ease of use (PU & PEOU) user motivation factors, while the user experience & behavioral intention (X4 & X5) question result will be put into attitude toward using & behavioral intention (ATU & BI) respectively.

In the classification. LL stands for linguistic localization, CL as cultural localization, TL as technical localization, UX as user experience and BI as behavioral intention. Question number 1 from linguistic will be denoted LL1 while question number 4 from User Experience will be denoted as UX4. To analyze the TAM model, multiple regression will be used.

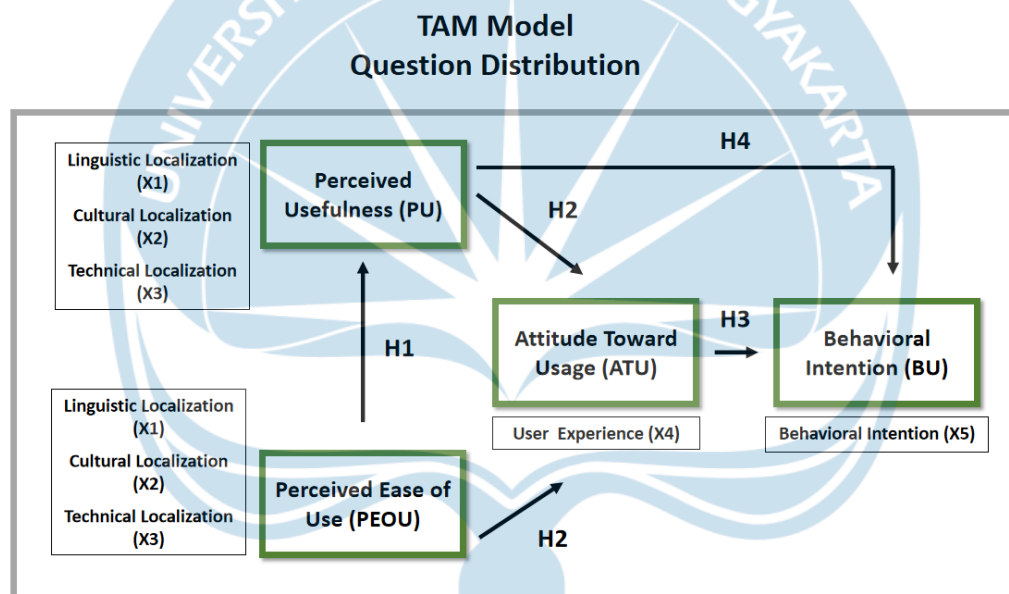


Figure 5.1. TAM Model question variable distribution

Perceived Ease of Use (PEOU)

- a) The Indonesian language in localized Chinese mobile video games is easy to read and understand (Linguistic Localization)-LL1
- b) The Indonesian language options in Chinese mobile video games make it easier for me to understand and navigate the game (Linguistic Localization)-LL3
- c) The in-game tutorials and instructions in Indonesian language help me to learn and master the game more easily (Linguistic Localization)-LL4

- d) The local payment methods available in Chinese mobile video games are convenient and easy to use. (Technical Localization)-TL1
- e) Localized Chinese mobile video games load quickly and run smoothly on my device (Technical Localization)-TL5
- f) Localized Chinese mobile video games are optimized for playability on various devices, including low-specification devices (Technical Localization)-TL6

Perceived Usefulness (PU)

- a) The Indonesian voice acting in Chinese mobile video games is of high quality and enhances my gameplay experience (Linguistic Localization)-LL2
- b) The customer support provided by Chinese mobile video game developers in the Indonesian language is satisfactory (Linguistic Localization)-LL5
- c) The localized marketing and promotional materials of Chinese mobile video games are appealing and effective in capturing my attention (Linguistic Localization)-LL6
- d) The character design in localized Chinese mobile video games reflects Indonesian culture and diversity (Cultural Localization)-CL1
- e) The in-game events related to Indonesian culture make Chinese mobile games more appealing to me (Cultural Localization)-CL2
- f) I feel that the localization of Chinese mobile video games respects and values Indonesian culture (Cultural Localization)-CL3
- g) The collaboration between Chinese mobile video game developers and Indonesian content creators is effective in increasing my interest in the game (Cultural Localization)-CL4
- h) The entertainment content created by Chinese mobile video game developers for the Indonesian audience is relevant and interesting (Cultural Localization)-CL5
- i) The real-world events organized by Chinese mobile video game developers in Indonesia are engaging and enjoyable (Cultural Localization)-CL6
- j) The variety and quality of available skins and cosmetic items in localized Chinese mobile video games are appealing and relevant to Indonesian players (Technical Localization)-TL2

- k) The social features in localized Chinese mobile video games encourage interaction with fellow Indonesian players (Technical Localization)-TL3
- l) The pace of content updates and new features in localized Chinese mobile games keeps me engaged and interested (Technical Localization)-TL4

Attitude Toward Using (ATU)

- a) I feel more connected to the characters and narrative of localized Chinese mobile games when using the Indonesian language (User Experience)-UX1
- b) I find the user interface of localized Chinese mobile games in Indonesian easier to navigate and user-friendly (User Experience)-UX2
- c) I feel appreciated and connected to the marketing efforts of Chinese mobile game developers targeted specifically at the Indonesian audience (User Experience)-UX3
- d) I feel I enjoy game-related content more if it specifically targets an Indonesian audience, (e.g. guides, reviews, fan art, video content, social media posts and blog posts) (User Experience)-UX4
- e) I believe that localized Chinese mobile games contribute positively to the gaming community in Indonesia. (User Experience)-UX5
- f) I feel that localized Chinese mobile games provide a better gaming experience if they incorporate Indonesian cultural elements. (User Experience)-UX6

Behavioral Intention (BI)

- a) I am more likely to recommend a localized Chinese mobile video game to my friends (Behavioral Intention)-BI1
- b) Localization increases my likelihood of making in-game purchases in Chinese mobile video games (Behavioral Intention)-BI2
- c) I am more likely to continue playing a Chinese mobile video game if it is well-localized for the Indonesian market (Behavioral Intention)-BI3
- d) I am more likely to participate in online communities or forums related to localized Chinese mobile video games (Behavioral Intention)-BI4
- e) I am more likely to attend events, both online and offline, organized by Chinese mobile video game developers created for Indonesian audience (Behavioral Intention)-BI5

- f) I would consider creating or contributing to user-generated content (e.g., guides, reviews, fan art, video content, social media & blog post) for localized Chinese mobile video games that I like (Behavioral Intention)-BI6

To simplify the data analysis in the Technology Acceptance Model (TAM) questionnaire, mean scores can be calculated for each question. The mean score represents the average response given by participants, providing a condensed summary of their perceptions or opinions. By using mean scores, the individual responses are consolidated into a manageable form, facilitating a comprehensive understanding of participants' attitudes and motivations towards using localized Chinese mobile video games.

5.2.1 Validity Test

This analysis represents a validity test of the data that will be examined in the TAM Model, examining the interrelationships among user experience (UX), linguistic localization (LL), cultural localization (CL), technical localization (TL), and behavioral intention (BI). LL, CL, and TL are considered independent variables, while UX and BI are the dependent variables. This comprehensive analysis explores the relationships between these factors, considering specific sub-categories within each area. By examining the correlations between LL, CL, and TL as independent variables and UX and BI as dependent variables, valuable insights can be gained regarding the validity of the measurements and the interplay among these various aspects of the evaluated product or service.

Statistical hypothesis testing determines if a result is statistically significant, indicating it's unlikely to have happened by chance. The null hypothesis assumes no correlation between variables. The significance level (alpha) is the probability of rejecting the null hypothesis when it's true. A significance level of 0.05 is commonly used, suggesting a 5% risk of concluding a correlation exists when it doesn't. If the p-value (Sig.) is ≤ 0.05 , the correlation is statistically significant, suggesting a non-random relationship. If the p-value is > 0.05 , the correlation is not statistically significant, indicating a weaker or potentially non-existent relationship.

Corellation

		UX1	UX2	UX3	UX4	UX5	UX6	BI1	BI2	BI3	BI4	BI5	BI6
LL1	Pearson Correlation	.260**	0.108	.341**	.496**	.342**	.237**	.320**	.393**	.400**	.391**	.412**	.405**
	Sig. (2-tailed)	0.002	0.203	0	0	0	0.005	0	0	0	0	0	0
	N	140	140	140	140	140	140	140	140	140	140	140	140
LL2	Pearson Correlation	.363**	0.136	.576**	.646**	.583**	.405**	.322**	.420**	.505**	.405**	.500**	.407**
	Sig. (2-tailed)	0	0.11	0.0	0	0	0	0	0	0	0	0	0
	N	140	140	140	140	140	140	140	140	140	140	140	140
LL3	Pearson Correlation	.294**	0.069	.608**	.633**	.585**	.548**	0.107	.469**	.477**	.413**	.542**	.480**
	Sig. (2-tailed)	0	0.416	0	0	0	0	0.21	0	0	0	0	0
	N	140	140	140	140	140	140	140	140	140	140	140	140
LL4	Pearson Correlation	.316**	0.113	.490**	.700**	.585**	.493**	.239**	.559**	.440**	.604**	.580**	.458**
	Sig. (2-tailed)	0	0.183	0	0	0	0	0.005	0	0	0	0	0
	N	140	140	140	140	140	140	140	140	140	140	140	140
LL5	Pearson Correlation	.433**	.236**	.412**	.591**	.644**	.428**	.465**	.462**	.508**	.456**	.542**	.235**
	Sig. (2-tailed)	0	0.005	0	0	0	0	0	0	0	0	0	0.005
	N	140	140	140	140	140	140	140	140	140	140	140	140
LL6	Pearson Correlation	.353**	.180*	.220**	.451**	.337**	.422**	.350**	.448**	.388**	.362**	.522**	.252**
	Sig. (2-tailed)	0	0.033	0.009	0	0	0	0	0	0	0	0	0.003
	N	140	140	140	140	140	140	140	140	140	140	140	140
CL1	Pearson Correlation	.444**	.292**	.274**	.400**	.350**	.229**	.454**	.385**	.337**	.396**	.430**	.166*
	Sig. (2-tailed)	0	0	0.001	0	0	0.006	0	0	0	0	0	0.049
	N	140	140	140	140	140	140	140	140	140	140	140	140
CL2	Pearson Correlation	.410**	.344**	.445**	.471**	.491**	.394**	.504**	.370**	.562**	.355**	.469**	.324**
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	0
	N	140	140	140	140	140	140	140	140	140	140	140	140
CL3	Pearson Correlation	0.098	.180*	.494**	.498**	.369**	.468**	.371**	.481**	.440**	.506**	.281**	.469**
	Sig. (2-tailed)	0.25	0.034	0	0	0	0	0	0	0	0	0.001	0
	N	140	140	140	140	140	140	140	140	140	140	140	140
CL4	Pearson Correlation	.275**	.218**	.706**	.557**	.619**	.512**	.328**	.461**	.564**	.442**	.567**	.572**
	Sig. (2-tailed)	0.001	0.01	0	0	0	0	0	0	0	0	0	0
	N	140	140	140	140	140	140	140	140	140	140	140	140
CL5	Pearson Correlation	.356**	.324**	.402**	.533**	.507**	.536**	.398**	.525**	.345**	.371**	.502**	.413**
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	0
	N	140	140	140	140	140	140	140	140	140	140	140	140
CL6	Pearson Correlation	.426**	.339**	.602**	.599**	.695**	.558**	.431**	.501**	.483**	.524**	.564**	.422**
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	0
	N	140	140	140	140	140	140	140	140	140	140	140	140

TL1	Pearson Correlation	.501**	.329**	.469**	.483**	.526**	.398**	.537**	.317**	.468**	.355**	.474**	.317**
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	0
	N	140	140	140	140	140	140	140	140	140	140	140	140
TL2	Pearson Correlation	.400**	.295**	.205*	.339**	.432**	.304**	.528**	.402**	.431**	.340**	.469**	.291**
	Sig. (2-tailed)	0	0	0.015	0	0	0	0	0	0	0	0	0
	N	140	140	140	140	140	140	140	140	140	140	140	140
TL3	Pearson Correlation	.437**	.363**	0.153	.411**	.405**	.272**	.517**	.328**	.173*	.414**	.348**	0.143
	Sig. (2-tailed)	0	0	0.072	0	0	0.001	0	0	0.041	0	0	0.092
	N	140	140	140	140	140	140	140	140	140	140	140	140
TL4	Pearson Correlation	.615**	.328**	.258**	.360**	.508**	.169*	.492**	.334**	.337**	.334**	.392**	0.121
	Sig. (2-tailed)	0	0	0.002	0	0	0.046	0	0	0	0	0	0.156
	N	140	140	140	140	140	140	140	140	140	140	140	140
TL5	Pearson Correlation	.465**	.282**	.272**	.465**	.350**	.271**	.492**	.390**	.343**	.420**	.448**	.379**
	Sig. (2-tailed)	0	0.001	0.001	0	0	0.001	0	0	0	0	0	0
	N	140	140	140	140	140	140	140	140	140	140	140	140
TL6	Pearson Correlation	.579**	.364**	.318**	.409**	.545**	.223**	.389**	.181*	.462**	.238**	.477**	0.136
	Sig. (2-tailed)	0	0	0	0	0	0.008	0	0.032	0	0.005	0	0.108
	N	140	140	140	140	140	140	140	140	140	140	140	140

Table 5.6 Validity test result

Based on the analysis of 216 correlations between UX, BI, LL, CL, and TL factors, it was found that 95.4% of the correlations demonstrated statistical significance at the 0.00 or 0.05 level. This indicates a strong relationship among these variables, suggesting that these correlations are unlikely to be due to chance. However, 4.6% of the correlations exhibited p-values >0.05, indicating a lack of statistical significance. These findings suggest that while the majority of correlations support the presence of significant relationships, there is a subset of correlations that do not reach statistical significance, suggesting weaker or non-existent associations between those specific variables.

Therefore, it can be concluded that the majority of correlations among the variables are statistically significant, supporting the existence of robust relationships. These findings have practical implications, guiding the formulation of hypotheses for this study.

5.2.2 Reliability Test

In the reliability test, the Cronbach's Alpha score statistic serves as a benchmark to assess the internal consistency of a given scale or test items. An Alpha value exceeding 0.70 is traditionally deemed acceptable, signifying a satisfactory level of inter-item correlation.

Reliability Statistics

Cronbach's Alpha	N of Items
.955	30

Table 5.7. Reliability test result

In the present analysis, a Cronbach's Alpha score of 0.955, calculated over 30 items, distinctly surpasses this threshold. This substantial score is indicative of a high degree of internal consistency within the set of items in the scale. It suggests that the TAM model items designed to measure the Experience (UX), Behavioral Intention (BI), Linguistic Localization (LL), Cultural Localization (CL), and Technical Localization (TL) are tightly interrelated, thus providing consistent results.

5.2.3 Regression

We'll consider a result to be statistically significant if the p-value (Sig.) is less than 0.05 ($p < 0.05$), indicating that there is less than a 5% chance that the observed relationship occurred by chance.

5.2.3.1 PEOU - PU (H1)

PEOU-PU					
Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.923a	.853	.816	.08963191	
ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.186	1	.186	23.148	.009b
Residual	.032	4	.008		
Total	.218	5			
Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.277	.579		10.849	.000
PEOUmean	-.726	.151	-.923	-4.811	.009

Table 5.8 PEOU-PU regression test result

The R-square value of 0.853 in the Model Summary suggests that approximately 85.3% of the variance in the Perceived Usefulness (PU) can be explained by the Perceived Ease of Use (PEOU) variable in the regression model. This indicates a strong relationship between PEOU and PU.

The significance value (p-value) of 0.009 in the ANOVA table indicates that the regression model is statistically significant. This suggests that the relationship between PEOU and PU is unlikely to occur by chance alone.

In the Coefficients table, the significance value (p-value) associated with the PEOUmean coefficient is 0.009. This indicates that the relationship between PEOU and PU is statistically significant. The p-value below the conventional threshold of 0.05 suggests strong evidence to reject the null hypothesis and accept the alternative hypothesis that there is a significant relationship between PEOU and PU.

5.2.3.2 PEOU & PU - ATU (H2)

PEOU & PU - ATU						
Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.369a	.136	-.440	.22583029		
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.024	2	.012	.236	.803b
	Residual	.153	3	.051		
	Total	.177	5			
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.025	8.041		-.252	.817
	PEOUmean	.674	.990	.951	.680	.545
	PUmean	.838	1.260	.930	.665	.553

Table 5.9. PEOU & PU - ATU regression test result

The R-square value of 0.136 in the Model Summary indicates that the Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) variables together explain only a small portion (13.6%) of the variance in the Attitude toward Using (ATU). This suggests a weak relationship between PEOU, PU, and ATU.

The significance value (p-value) of 0.803 in the ANOVA table indicates that the regression model is not statistically significant. This implies that the relationship between PEOU, PU, and ATU is not significant and could likely be due to chance.

Looking at the coefficients table, both the PEOU and PU coefficients do not demonstrate a significant relationship with ATU. The p-values of 0.545 and 0.553 respectively indicate that these variables are not statistically significant predictors of ATU.

5.2.3.3 ATU - BI (H3)

ATU - BI						
Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.367a	.135	-.082	.11894083		
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.009	1	.009	.622	.475b
	Residual	.057	4	.014		
	Total	.065	5			
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.302	.987		4.360	.012
	ATUmean	-.223	.283	-.367	-.788	.475

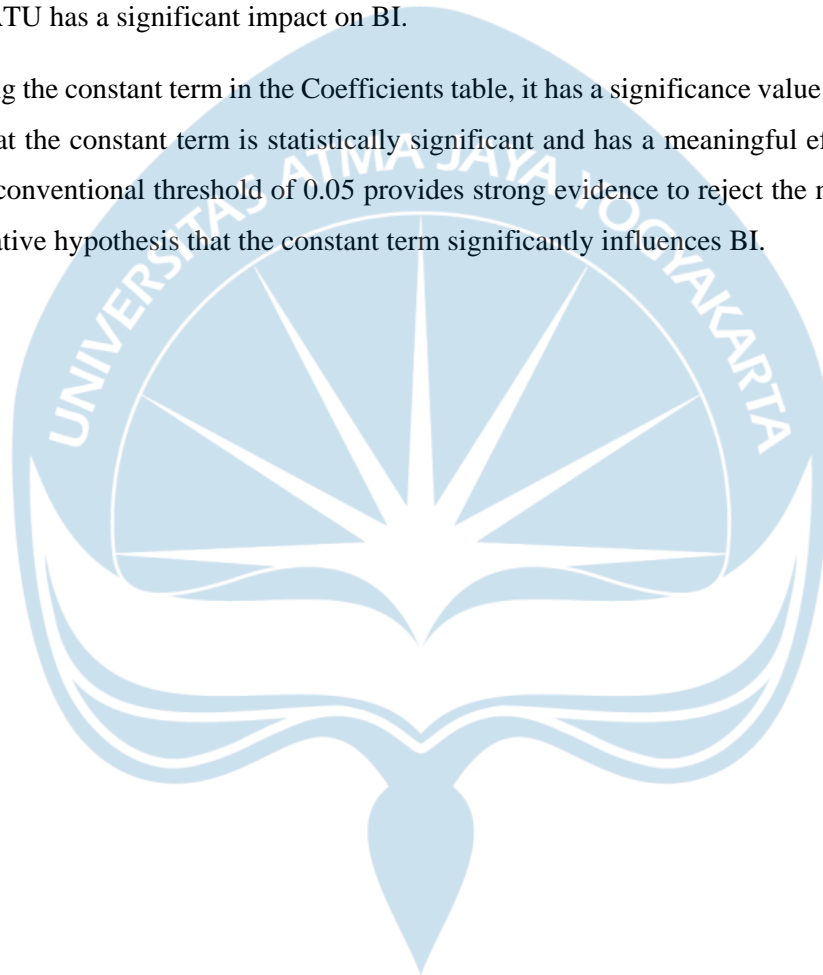
Table 5.10. ATU - BI regression test result

The adjusted R-square value of 0.135 in the Model Summary suggests that the Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) variables explain only a small portion (13.5%) of the variance in the Attitude Toward Using (ATU). This indicates a weak relationship between PEOU, PU, and ATU.

The significance value (p-value) of 0.475 in the ANOVA table indicates that the regression model is not statistically significant. This suggests that the relationship between PEOU, PU, and ATU is likely due to chance and not a meaningful association.

In the Coefficients table, the significance value (p-value) associated with the ATU coefficient is 0.475. This indicates that the ATU variable is not a statistically significant predictor of BI. The p-value above the conventional threshold of 0.05 suggests that there is insufficient evidence to support the hypothesis that ATU has a significant impact on BI.

Regarding the constant term in the Coefficients table, it has a significance value (p-value) of 0.012. This indicates that the constant term is statistically significant and has a meaningful effect on BI. The p-value below the conventional threshold of 0.05 provides strong evidence to reject the null hypothesis and accept the alternative hypothesis that the constant term significantly influences BI.



5.2.3.4 PU - BI (H4)

PU - BI						
Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.421a	.177	-.028	.11596454		
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.012	1	.012	.862	.406b
	Residual	.054	4	.013		
	Total	.065	5			
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.718	.870		3.124	.035
	PUmean	.231	.248	.421	.928	.406

Table 5.11 PU-BI regression test result

The R-square value of 0.177 in the Model Summary indicates that the Perceived Usefulness (PU) variable explains only a small portion (17.7%) of the variance in the Behavioral Intention (BI). This suggests a weak relationship between PU and BI.

The significance value (p-value) of 0.406 in the ANOVA table indicates that the regression model is not statistically significant. This implies that the relationship between PU and BI may not be significant and could likely be due to chance.

In the Coefficients table, the significance value (p-value) associated with the PU coefficient is 0.406. This suggests that the PU variable is not a statistically significant predictor of BI. The p-value above the conventional threshold of 0.05 indicates insufficient evidence to support the hypothesis that PU has a significant impact on BI.

Regarding the constant term in the Coefficients table, it has a significance value (p-value) of 0.035. This indicates that the constant term is statistically significant and has a meaningful effect on BI. The p-value below the conventional threshold of 0.05 provides strong evidence to reject the null hypothesis and accept the alternative hypothesis that the constant term significantly influences BI.

5.3 Findings

The descriptive statistics and TAM model analysis provide a comprehensive understanding of the influence of linguistic, cultural, and technical localization of Chinese mobile video games on Indonesian high school students' user experience and behavioral intention.

Based on the descriptive statistics, a generally positive perception of linguistic, cultural, and technical localization efforts was indicated by the respondents. The readability of the Indonesian language, the utility of language options, local payment methods, and social features were highlighted as particularly favorable. Moreover, cultural localization, specifically the respect and value for Indonesian culture, was also appreciated. Nonetheless, there was significant variability in the responses, signifying a diverse range of experiences and opinions among the respondents.

Furthermore, user experience was perceived positively, especially in terms of user interface navigation and contribution to the local gaming community. The behavioral intention, however, showed a moderate influence of localization on player behavior, varying from game recommendation to in-game purchases and participation in online communities.

The Technology Acceptance Model (TAM) analysis also yielded insightful results. In validity test, while a majority of correlations among the variables (95.4%) were statistically significant, indicating robust relationships, a small fraction (4.6%) did not reach statistical significance. The high Cronbach's Alpha score of 0.955 in reliability test demonstrated a strong internal consistency among the items measuring the Experience (UX), Behavioral Intention (BI), Linguistic Localization (LL), Cultural Localization (CL), and Technical Localization (TL).

Regarding the hypotheses, Regression method is used and mixed level of support was observed. The regression analysis results for the relationship between PEOU and PU (H1) indicate a strong positive relationship. The R-square value of 0.853 suggests that approximately 85.3% of the variance in PU can be explained by PEOU. The p-value of 0.009 in the ANOVA and coefficients table confirms that the relationship is statistically significant and PEOU is significant predictor of PU. Therefore, Hypotheses 1 is supported, indicating that PEOU positively impacts PU in mobile video games.

The regression analysis results for the relationship between PEOU, PU, and ATU (H2) show a weak relationship. The R-square value of 0.136 indicates that only 13.6% of the variance in ATU can be explained by PEOU and PU. The p-value of 0.803 in the ANOVA and coefficients table suggests that the relationship is not statistically significant. Furthermore PEOU and PU are also not statistically significant predictors of ATU. Therefore, Hypotheses 2 is not supported, indicating that PEOU and PU may not substantially influence ATU in this regression model.

The regression analysis results for the relationship between ATU and BI (H3) reveal a weak relationship. The adjusted R-square value of 0.135 indicates that only 13.5% of the variance in BI can be explained by ATU. The p-value of 0.475 in the ANOVA and coefficients table suggests that the relationship is not statistically significant and ATU is also not a statistically significant predictor of BI. However, the constant term in the model has a significant influence on BI. Therefore, while H3 is not supported, the constant term has a meaningful effect on BI. Thus, providing a mixed support toward Hypotheses 3

The regression analysis results for the relationship between PU and BI (H4) indicate a weak relationship. The R-square value of 0.177 suggests that only 17.7% of the variance in BI can be explained by PU. The p-value of 0.406 in the ANOVA and coefficients table suggests that the relationship is not statistically significant and PU is not a statistically significant predictor of BI. However, similar to H3, the constant term in the model has a significant influence on BI. Therefore, H4 is not supported, but the constant term plays a role in shaping BI. Also, providing mixed support toward Hypotheses 4

6 Conclusion & Suggestion

6.1 Conclusion

Drawing upon the insights gained from this study, it can be affirmed that the localization of Chinese mobile video games - encompassing linguistic, cultural, and technical dimensions - substantially influences the user experience and behavioral intention of Indonesian high school students. The study reveals that these localization efforts are generally perceived positively by the respondents, thereby enhancing their gaming experience.

The specific localization elements such as readability in Indonesian language, availability of language options, the inclusion of local payment methods, and the integration of social features were particularly favored. A distinct appreciation was observed for cultural localization that manifested respect and value for Indonesian culture, attesting to the significance of cultural sensitivity in game localization.

While the study exhibits a diversity of experiences and opinions among the respondents, the overall user experience was perceived positively. The user interface navigation and contribution to the local gaming community were particularly lauded, though the impact of localization on behavioral intention showed moderate influence, with varying degrees of game recommendation, in-game purchases, and participation in online communities.

The Technology Acceptance Model (TAM) analysis further reinforces these findings, demonstrating robust relationships among most variables, and strong internal consistency in the measures of Experience

(UX), Behavioral Intention (BI), Linguistic Localization (LL), Cultural Localization (CL), and Technical Localization (TL).

The hypothesis testing yielded mixed results, with only some predictor variables supporting the proposed relationships, resulted in:

1. Strong positive impact of Perceived Ease of Use (PEOU) on Perceived Usefulness (PU) were found.
2. Minor positive effect of User Attitude (ATU) on Behavioral Intention (BI) and a small positive relationship between Perceived Usefulness (PU) and Behavioral Intention (BI) were identified.
3. Insignificant impact of Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) to User Attitude (ATU) were observed.

In sum, this study underscores the value of comprehensive localization strategies in enhancing user experience and influencing behavioral intention in the context of mobile video games. It further suggests that future research might delve deeper into the nuances of these relationships, particularly in understanding the variations in user responses, and the potential ways to augment the impact of localization on behavioral intention.

6.2 Recommendation

Based on the findings and conclusions drawn from the analysis of the Technology Acceptance Model (TAM) and descriptive statistics, the following recommendations are proposed for improving localization strategies and enhancing user experiences in the field of mobile video games:

- a) Continuously gather and analyze player feedback: Based on the findings from the descriptive statistics analysis, it is evident that there is significant variability in player perceptions and experiences. Therefore, it is crucial for developers to establish effective channels for players to provide feedback and actively analyze this feedback. By understanding the diverse opinions and preferences of players, developers can make informed decisions and iteratively improve their games to better meet player expectations and enhance overall player satisfaction.
- b) Conduct extensive research: Future research should explore and incorporate these additional factors to gain a deeper understanding of the complex dynamics influencing player acceptance and engagement in mobile video games. By considering a broader range of variables and conducting more extensive studies, developers can refine their strategies to create localized mobile games that effectively meet the expectations and preferences of players in specific markets.

- c) Continuing and improve on localization efforts: Based on the positive reception of localization efforts indicated by the analysis, it is recommended to continue and further enhance localization efforts in mobile video games for the Indonesian market. This includes investing in linguistic accuracy and cultural representation to ensure a more authentic and engaging gaming experience for Indonesian players. By consistently prioritizing and improving localization efforts, developers can effectively cater to the preferences and cultural nuances of the target market, leading to increased player acceptance, engagement, and overall success in the Indonesian gaming market.

By incorporating these recommendations, developers can enhance localization efforts in mobile video games for the Indonesian market. Continuous gathering and analysis of player feedback, conducting extensive research, and prioritizing linguistic accuracy, cultural representation, and player preferences will drive acceptance and engagement, leading to long-term success in the competitive Indonesian gaming market.

6.3 Limitation

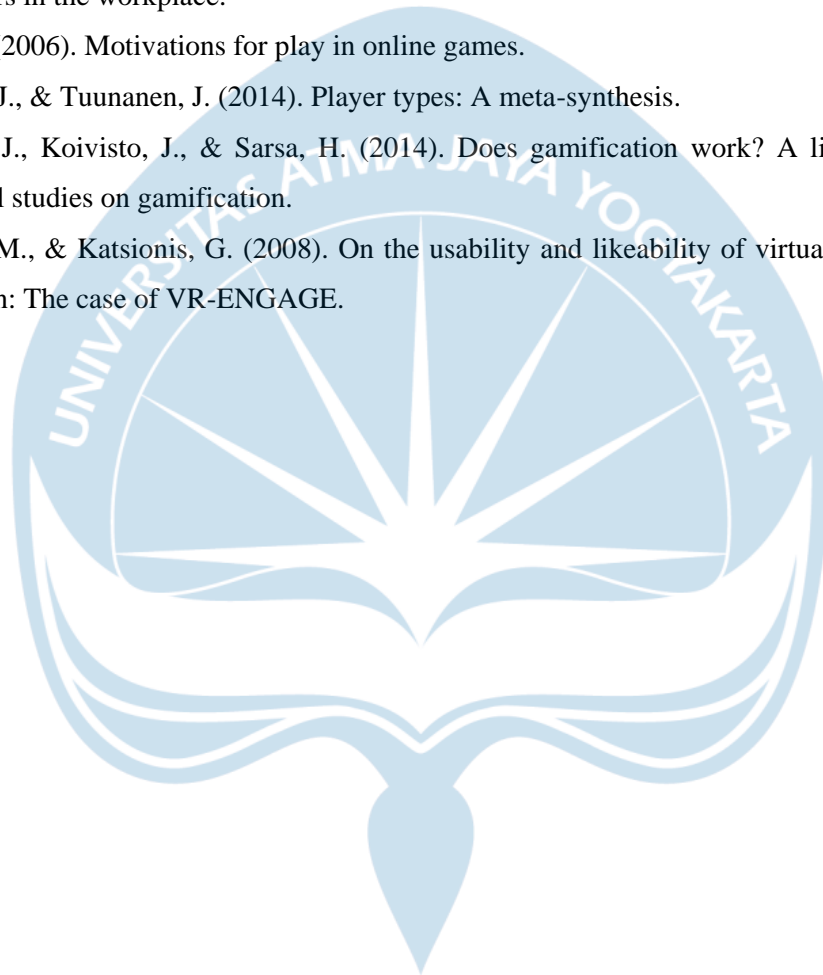
While the findings of this study contribute to our understanding of game localization and its effects, it is important to acknowledge the study's limitations. The primary constraint is the specific focus on Indonesian high school students' experiences with Chinese mobile video games, which potentially limits the generalizability of the results to other demographic groups, national contexts, or different types of games. Furthermore, the data derived from the Technology Acceptance Model (TAM) provided mixed support for the proposed hypotheses, suggesting that factors beyond the scope of this research may significantly influence user experience and behavioral intention. The variability in the responses and the complex, individual nature of player experiences also add a degree of uncertainty to the broad applicability of the findings. Lastly, the study's emphasis on localization may have inadvertently downplayed the importance of other factors, such as game content, design, user preferences, and external influences. Future research should address these limitations by broadening the scope of investigation, incorporating a wider range of variables, and utilizing more robust statistical methods to better understand the multifaceted nature of player acceptance and engagement in mobile video games.



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Appendices

Appendix A: Exploring the Influence of Chinese Mobile Video Games Linguistic, Cultural and Technical Localization Toward Indonesian High School Students' User Experience and Behavioral Intention" thesis questionnaire.

Title				
"Survey on Localization of Chinese Mobile Games for High School Students"				
Introduction				
<p>Hello friends,</p> <p>My name is Paulus Arjuno Banu and I am a final year student majoring in International Trade and Economics at Nanjing Xiaozhuang University. As part of my thesis formulation, I am conducting a research study on "Exploring the Effects of Language, Cultural, and Technical Localization of Chinese Mobile Games on User Experience and Behavioral Intentions of High School Students in Indonesia". The purpose of this study is to investigate the impact of cultural adaptation in video game localization in the Indonesian market, and specifically on high school students.</p> <p>I would greatly appreciate your participation in this study. This questionnaire consists of 41 questions, which should take about 5-10 minutes to complete. All answers will be kept confidential, and no personally identifiable information will be collected.</p> <p>Please read each question carefully and choose the answer that best represents your opinion or experience. Thank you for your participation in advance.</p>				
Section A: Mobile Video Game Preferences				
1	How often do you play mobile video games?	Single choice	Nominal	A. Every day B. 2-3 times a week C. Once a week D. Never
2	How long is a typical session of you playing mobile video games for a day?	Single choice	Ordinal	A. 1-30 minutes B. 30-60 minutes C. 60-120 minutes D. >120 minutes
3	What genre of mobile video games do you enjoy the most?	Single choice	Nominal	A. Action/War B. Adventure C. Puzzle D. Strategy E. Role-Playing F. Sports G.
Section B: Chinese Mobile Game Awareness				
1	What Chinese mobile video games have you played before?	Multiple choice	Nominal	A. Mobile Legends B. Arena of Valor/Honor of Kings C. Free Fire D. PUBG Mobile E. Call of Duty Mobile F. Tower of Fantasy G. Arknights H. Azur Lane I. Genshin Impact J. Honkai Impact 3rd K. None, I have never played any of these or any other Chinese mobile games. L. Others (write-in)
2	Did you answer none?	Single choice	Nominal	A. Yes B. No

3	What types of localization have you seen in the Chinese mobile game you played?	Multiple choice	Nominal	A. Indonesian language user interface (e.g., Indonesian Language in main menu) B. Indonesian voice acting (e.g., Character speaking Indonesian) C. Indonesian payment method for in-game purchase (e.g., Transfer Bank, Minimarket, e-Wallet) D. In-game events (e.g., Hari Lebaran events, Indonesian Independence Day events) E. Real world events (e.g., Regional tournament and Game Expo held by the Developer) F. Game-related content creation (e.g., Content Collaboration with Indonesian Youtuber & Instagram Post)
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Section D: Linguistic Localization

1	The Indonesian language in localized Chinese mobile video games is easy to read and understand.	Likert scale	Ordinal	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
2	The Indonesian voice acting in Chinese mobile video games is of high quality and enhances my gameplay experience.	Likert scale	Ordinal	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
3	The Indonesian language options in Chinese mobile video games make it easier for me to understand and navigate the game.	Likert scale	Ordinal	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
4	The in-game tutorials and instructions in Indonesian language help me to learn and master the game more easily.	Likert scale	Ordinal	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
5	The customer support provided by Chinese mobile video game developers in the Indonesian language is satisfactory.	Likert scale	Ordinal	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
6	The localized marketing and promotional materials of Chinese mobile video games are appealing and effective in capturing my attention.	Likert scale	Ordinal	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

Section C: Linguistic Localization

1	The local payment methods available in Chinese mobile video games are convenient and easy to use.	Likert scale	Ordinal	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
2	The variety and quality of available skins and cosmetic items in localized Chinese mobile video games are	Likert scale	Ordinal	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

	appealing and relevant to Indonesian players.			
3	The social features in localized Chinese mobile video games encourage interaction with fellow Indonesian players.	Likert scale	Ordinal	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
4	The pace of content updates and new features in localized Chinese mobile video games keeps me engaged and interested.	Likert scale	Ordinal	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
5	Localized Chinese mobile video games load quickly and run smoothly on my device.	Likert scale	Ordinal	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
6	Localized Chinese mobile video games are optimized for playability on various devices, including low-specification devices.	Likert scale	Ordinal	1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
Section D: Cultural Localization				
1	The character design in localized Chinese mobile video games reflects Indonesian culture and diversity.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
2	The in-game events related to Indonesian culture make Chinese mobile games more appealing to me.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
3	I feel that the localization of Chinese mobile video games respects and values Indonesian culture.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
4	The collaboration between Chinese mobile video game developers and Indonesian content creators is effective in increasing my interest in the game.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
5	The entertainment content created by Chinese mobile video game developers for the Indonesian audience is relevant and interesting.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
6	The real-world events organized by Chinese mobile video game	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

	developers in Indonesia are engaging and enjoyable.			
Section E: Technical Localization				
1	The local payment methods available in Chinese mobile video games are convenient and easy to use.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
2	The variety and quality of available skins and cosmetic items in localized Chinese mobile video games are appealing and relevant to Indonesian players.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
3	The social features in localized Chinese mobile video games encourage interaction with fellow Indonesian players.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
4	The pace of content updates and new features in localized Chinese mobile video games keeps me engaged and interested.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
5	Localized Chinese mobile video games load quickly and run smoothly on my device.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
6	Localized Chinese mobile video games are optimized for playability on various devices, including low-specification devices.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
Section F: Satisfaction and Experience				
1	The character design in localized Chinese mobile video games reflects Indonesian culture and diversity.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
2	The in-game events related to Indonesian culture make Chinese mobile games more appealing to me.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
3	I feel that the localization of Chinese mobile video games respects and values Indonesian culture.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

4	The collaboration between Chinese mobile video game developers and Indonesian content creators is effective in increasing my interest in the game.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
5	The entertainment content created by Chinese mobile video game developers for the Indonesian audience is relevant and interesting.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
6	The real-world events organized by Chinese mobile video game developers in Indonesia are engaging and enjoyable.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
Section G: Behavioral Intention				
1	I am more likely to recommend a localized Chinese mobile video game to my friends.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
2	Localization increases my likelihood of making in-game purchases in Chinese mobile video games.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
3	I am more likely to continue playing a Chinese mobile video game if it is well-localized for the Indonesian market.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
4	I am more likely to participate in online communities or forums related to localized Chinese mobile video games.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
5	I am more likely to attend events, both online and offline, organized by Chinese mobile video game developers created for Indonesian audience.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
6	I would consider creating or contributing to user-generated content (e.g., guides, reviews, fan art, video content, social media & blog post) for localized Chinese mobile video games that I like.	Likert Scale	Ordinal	1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree
Section H: Demographic Information				

No	Question	Type of Question	Measurement	List of Answer
1	What is your gender?	Single Choice	Nominal	A. Male B. Female
2	How old are you?	Single Choice	Ordinal	A. <15 B. 15-16 C. 17-18 D. >18
3	What is your grade level?	Single Choice	Nominal	A. 10th grade B. 11th grade C. 12th grade

