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The Effect of Perceived Ease of Use on User Satisfaction in Applications Mobile Legend in Bandung with Demography as A Moderating

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Abstract

The rapid development of technology has made technological developments also create new perspectives in society. One of them is games . Currently, games have become one of the competitions. Mobile Legend is the most played game but has a lower rating on the App Store and Play Store than its competitors. According to user reviews, one of them is an application that often exits on its own. This shows that there are difficulties in using the application, if this continues it will affect the satisfaction of Mobile Legend users. According to previous research, it also shows that demographics strengthen satisfaction. This research was conducted to determine the effect of perceived ease of use on the satisfaction of Mobile Legend users in Bandung with demography as a moderating variable. The research method used in this study is a quantitative method with Structural Equation Modeling (SEM) analysis techniques using SMART PLS software. The sampling method used is purposive sampling with the number of respondents 385 people. The results showed that Perceived Ease of Use had a positive and significant effect on User Satisfaction. With a value of 81.5% as a forming factor for User Satisfaction and the remaining 18.5% is another factor that does not exist in this study. Gender, occupation and income moderate the effect of perceived ease of use on user satisfaction. Meanwhile, gender does not moderate the relationship between perceived ease of use and user satisfaction.

Keywords
perceived ease; user satisfaction; mobile legend

I. Introduction

The rapid development of technology, in addition to changing the order of human life, technological developments also create a new perspective in society. One of them is *games*. past, *games* had a negative stigma in society, but now with the development of the times, *online games* become a potential new industry, as well as new developments for competition. *E-sport* is a term for video *games multiplayer* (Princessa, 2019). The Covid-19 pandemic has caused several sectors to suffer losses, such as tourism and film, in contrast to *E-Sports* which continues to grow during the pandemic, *E-Sports* this can be proven by the increasing number of *E-sports* in the picture below this (Wissanggeni, 2021). Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

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According to Marketers magazine (2021:81) in 2019 the revenue earned globally was $957.5M, but in 2020 it has decreased to $947.1M. In 2021 global revenue is expected to increase by $1,083.1M. This increase is expected to continue into 2024 where the revenue is estimated to reach $1,617.7M. *Mobile gaming* is a *game* that has experienced significant growth from year to year. It is predicted that this year's *mobile gaming* will spend $120 billion in spending. Currently, *E-Sport* is not just playing *games*, but also a prestigious event to take part in competitions. One of the world matches that was held was *League of Legends* (LOL) (Rifky, 2020).

E-sports in Indonesia continues to develop along with the development of technology. In 2018 *games* in Indonesia with more than 9,000 participants and 13,000 spectators. The event is called *the Indonesia Games Championship* (Rafiansyah, 2021). In 2018 the *game* 's revenue reached Rp. 13T, and became the 16th largest market in the world (Marthiar, 2018). Meanwhile, in 2019 Indonesia earned US$ 1.08 billion in revenue. players *game* in Indonesia has increased to 52 million. In 2020, *game* in Indonesia will reach US$ 1.3 billion (Ayu, 2021). In 2021 the income earned is US$ 2.08M or around Rp. 30T (Marthiar, 2021). In addition to income, the number of *games* also continues to increase. In 2018 the total *game* in Indonesia reached 43.7 million people from the total population of Indonesia which reached 261.7 million, or about 16.7% of the Indonesian population playing *games*. In 2019 this number increased to 52 million. And in 2020 the total *game* in Indonesia reached 54.7 million. In 2020, Indonesia is the country with *game* in Southeast Asia, which is 30% of the total downloads in Southeast Asia, the second is Vietnam with 22%, the third is occupied by the Philippines as much as 16%, and the fourth is Malaysia with 6% (Bayu, 2021).

According to a survey conducted by Marketeers to 934 respondents in Indonesia, it shows that the most played application is Mobile Legends, which is 56.3%, the second is PUBGM with 32.9%, and the last one is Free Fire with 25.5%. This is in line with the number of Mobile Legend downloaders who are ranked first on the App Store and Play Store (Marketers September edition, 2021: 85-86). *game* in Indonesia is Mobile Legend, then in second place is Woms Zone Lo, PUBG Mobile, Among Us, Hago, Free Fire, Call of Duty: Mobile, Minecraft Pocket Edition, Class of Clans, and the last one is Crush Saga. (Bayu, 2021).

In 2018 the number of Mobile Legend players in Indonesia reached around 21.5 million players from the total users in Southeast Asia which reached 43 million players (Adzani 2018). Meanwhile, in 2019 Mobile Legend players in Indonesia became one of the most in the world, reaching 49.98 million players or 29.4% of the total active users in the world which reached 170 million (Putri, 2019).

Mobile Legend on the *App Store* and *Play Store* ranks first with the highest number of downloads. On the Play store, Mobile Legend also gets the highest rating among its two competitors at 4.4, while Free Fire gets 3.9 and PUBGM gets a rating of 4.3. While on the Play Store Mobile Legend gets the lowest rating of 4.0, Free Fire 4.2 and PUBGM 4.1. From the reviews of Mobile Legend users, there are several reasons why they give this application a low rating. One of them is an application that often comes out on its own. Problems that occur in the Mobile legend application are caused by *server*. Failed when *logging in*, the network is stable but when playing *games*, the application is very slow, one of the reasons is *server* (Nuriyanto, 2021).

Pre-Survey was conducted on 30 respondents using Mobile Legend in Bandung. In the section on *perceived ease of use* 60% of respondents stated that they disagreed that overall, the Mobile Legend application was easy to use. This means that Mobile Legend users still have some difficulties in using the Mobile Legend application. Then in the user

satisfaction section, 63% of respondents stated that they did not agree that the Mobile Legend application was in line with their expectations. This shows that there are still some things in Mobile Legend that are not in accordance with what the users expect. According to Davis (1986) one of the acceptances of a system is the *Perceived Ease of Use*. According to Jogiyanto in Pambudi (2021) states that *Perceived Ease of Use* is defined as a person's level of trust regarding the ease of understanding and using a technology. According to research conducted by Akbar (2019), the *Perceived Ease of Use* has a significant positive effect on *User Satisfaction*. Another study conducted by Prambudi (2021) states that *Perceived Ease of Use* has a significant effect on *customer satisfaction*

According to Tambunan in Saputro & Setiawan (2019), *game*is the feeling felt by players after comparing the performance of a product with what is expected. conducted by Saputro & Setiawan (2019) access speed has a positive and significant effect on user satisfaction. Access speed is influenced by several factors including connection, *server*, and *hardware* used.

The average *mobile legend* in Indonesia is dominated by men as much as 80%, and the remaining 20% are female players. Mobile legend players are also dominated by ages 18-22 years as much as 41%, then <18 years as much as 24%, 23-30 years 23%, and the remaining 12% are players aged 31-40 years (Pratniyawan, 2021). According to another study conducted by Dharmais & Rubiyanti (2019) to 100 mobile legend players in Indonesia, 37% of players earn IDR 1,000,000-IDR 2,000,000, 23% earn> IDR 2,000,000-IDR 2,500,000, 20 % earning below IDR 1,000,000, and 20% earning above IDR 2,500,000. In addition, jobs are dominated by students as much as 54%, 18% are self-employed, 10% are private employees, 4% are civil servants, and 14% are other jobs besides those mentioned. According to research conducted by Yol, Serenko, and Yol, Serenko, & Turel (2006) states that income strengthens user satisfaction. Where people with lower incomes tend to feel more satisfied, and are less likely to *complain* than those with high incomes. In addition, according to research conducted by Pitchayadejanant & Nakpathom (2016), it is stated that demographics strengthen user satisfaction.

The most Mobile Legend players in Indonesia are on the island of Java as much as 52.65%, the second island of Sumatra as much as 29.38%, the third island of Borneo as much as 7.1%, the fourth island of Sulawesi 6.29%, the fifth island of Bali 3.73%, and the last is Papua Island 0.54%. From the number of Mobile Legend players in Java, the areas with the highest fans are Jakarta, Banten, Yogyakarta, Bandung, Surabaya, and Semarang (Pratniyawan, 2021).

With the conditions as above, this problem deserves to be investigated using variables *perceived ease of use*, user satisfaction and demographics (gender, age, occupation, and income) so the author will take the title Effect *Perceived Ease of Use* on User Satisfaction in Applications Mobile Legends in Bandung with Demographics as *Moderating Variable.*

Based on the formulation of the problem that has been described, the formulation of the problem in this study is:

a. How is the effect of Perceived Ease of Use on user satisfaction of the *Mobile Legend*?
b. How is the effect of Perceived Ease of Use on the satisfaction of *Mobile Legend* with Demography as a moderating variable?

II. Review of Literature

2.1 Perceived Ease of Use

Perceived ease of use is a person's level of trust regarding the use of a technology system that will be free from effort. This means that if someone believes that a system is easy to use, then he will use the system. Conversely, if someone believes that a system is difficult to use, then he will not use the system. (Jogiyanto, 2007:115).

2.2 Perceived Ease of Use

According to Kotler and Keller (2016:153) user satisfaction is the feeling felt by a person after comparing a product with his expectations. If the product is in accordance with consumer expectations, then consumers will feel satisfied. On the other hand, if the product does not match consumer expectations, consumers will feel dissatisfied

2.3 Demographics

According to Kotler and Keller (2016: 271) Demographics is a type of segmentation, which divides the market into groups based on certain variables, such as age, income, and gender. In this study, the variables used were age, gender, income and occupation.

The schematic framework of thought in this study can be described in the following chart:

Perceived Ease of Use (X)
1. *Ease of Learn* 2. *Controllable* 3. *Clear & Understandable* 4. *Flexible* 5. *Ease become skillful* 6. *Ease t use*
Source: Davis in Jogiyanto (2007:152)
User Satisfaction (Y)
1. Reuse 2. Recommend to others 3. No complaints
Source: Kotler and Keller (2016:155)

Demographics (Z)
1. Gender 2. Age 3. Work 4. Income
Source: Kotler and Keller (2016:276)

Source: Author's data processing results (2022)

Figure 1. *Research Framework*

III. Research Method

In this study, the author uses quantitative research methods. According to Sugiyono (2019:2) the research method is the activity of collecting and analyzing data and making achievements related to research objectives. The measurement scale instrument used in this study is the Likert scale. According to Sugioyon (2019:146) The Likert scale is used to measure the opinions, attitudes, and perceptions of individuals or groups regarding a social phenomenon.

The population objects in this study are all Mobile Legend players in the city of Bandung whose number is unknown. The sampling technique used in this study is non-probability sampling with a *purposive*. According to Widodo and Yusiana (2021:109) *Non-probability* sampling is a technique where the researcher himself will choose which sample to include. According to Sugiyono (2018:156) *Purposive sampling* is a sampling technique that has certain considerations. The consideration in this study is to choose members of the *game* Mobile LegendAs for how to use to determine the number of samples using the Lemeshow formula with an accuracy level (α) 5% with a 95% confidence level or Z = 1.96. The probability of the questionnaire being accepted and rejected is 0.5, so the respondents in this study were 385 respondents. The sample in this study are Mobile Legend players in Bandung who are members of the *gaming*.

The data analysis method in this study used *Partial Least Square* (PLS)-*Structural Equation Model* (SEM). According to Widodo and Yusiana (2021:153) PLS-SEM is used to develop theory in exploratory research and focuses on explaining variance in the dependent variable when examining model

IV. Result and Discussion

4.1 Characteristics of Respondents

Characteristics of respondent's function to see the description of the research respondents. In this study, the respondents are Mobile Legend players who are members of the *gaming* in Bandung. Characteristics of respondents in this study are: gender, age, occupation, and income. The results of the data from the characteristics of respondents in this study are described in the following table:

Table 1. Characteristics of Respondents

Category	*Description*	*No. of Respondents*	%
Gender	Male	257	67%
	Female	128	33%
Age	< 18 years	40	10%
	18 – 22 years	175	46%
	23 - 30 years	159	41%
	31- 40 years	11	3%
Employment	Student	162	42%
	Self	82	21%
	Employee private	57	15%
	Civil servants	23	6%
	Other employees	61	16%
Income	< Rp 1,000,000	18	5%
	Rp 1,000,000 – Rp 2,000,000	198	51%
	> Rp 2,000,000 – Rp 2,500,000	91	24%
	> Rp 2.500.000	78	20%

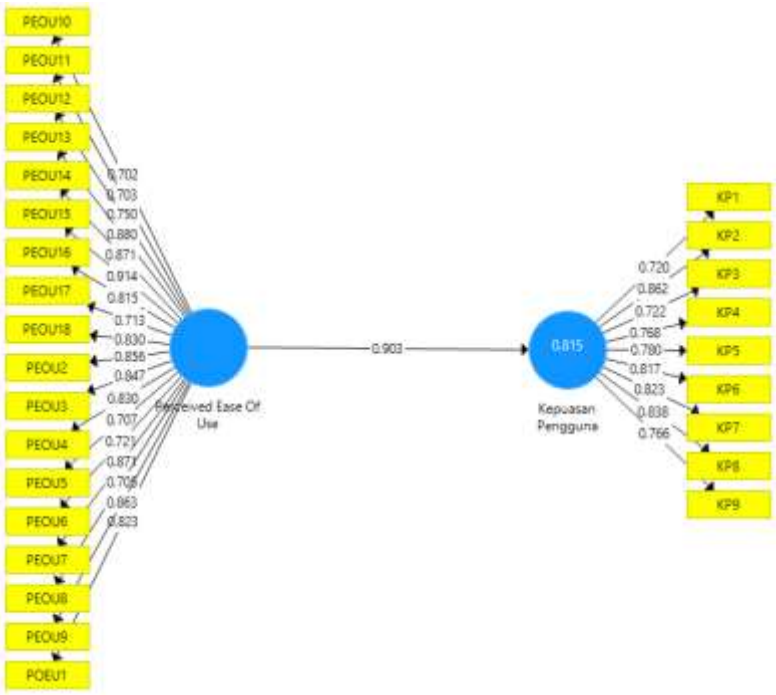
Source: The results of the author's data processing (2022)

4.2 Descriptive Analysis

Overall, the respondents' responses to the *perceived eases of use* were 81% and were in the good category. This shows that users feel the Mobile Legend application is easy to use. This is also in line with research conducted by Rachmawaty & Putra (2021) which states that Mobile Legend players feel that the Mobile Legend application is easy to use. Respondents' responses to the user satisfaction variable are 77% and are in the good category. This shows that users are satisfied with the Mobile Legend application. This is in line with research conducted by Hidajat (2021) which states that the satisfaction of Mobile Legend users is in the good category. Another study conducted by Rachmawaty & Putra (2021) states that Mobile Legend players are satisfied with being satisfied and feel that all the features in the Mobile Legend game provide satisfaction as in terms of the *gameplay* of the Mobile Legends game.

4.3 Model Test Results (Outer Model)

Outer model is used to assess the validity and reliability of a model. Testing is done with the PLS application. The following are the results of the *outer model:*



Source: The results of the author's data processing using SmartPLS (2022)
Figure 2. *Outer Model Structural Equation Modeling*

The indicator is said to be valid if it has an AVE value of more than 0.5 (Chin, in Ghozali 2014:39). The results of testing *convergent validity* using the SmartPLS 3.0 application in this study are as follows:

Table 2. AVE Test Results AVE

Critical	Item	Value	Description
Perceived ease of use (X)	0.624	> 0.50	Valid
User Satisfaction (Y)	0.645	> 0.50	Valid

Source: Author's Data Processing Results (2022)

From table 2 above, it can be seen that both variables have an AVE value that is greater than the critical value, which is 0.50 so that it can be said to meet the *convergent validity*.

According to Hanseler (2015) stated that the HTMT value should be less than 0.90. The following are the results of the HTMT test in this study.

Table 3. Testing Results of

	HTMT User	*Perceived Ease of Use*
User Satisfaction		
Perceived Ease of Use	0.840	

Source: Author's Data Processing Results (2022)

From table 3 above that the HTMT value is 0.84 which is smaller than 0.90, it can be it is said that the HTMT value in this study has met the requirements.

Table 4. Results of *Discriminant Validity*

Indicators	Satisfaction	*Perceived Ease Of*	Information
KP1	0.720	0.574	Valid
KP2	0.862	0.807	Valid
KP3	0.722	0.564	Valid
KP4	0.768	0.696	Valid
KP5	0.780	0.672	Valid
KP6	0.817	0.725	Valid
KP7	0.823	0.835	Valid
KP5	0.753	0.738	Valid
Valid	Use	of	User
PEOU10	0.568	0.702	Valid
PEOU11	0.564	0.703	Valid
PEOU12	0.590	0.750	Valid
PEOU13	0.753	0.880	Valid
PEOU14	0.796	0.871	Valid
PEOU15	0.820	0.914	Valid
PEOU16	0.753	0.815	Valid
PEOU17	0.717	0.713	Valid
PEOU18	0.845	0.830	Valid
0.8473	0.856	PEOU2	Valid
PEOU	0.873	_	Valid
0.856	_	_	_
_	_	0.707	Valid
PEOU6 0.605	0.721	Valid	PEOU7
0.736	0.871	Valid	PEOU8
0.651	0.705	Valid	PEOU9
0.713	0.863	Valid	POEU1
0.763	0.823	Valid	Source

Source: Author's Data Processing Results (2022)

From table 4 above it can be seen that the *cross loading* of each indicator is higher than the construct value other. So, it can be said that each indicator has met the requirements.

Another discriminant validity uses the Fornell-Larcker approach, where the value of the square root of the AVE of a construct must be greater than the correlation value of other constructs. The following are the results of the Fornell Larcker test:

Table 5. Results of the Fornell Larcker

	Test User Satisfaction	*Perceived Ease of Use*
User Satisfaction	0.903	
Perceived Ease of Use	0.790	0.702

Source: Author's Data Processing Results (2022)

Based on table 5. it can be seen that the square root of the AVE of user satisfaction is 0.903, this is greater than the correlation value of user satisfaction with *perceived ease of use* , which is 0.790. This shows that the criteria have been met

Table 6.

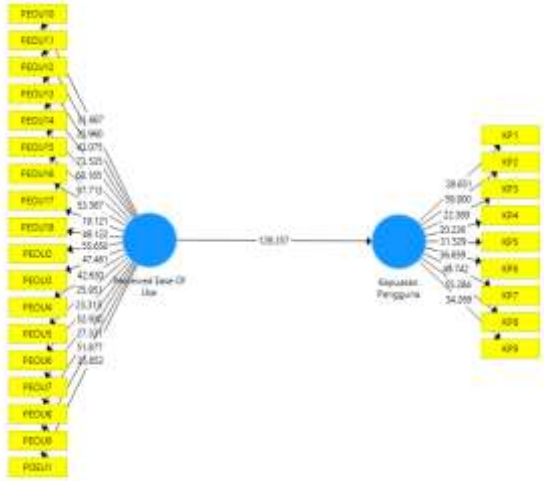
Variable	*Composite*	Critical Value	*Cronbach's Alpha*	Critical Value	Description
Perceived Ease Of Use (X)	0.937	> 0.70	0.924	> 0.60	Reliable
User Satisfaction (Y)	0.970		0.967		Reliable

Source: Data Processing Results The author (2022)

Based on the table based on table 6. above, it can be seen that the *Composite Reliability* in each variable exceeds the critical value, namely > 0.60, and the *Cronbach's Alpha* in each variable exceeds the critical value, which is > 0.70. So, it can be said that the variable statement in this questionnaire is declared reliable.

4.4 Structural Model Test Results (inner model)

Measurement *of the outer model* aims to test the effect of other latent variables. The results of the *bootsrapping* are as follows:



Source: The results of the author's data processing using SmartPLS (2022)

Figure 3. *Inner Structural Equation Modeling*

If the t value is greater than the critical value, then there is a significant effect between the exogenous latent variable and the endogenous latent variable. The following are the results of hypothesis testing

Table 7. Results of Hypothesis Testing

Relationships	R^2	T Statistic	P Value
PEOU->KP	0.815	129.357	0.000

Source: Author's Data Processing Results (2022)

Based on table 7 above, it can be seen that t-count has a value of 129.357 exceeding t- the table is 1.9662, this shows that H1 is accepted, namely *Perceived Ease of Use* has an effect on User Satisfaction. The R-square value is 0.815, this shows that the effect of *Perceived Ease of Use* on user satisfaction is 0.815 and the remaining 0.185 is influenced by other variables. which were not present in this study? Based on this, the *Perceived Ease of Use* used in this study can only explain 81.5% as a forming factor for User Satisfaction and the remaining 18.5% are other factors that do not exist in this study. This is in accordance with Akbar's research (2019) which states that *Perceived Ease of Use* has an effect on user satisfaction.

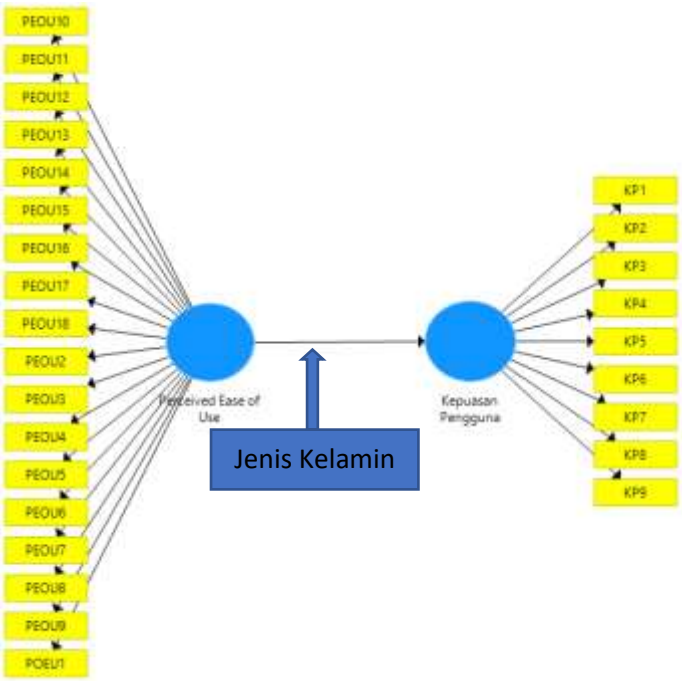
In this study, the demographics used were gender, age, occupation and income. Age is divided into two categories, namely old and young. According to Azis (2016), the young age group has a vulnerable age of 18-22 years while the elderly are above 23 years. As for the type of work, civil servants were removed because the number of respondents did not meet the criteria. And for income, it is grouped into two categories, namely high income and low income. According to Uly (2020) income above IDR 2,000,000 is included in the high category, while income of IDR 2,000,000 is included in the low category. The demographic classifications in this study are as follows:

Table 8. Demographic Classification

Groups	Category	Gender
Group	1	Male
	Group 2	Female
Age	Group 1	Old
	Group 2	Young
Occupation	Group 1	Student
	Group 2	Self
	Group 3	Private Employee
	Group 4	Other Occupations
Income	Group 1	High
	Group 2	Low

Source: Author's Data Processing Results (2022)

The results of hypothesis testing the Effect of Perceived Ease of Use on User Satisfaction with gender as a moderating variable carried out using the SmartPLS application are as follows:



Source: Results Author's Data Processing (2022)

Figure 4. *Moderating effect of gender*

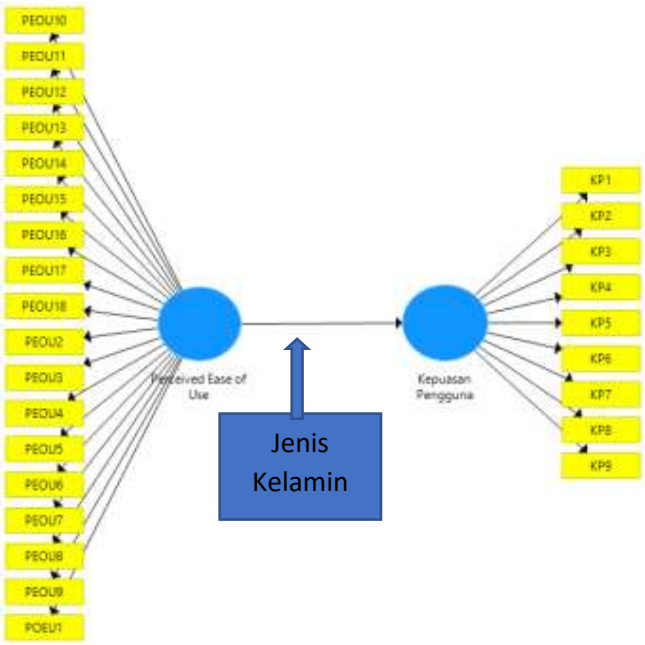
Table 9. Results of Hypothesis Testing

Relationships	Gender	R^2	T Statistic	P Value
PEOU-> KP	Male	0.814	102.449	0.000
	Female	0.905	84.207	0.000

Source: Author's Data Processing Results (2022)

Based on table 9 above, it can be seen that the t-count of 102,449 and 84,207, respectively, exceeds the t-table of 1.9662. The R2 value^{of} for male is 0.814 or 81.4%, while for women it has an R2 value$^{0.905}$ or 90.5%. To see the difference between the two groups, you can use R2 for the user satisfaction variable, the difference between the two groups is 0.091 or 9.1%, this shows a difference between the two groups, which means that the effect of *Perceived Ease of Use* on User Satisfaction moderated by gender. This is in line with research conducted by Maharany (2019) where gender strengthens user satisfaction.

In this study, age was divided into two groups, namely young and old. According to Azis (2016), the young age group has a vulnerable age of 18-22 years while the elderly are above 23 years. The results of hypothesis testing are as follows:



Source: Author's Data Processing Results (2022)

Figure 5. *Moderating effect of gender*

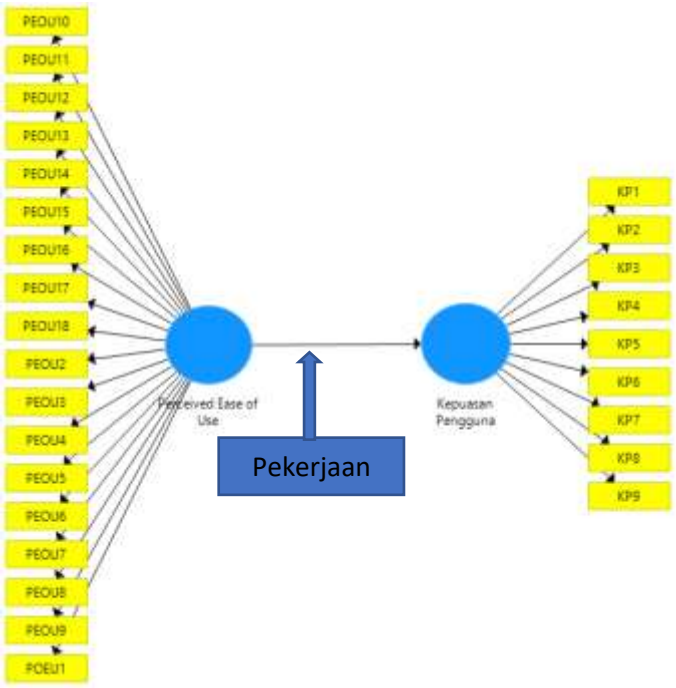
Table 10. Hypothesis Testing Results

Relationship	Age	R^2	T Statistic	P Value
PEOU->	Young	0.794	87.000	0.000
	Old	90.493	0.838	0.000

Source: Author's Data Processing Results (2022)

Based on table 10 above, it can be seen that the t-count, which is 87,000 and 90,493 respectively, exceeds the t-table, which is 1.9662. The R2 value^{of} for young people is 0.794 or 79.4%, while for old age it has an R2 value$^{0.838}$ or 83.8%. To see the difference between the two groups, you can use R2 for the user satisfaction variable, the difference between the two groups is 0.044 or 4.4% which shows that there is no big difference. This shows that the perception of the ease of Mobile Legend users on user satisfaction is not influenced by age. This is in line with research conducted by Razak (2018) which states that age is not proven to be a moderating variable of user satisfaction.

The results of hypothesis testing the Effect of *Perceived Ease of Use*variable *moderating* carried out using the SmartPLS application are as follows:



Source: Author's Data Processing Results (2022)
***Figure 6** Moderating effect of work*

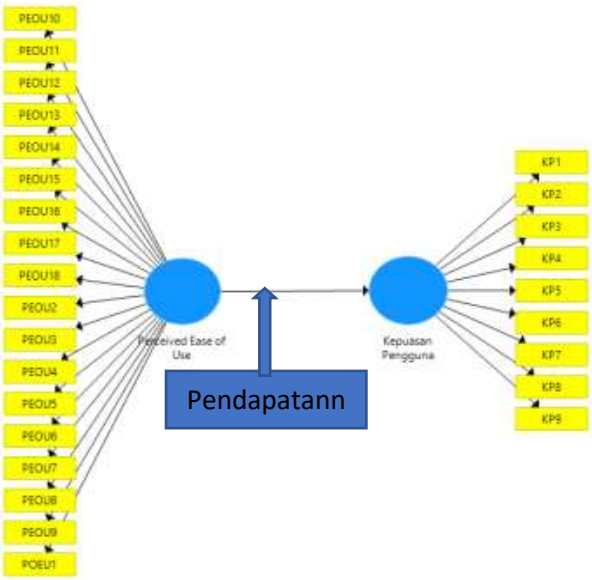
Table 11. Results of Hypothesis Testing

Relationships	Job	R^2	T Statistics	P Value
PEOU-> KP	Student	0.799	61,446	0.000
	Self	0.772	59.669	0.000
	Private Employee	0.870	71.886	0.000

Source: Author's Data Processing Results (2022)

Based on table 11 above, it can be seen that the t-count are 61.44, 59.669, and 71.886 respectively exceeds the t-table which is 1.9662, The R2 value^{for} student work is 0.799 or 79.9%, while for self-employed work it has an R2 value^{0772} or 77.2% and for private employee work it has an R2 value of$^{0.870}$. The difference of R^2 between students and entrepreneurs is 0.027 or 2.7%, the difference of R^2 between students and private employees is 0.091 or 9.1%, and the difference between entrepreneurs and private employees is 0.098 or 9, 8%, the three groups are said to have influence. The effect of *Perceived Ease Of Use* on User Satisfaction is influenced by work. This is in accordance with research conducted by Bamundo & Kopelman (1980) which states that work strengthens satisfaction

The results of hypothesis testing The Effect of *Perceived Ease Of Use* on User Satisfaction with income as a *moderating* carried out using the SmartPLS application are as follows:



Source: Author's Data Processing Results (2022)

Figure 7. *Moderating income effect*

Table 12. Hypothesis Testing Results

Relationship	Income	R^2	T Statistic	P Value
PEOU-> KP	Low	0.788	81.251	0.000
	High	0.846	99.890	0.000

Source: Author's Data Processing Results (2022)

Based on table 12 in above it can be seen that the t-count which is 81,251 and 99,890, respectively, exceeds the t-table which has a value of 1.9662, The R2 value$^{0.846}$ for low income is 0.788 or 78.8%, while for high income it has an R2 value$^{84.6}$ %. To see the difference between the two groups, you can use R^2 for the user satisfaction variable, the difference between the two groups is 0.058 or 5.8%, both groups are said to have an influence. The effect of *Perceived Ease of Use* on User Satisfaction is influenced by income. This is in line with research conducted by Yusuf (2015) and Yol (2006) which states that income moderate's user satisfaction.

V. Conclusion

Perceived Ease of Use has a positive and significant effect on User Satisfaction. With a value of 81.5% as a forming factor for User Satisfaction and the remaining 18.5% is another factor that does not exist in this study. Gender, occupation and income moderate the effect of *perceived ease of use* on user satisfaction. Meanwhile, gender does not moderate the relationship between *perceived ease of use* and user satisfaction. This is shown by the difference in the two groups which is below 5%.

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