

TABLE OF CONTENTS

THESIS APPROVAL	ii
BOARD OF EXAMINERS APPROVAL SHEET	iii
THESIS ORIGINALITY STATEMENT	iv
ABSTRACT	v
ABSTRAK	vi
FOREWORD	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	xi
LIST OF FIGURES	xiii
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Statement of The Problem.....	13
1.3 Research Purposes.....	13
CHAPTER II THEORETICAL REVIEW	15
2.1 The Unified Theory of User Acceptance of Technology 2.....	15
2.1.1 Definitions.....	15
2.1.2 Variables in The Unified Theory of User Acceptance of Technology 2	16
2.2 Gacha Games	22
2.3 Conceptual Framework	24
2.3.1 Performance Expectancy Has an Influence on Behavioral Intention to Use Gacha Games	24

2.3.2	Effort Expectancy Has an Influence on Behavioral Intention to Use Gacha Games	25
2.3.3	Social Influence Has an Influence on Behavioral Intention to Use Gacha Games	26
2.3.4	Facilitating Condition Has an Influence on Behavioral Intention to Use Gacha Games	27
2.3.5	Hedonic Motivation Has an Influence on Behavioral Intention to Use Gacha Games	28
2.3.6	Price Value Has an Influence on Behavioral Intention to Use Gacha Games ..	29
2.3.7	Habit Has an Influence on Behavioral Intention to Use Gacha Games	30
2.3.8	Behavioral Intention Has an Influence on Use Behavior to Use Gacha Games	31
2.3.9	The Moderation Effect of Age on Behavioral Intention to Use Gacha Games	32
CHAPTER III	RESEARCH METHODS.....	35
3.1	Research Methods	35
3.2	Variables	36
3.3	Measurement Scale	38
3.4	Population and Sample.....	38
3.4.1	Population	38
3.4.2	Sample.....	39
3.4.3	Sampling Method.....	40
3.5	Time Horizon	40
3.6	Data Collection Method.....	41
3.7	Data Analysis Method.....	41
CHAPTER IV	DISCUSSION	45
4.1	Respondent Profiles	45
4.2	Research Results	53
4.2.1	Descriptive Statistics.....	53
4.2.2	Inferential Statistics	81
4.3	Discussion	93

4.3.1 Performance Expectancy Has a Significant Influence on Behavioral Intention to Use Information Technology	93
4.3.2 Effort Expectancy Has an Insignificant Influence on Behavioral Intention to Use Information Technology	94
4.3.3 Social Influence Has an Insignificant Influence on Behavioral Intention to Use Information Technology	95
4.3.4 Facilitating Condition Has an Insignificant Influence on Behavioral Intention to Use Information Technology	96
4.3.5 Hedonic Motivation Has a Significant Influence on Behavioral Intention to Use Information Technology	97
4.3.6 Price Value Has an Insignificant Influence on Behavioral Intention to Use Information Technology	98
4.3.7 Habit Has a Significant Influence on Behavioral Intention to Use Information Technology	99
4.3.8 Behavioral Intention Has a Significant Influence on Use Behavior in Information Technology	100
4.3.9 The Insignificant Moderating Effect of Age on Behavioral Intention to Use Information Technology	101
CHAPTER V CONCLUSION.....	103
5.1 Conclusion	103
5.2 Limitations	104
5.3 Suggestions	105
REFERENCES.....	106
APPENDIX.....	110
QUESTIONNAIRE.....	110