

ABSTRAK

Dalam tahun terakhir, jumlah gamer di Indonesia meningkat dengan pesat. Jumlah transaksi dalam game juga meningkat yang menandai pesatnya perkembangan sektor industri gaming di Indonesia. Meskipun begitu, masih banyak kesulitan untuk bertransaksi dalam game, salah satunya, sulitnya menemukan voucher game. UniPin menjadi solusi dari permasalahan tersebut dimana gamer dapat menggunakan satu portal pembayaran untuk mencari *voucher game* yang diinginkan. Penelitian ini menunjukkan pengaplikasian Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) untuk menguji variabel-variabel seperti, *effort expectancy*, *performance expectancy*, *social influence*, *facilitating conditions*, *hedonic motivation*, *price value*, dan *habit* yang mempengaruhi *behavioral intention* terhadap UniPin pada kalangan gamer di Jabodetabek dan Yogyakarta. Dimana *habit* merupakan variabel yang paling berpengaruh pada *behavioral intention* pengguna UniPin yang disusul oleh *social influence*, kemudian disusul *price value* dan *hedonic motivation*, sedangkan *performance expectancy*, *effort expectancy*, dan, *facilitating conditions* tidak berpengaruh pada *behavioral intention* pengguna UniPin. Penelitian ini memberikan pemahaman mendalam tentang *behavioral intention* pengguna UniPin di Jabodetabek dan Yogyakarta. Hasil penelitian dapat digunakan oleh UniPin untuk merumuskan strategi untuk meningkatkan *behavioral intention* pengguna UniPin di Indonesia.

Kata kunci: Gamer, UniPin, UTAUT2, behavioral intention.

ABSTRACT

In recent years, the number of gamers in Indonesia has increased rapidly. The number of in-game transactions has also increased, which indicate the growth of the gaming industry sector in Indonesia. Even so, there are still many difficulties to conduct the transaction in the game, one of the difficulties is finding game vouchers. UniPin is a solution to this problem where gamers can use one payment gateway to find the game vouchers they want. This study shows the application of Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) to examine variables such as effort expectancy, performance expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habits that influence the behavioral intention of UniPin users in Jabodetabek and Yogyakarta. Where habit is the variable that most influences the behavioral intention of UniPin users, followed by social influence, then price value and hedonic motivation, while, performance expectancy, effort expectancy, and facilitating conditions do not affect the behavioral intention of UniPin users. This study provides an in-depth understanding of the behavioral intention of UniPin users in Jabodetabek and Yogyakarta. The research results can be used by UniPin to formulate strategies to increase the behavioral intention of UniPin users in Indonesia.

Keywords: Gamers, UniPin, UTAUT2, behavioral intention.