INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *network externalities, individual gratifications,* dan *time flexibility* terhadap *intention to play* pada *mobile social game* COC di Indonesia.

Pengolahan data penelitian ini menggunakan *Structural Equation Modelling* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan AMOS 20.0. Teknik pengambilan sampel menggunakan *non-probability sampling*. 117 responden diambil dari pemain *mobile social game* COC di Indonesia.

Hasil penelitian ini menunjukkan *network externalities, individual gratifications,* dan *time flexibility* memiliki pengaruh positif dan signifikan terhadap *intention to play* pada *mobile social game* COC di Indonesia.

Kata kunci: *Network externalities, Individual Gratifications, Time Flexibility, Intention To Play.*

ABSTRACT

This study aims to analyze the effect of network externalities, individual gratifications, time flexibility on intention to play to player mobile social game COC *in Indonesia..*

Data processing this research using Structural Equation Modeling (SEM) with Statistical Package for Social Sciences program (SPSS) version 18 and AMOS 20.0. The sampling technique uses non-probability sampling. 117 respondents were taken from player mobile social game COC in Indonesia.

The result of this research shows that network externalities, individual gratifications, and time flexibility has positive and significant influence to intention to play mobile social game COC in Indonesia.

Keywords: Network externalities, Individual Gratifications, Time Flexibility, Intention To Play.