

## ABSTRACT

*The purpose of this research is to analyze the factors that influence users' behavioral intention to use gacha games, using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) framework. This research specifically examines the effects of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit towards behavioral intention and use behavior of gacha games among users, with age as the moderating variable, considering users' familiarity with information technology nowadays.*

*Data were collected through an online questionnaire of 117 respondents with the age of over 15 years old, a demographic known for its familiarity with information technology and gaming. The questionnaire measured respondents' responses to constructs derived from the UTAUT2 model. The analysis involved structural equation modelling (SEM) to test the hypothesized relationships and determine the significance of each factor on behavioral intention and use behavior.*

*The results reveal that performance expectancy, hedonic motivation, and habit significantly impact behavioral intention, whereas effort expectancy, social influence, and price value do not show a significant influence. Additionally, behavioral intention significantly is shown to have a significant impact on actual use behavior, highlighting the crucial role of users' intentions in determining their future use of technology. These findings suggest that the perceived usefulness, enjoyment, and habitual use are critical drivers for the adoption and continued engagement with gacha games among users. The research's implications highlight the importance for game developers and marketers to enhance the user experience by focusing on these key factors to increase user engagement and retention.*

*Keywords: behavioral intention, gacha games, information technology, use behavior, UTAUT2.*