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Penulis : Bernardinus Harnadi, Albertus Dwiyoğa Widianoro, FX Hendra Prasetya, Ridwan Sanjaya, Ranto Partomuan Partomuan Sihombing

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**The Role of Age, Gender, and Cultural Factors as Moderators
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The Role of Age, Gender, and Cultural Factors as Moderators on The Acceptance of Online Entertainment Technology

Abstract

Purpose - Research on the acceptance of online entertainment technology based on age, gender, and cultural factors as moderators is rarely performed. Previous research focused on age or gender factors as moderator and did not involve cultural factor. This research investigates the acceptance of online entertainment technology based on age, gender, and cultural factors as moderators on the acceptance.

Design/methodology/approach - Data was collected from a survey involving 1121 individuals aged 14 – 24 years from three cities in Indonesia. The theoretical model was proposed to examine the causal effect of acceptance as well as moderating effects due to individual gender, age, power distance, individualism, feminism, and uncertainty avoidance. The theoretical model was evaluated using a structural equation modeling and the results confirmed several findings from previous research.

Findings - The findings confirm the positive and direct effect of habit and price value on behavioral intention and hedonic motivation, and social influence on habit. New findings derived from the moderating effect analysis show that age, individualism, and feminism moderated the effects on the individual's intention due to habit. Moreover, gender and uncertainty avoidance moderated the effects on the individual's habits due to hedonic motivation.

Originality/value - This research contributes not only limited to the knowledge on acceptance of online entertainment technology by integrating the causal effect of individual intention due to habit, price value, hedonic motivation, and social influence and moderating role of culture, age, and gender, but also to the literature concerning the hypothesis by composing evidence of age, gender, and culture differences in the acceptance. Furthermore, this research serves practical insight to online entertainment application developers regarding how to design applications to fulfill the consumers in different ages, genders, and cultures.

Keywords - behavior, culture, habit, online entertainment, technology acceptance

Paper type Research paper

1. Introduction

According to Special Reports, Digital 2023 by Kemp (2023b), the total population of the world is 8.01 billion where 5.16 billion of them are internet users; and 5.44 billion of them are unique mobile phone users. Based on these data, there has been three times increase in the use of gadgets and digital resources for daily activities compared to 2022. Online entertainment is one of the most popular activities, especially during the Covid-19 pandemic and post pandemic. Kemp reported that the internet users had spent 6 hours 37 minutes in their daily activities. In Indonesia, there are 276.4 million of total population with the number of internet users are 212.9 million in January 2023. Interestingly, the mobile connections are 353.8 million, which are equivalent to 128 percent of the total population (Kemp, 2023a). The younger generations as digital natives have a greater tendency to use technology because they have been familiar with these technologies in their daily lives since childhood. Their adaptation and instincts grow faster to adapt to the various things related to technology naturally (Šorgo et al., 2017). With an extensive number of young people accepting online technology, especially online entertainment technology, the research on acceptance of the technology associated with gender and age differences has become even more important for technology developers and their consumers (Akbar, 2013; Chawla & Joshi, 2020; Chen, 2018; Harnadi, 2017; Lee, 2009; Venkatesh, 2003, 2012; Q. Wang & Sun, 2016). Moreover, the research on cultural differences in the acceptance of the technology is still limited (Alshare & Mousa, 2014; Tarhini et al., 2017), with the result that the consumers' and developers' insight on this problem are limited too. Previous studies stated that technology acceptance depends on age, gender, and cultural factors. In technology acceptance, males have higher hedonic motivation and habits than females (Lee, 2009; Venkatesh, 2012). In contrast, the study by H. Wang & Wang (2008) found that there were no differences in hedonic motivation and habits between males and females. Furthermore, females are more receptive to their others believes than males (Venkatesh, 2012). In contrast, the study by Lee (2009) found that there was no difference in social influence between males and females. In terms of sensitivity to price value, females have greater sensitivity than males (Venkatesh, 2012).

The differences in technology acceptance between older and younger people were revealed in study by Venkatesh (2012) and Akbar (2013). In terms of hedonic motivation, younger people have a greater motivation than older people (Venkatesh, 2012). In contrast, the study by Lee (2009) found that there was no difference in hedonic motivation between younger and older people. Furthermore, in terms of social influence, Venkatesh (Venkatesh, 2012), Lee (Lee, 2009), and Akbar (2013) found different results. Venkantesh (2012) found that older people are more influenced by their others believes than younger people. In contrast, Akbar (2013) and Lee (2009) found that there was no difference

between them. Regarding the differences in habit and price value, Venkatesh (2012) found that older people have a greater tendency than younger people.

Finally, technology acceptance also depends on cultural factors. In terms of social influence, Tarhini *et al.* (2017) and Alshare and Mousa (2014) found that there are the differences caused by expect and accept differences in power (Power Distance), their integrated into groups (Individualism-Collectivism), their differences on traditional gender roles (Feminism-Masculinity), and their tolerance for ambiguities and uncertainties (Uncertainty Avoidance). Therefore, to be able to support the acceptance of technology according to the wishes of the users, the developers need to have insight regarding the needs of the users based on age, gender and cultural factors. There are limited studies conducted on moderating the effect of culture on the acceptance of technology (Alshare & Mousa, 2014; Straub, 1997; Tarhini *et al.*, 2017). Straub (Straub, 1997) conducted a research that employed cultural factors naming Power Distance, Individualism, Feminism, and Uncertainty Avoidance as moderator variables. Meanwhile, Tarhini *et al.* (2017) employed Power Distance, Feminism, and Uncertainty Avoidance; Alshare & Mousa (2014) only employed Power Distance and Individualism as moderator variables.

To the best of our knowledge, the studies that examine age, gender and cultural factors in a comprehensive model have never been conducted. Therefore, this is a novelty that we will do in overcoming research gaps in this field. The purpose of this research is to investigate the acceptance of online entertainment technology in Indonesia by examining factors related to the acceptance of online music, online gaming, video streaming, online comics, and online news. The research addresses two research questions: First, which factors have an influence on an individual's intention to accept online entertainment among age, gender differences, and culture? Second, which relationships represent significant causal effects, and which ones represent significant moderation effects on the intention?

This research conducts a study on the causal effect of Hedonic Motivation, Price Value, and Social Influence on Habit and Behavioral Intention. This research also investigates the role of cultural factors as a moderator on Habit and the acceptance of online entertainment technology. New Findings regarding the role of culture on the individual's habit and intention to accept online entertainment and hedonic motivation on habit are gained from moderation analysis. By compiling evidence of variances in acceptability across age, gender, and culture, this research adds to the body of knowledge on the notion. Additionally, this study insights creators of online entertainment applications on how the important of ages, genders, and cultures factors on creating the successful applications and appeal to users.

The research is presented in eight sections. First section, i.e., introduction, presents the background, purpose, research questions, and contribution of the research. The body of literatures to propose the research model is presented on second section and the proposed model and hypotheses are expressed on third section. The fourth section presents the methodology of research. The discussion of data and their analysis are in fifth section for description data analysis, sixth section for the finding of research, and seventh section for new findings. The last section summarizes the findings and analyzes responding to the research questions.

2. Literature review

2.1 Research Variables

The variables employed in this research are presented in Table 1. The operational definition of the variables utilized in the research is shown on Table 1 refers to the source of the definition.

Table 1. Operational definition of research variables

Variables	Operational Definitions	Reference
Hedonic motivation	The extent to which an individual perceives that playing online media entertain is fun or pleasure.	(Venkatesh, 2012)
Habit	The extent to which people tend to perform behaviors automatically because of learning and their behaviors was the result of prior experiences.	(Venkatesh, 2012)
Social Influence	The degree to which an individual perceives that important others believe that they should use the system.	(Venkatesh, 2003)
Price Value	The extent to which 'consumers' cognitive tradeoff between the perceived benefits of the applications and the monetary cost for using them.	(Venkatesh, 2012)
Behavioral Intention	The extent to which the user intends to play online entertainment in the future.	(Harnadi, 2017)
Gender	The individual's gender is measured as male or female.	Nil
Age	The individual's age in years.	Nil

Variables	Operational Definitions	Reference
Power Distance	The extent to which individuals expect and accept differences in power between different people.	(Tarhini <i>et al.</i> , 2017)
Individualism-Collectivism	The extent to which individuals are integrated into groups.	(Tarhini <i>et al.</i> , 2017)
Feminism-Masculinity	The extent to which traditional gender roles are differentiated.	(Tarhini <i>et al.</i> , 2017)
Uncertainty Avoidance	The extent to which ambiguities and uncertainties are tolerated.	(Tarhini <i>et al.</i> , 2017)

The reviews of related research on online entertainment are displayed in Table 2, related research on e-commerce technology in Table 3, and technology acceptance in Table 4.

Table 2. Previous Research of Behavioral Intention (BI) in the context of online media entertain technology

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
U & G Expectancy model in mobile English learning games acceptance	Gratification	Gender as a moderator of the effect of Gratification on Continue Intention	Quantitative survey	(Tarhini <i>et al.</i> , 2017)
Extended UTAUT model in online gaming acceptance	Perceived Enjoyment, Performance Expectancy, Facilitating Conditions	Age as a moderator of the effect of Effort Expectancy on BI. Gender as a moderator of the effect of Performance Expectancy on BI	Quantitative survey	(Tarhini <i>et al.</i> , 2017)
ETAM in digital game acceptance of the elderly	Game Narrative, Social Interaction, Physical Condition, Perceived Ease of Use, Attitude	Age as moderator of the effect of Perceived Ease of Use on BI. Gender as moderator of the effect of Perceived Ease of Use on BI. Experience as moderator of the effect of Perceived Ease of Use and Attitude on Intention	Quantitative survey	(Q. Wang & Sun, 2016)
Investigating factors that influence people to play mobile social games	Enjoyment, Interaction with others, perceived number of users, perceived number of peers, Time flexibility	None	Quantitative web survey	(Wei & Lu, 2014)
Antecedents of users' intentions to play online games using TAM and TPB	Flow, Subjective norm, Perceived usefulness, Perceived ease of use	None	Quantitative survey	(Fan <i>et al.</i> , 2012)
Examining two competing models based on TPB and TAM	Flow Experience, Perceived Enjoyment, Attitude, Subjective Norms, Perceived Behavioral Control	Gender as moderator of the effect of Perceived Enjoyment on BI, Attitude on BI, human-computer interaction to flow experience. Experience as moderator of the effect of Perceived Behavioral Control on BI	Quantitative web survey	(Lee, 2009)

2.2 Moderating Effect of Gender

Gender is employed as a moderator on the relations of factors on the acceptance technology model. Works by Researchers (Chen, 2018; Harnadi, 2017; Lee, 2009; Venkatesh, 2003, 2012; H. Wang & Wang, 2008; Q. Wang & Sun, 2016) examined gender as a moderating factor on online gaming acceptance and consumer acceptance research. Table 5 summarizes the moderating effect of gender on the related research which, regarding the relation of Hedonic motivation on Behavioral Intention, the researchers (Lee, 2009; Venkatesh, 2012) reported that the hedonic motivation has a stronger effect on males compared to the females. Another researcher (H. Wang & Wang, 2008) did similar research and concluded that the effect of gender does not differ between males and females.

Table 3. Previous Research of Behavioral Intention (BI) in the context of e-commerce technology

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
Investigating consumer use of mobile banking	Performance Expectance, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Service Quality, System Quality	None	Quantitative survey	(Baabdullah <i>et al.</i> , 2019)
The role of payment habit as moderator on user acceptance of e-money	Habit	None	Quantitative survey	(Khatimah <i>et al.</i> , 2019)
Investigating factors predicting mobile shopping acceptance	Performance Expectancy, Effort Expectancy, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Privacy Risk	None	Quantitative survey	(Chopdar <i>et al.</i> , 2018)
Examining factors influencing acceptance of mobile banking	Perceived Risk, Hedonic Motivation, Price Value, Performance Expectancy, Effort Expectancy	None	Quantitative survey	(Alalwan <i>et al.</i> , 2018)

Two researchers (Lee, 2009; Venkatesh, 2003) presented a different result on Gender as a moderator on the relation of social influence on Behavioral Intention. Venkatesh *et al.* (2003) stated that the stronger effect is in females than males; Meanwhile, Lee (2009) concluded that Gender is not a significant moderator. Furthermore, Venkatesh (2012) used Gender as a moderator on the relation of Price Value and Habit on Behavioral Intention which resulting in a conclusion that Gender is a significant moderator on Price Value on Behavioral Intention with a stronger effect in females than males. Gender is also considered as a significant moderator on Habit and Behavioral Intention with a stronger effect in male than female.

Table 4. Previous Research of Behavioral Intention (BI) in the context of technology acceptance

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
Moderating effect of individual level culture values on user's acceptance of E-learning	Perceived Ease of Use, Perceived Usefulness, Subjective Norms, Quality of Work Life	Power Distance as moderator of the effect of Subjective Norms on BI, Perceived Usefulness on BI. Individualism as moderator of the effect of Subjective Norms on BI. Uncertainty Avoidance as moderator of the effect of Subjective Norms on BI	Quantitative survey	(Tarhini <i>et al.</i> , 2017)
Moderating effect of Espoused Cultural Dimensions on Consumer's acceptance to use mobile payment device	Performance Expectancy, Social Influence, Perceived Information Security	Collectivism as moderator of the effect of Social Influence on BI. Uncertainty Avoidance as moderator of the effect of Effort Expectancy on Performance Expectancy and Perceived Information Security on BI. Masculinity as moderator of the effect of Performance Expectancy on BI	Quantitative survey	(Alshare & Mousa, 2014)

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
Students' acceptance an use of technology in academic environment	Performance Expectancy, Attitude	Age as a moderator of the effect of Performance Expectancy, Effort Expectancy and Social Influence on BI. Gender as a moderator of the effect of Performance Expectancy, and Effort Expectancy on BI. Experience as a moderator of the effect of Perceived Ease of Use and Attitude on Intention	Quantitative survey	(Akbar, 2013)
Extended UTAUT model in consumer acceptance and use of technology	Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit	Age as a moderator of the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit on BI. Gender as a moderator of the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit on BI. Experience as a moderator of the effect of Effort Expectancy, Social Influence, Hedonic Motivation, and Habit on BI.	Quantitative survey	(Venkatesh , 2012)
UTAUT model	Performance Expectancy, Effort Expectancy, Social Influence	Age as a moderator of the effect of Performance Expectancy, Effort Expectancy, and Social Influence on BI. Gender as a moderator of the effect of Performance Expectancy, Effort Expectancy, and Social Influence on BI. Experience as a moderator of the effect of Effort Expectancy and Social Influence on BI	Quantitative survey	(Venkatesh , 2003)

Table 5. Moderating effects of Gender

Causal effect on BI	Moderator	Reference	Context of the Study
Hedonic Motivation	The stronger effect on males than on the female (Perceived enjoyment)	(Lee, 2009)	Online gaming
	The stronger effect on males than on the female	(Venkatesh , 2012)	Consumer acceptance and use of technology
	The effect did not differ among male and female (Perceived enjoyment)	(H. Wang & Wang, 2008)	Online gaming
	Gender was not a significant moderator (Flow experience)	(Lee, 2009)	Online gaming
Social influence	The stronger effect on females than on the male.	(Venkatesh , 2003)	Technology acceptance
	Gender was not a significant moderator	(Lee, 2009)	Online gaming
Price value	The stronger effect on females than on the male.	(Venkatesh , 2012)	Acceptance of mobile internet technology
Habit	The stronger effect on males than on the female.	(Venkatesh , 2012)	Consumer acceptance and use of technology

2.3 Moderating Effect of Age

The works by (Akbar, 2013; Harnadi, 2017; Lee, 2009; Venkatesh, 2003, 2012; Q. Wang & Sun, 2016) studied the moderating of Age on the relation of factors on Behavioral Intention, that are summarized in Table 6. Venkatesh (2012) and Lee (2009) used Age as a moderator on the relation of Hedonic Motivation on Behavioral Intention and they came to a different conclusion. Venkatesh (2012) concluded that Age is a significant moderator with a stronger effect on younger people than on older people; While Lee (2009) found that Age is not a significant moderator.

The researchers (Akbar, 2013; Lee, 2009; Venkatesh, 2003) had studied the moderating effect of Age in the relation of Social Influence on Behavioral Intention, in which all of them have different results. Venkatesh (2003) found that the effect is stronger on older people than on younger people, compared to Akbar (2013) finding where the effect is stronger on the younger people than older people. This findings differ from the research conducted by Lee (2009), which concluded that the effect of Age is not significant. Venkatesh (2012) applied Age as the moderator on the relation Price Value and Habit on Behavioral Intention; the result is a stronger effect in older people than in younger people.

Table 6. Moderating effects of Age

Causal effect on BI	Moderator	Reference	Context of the Study
Hedonic Motivation	The stronger effect in younger people than in older people.	(Venkatesh, 2012)	Consumer acceptance and use of technology
	Age was not a significant moderator	(Lee, 2009)	Online gaming
Social Influence	The stronger effect in older people than in younger people.	(Venkatesh, 2003)	Technology acceptance
	The stronger effect in younger people than in older people.	(Akbar, 2013)	Technology acceptance on the academic environment
	Age was not a significant moderator	(Lee, 2009)	Online gaming
Price Value	The stronger effect in older people than in younger people.	(Venkatesh, 2012)	Consumer acceptance and use of technology
Habit	The stronger effect in older people than in younger people.	(Venkatesh, 2012)	Consumer acceptance and use of technology

2.4 Moderating Effect of Culture

According to Straub (1997), there are four dimensions to examine their impact on technology acceptance known as Hofstede's cultural dimensions, comprises Power Distance (PD), Individualism-Collectivisms (I-C), Femininity-Masculinity (F-M), and Uncertainty Avoidance (AU). The cultural research of this technology acceptance come from the e-learning context by Tarhini *et al.* (2017) and mobile payment device context by Alshare & Mousa (2014) where the four dimensions were employed as a moderator on the relation of factors on Behavioral Intention. Table 7 summarizes this moderating effect of culture on the related research in which Tarhini *et al.* (2017) stated that PD is a significant moderator on the relation of Performance Expectancy and Social influence on Behavioral Intention; I-C is a significant moderator on the relation of Effort Expectancy on behavioral Intention; both F-M and I-C are significant moderators on the relation of Performance Expectancy and Effort Expectancy. Meanwhile, Alshare & Mousa (2014) stated that PD and I-C are significant moderators on the relation of Social Influence on Behavioral Intention and F-M is a significant moderator on the relation of Performance Expectancy on Behavioral Intention.

Table 7. Moderating effects of Culture

Causal effect on BI	Moderator	Reference	Context of the Study
Moderating effects of Power Distance			
Social influence	The stronger effect in Larger PD than in Smaller PD	(Tarhini <i>et al.</i> , 2017)	E-Learning
	PD was not a significant moderator	(Alshare & Mousa, 2014)	Mobile Payment Device
Moderating effects of Individualism			

Causal effect on BI	Moderator	Reference	Context of the Study
Social influence	The stronger effect in Collectivism than in Individualism	(Alshare & Mousa, 2014)	Mobile Payment Device
Moderating effects of Masculinity			
Social influence	The stronger effect in Femininity than in Masculinity	(Tarhini <i>et al.</i> , 2017)	E-Learning
Moderating effects of Uncertainty Avoidance			
Social influence	The stronger effect in Higher UA than in Lower UA	(Tarhini <i>et al.</i> , 2017)	E-Learning

On the moderating effects of PD on the relation of Social Influence on Behavioral Intention, Tarhini *et al.* (2017) and Alshare & Mousa (2014) showed a different result. According to Tarhini *et al.* (2017), PD is a significant moderator that has a stronger effect in higher PD than in lower PD. Meanwhile, Alshare & Mousa (2014) stated that PD is not a significant moderator. Alshare & Mousa (2014) also investigated the mobile payment devices that resulted in I-C as a significant moderator on the relation of Social Influence on Behavioral Intention where its effect is stronger in Collectivism than Individualism. Tarhini *et al.* (2017) examined the moderating effects of F-M on the relation of Social Influence on Behavioral Intention; the result showed that the stronger effect is in Femininity than Masculinity. To complete the results, Tarhini *et al.* (2017) examined AU as a moderating effect of Social Influence on Behavioral Intention; it concludes in the founding that higher UA is affected stronger than UA.

3. Proposed Theoretical Model and Hypotheses

Figure 1 presents the proposed theoretical model derived from the review of literatures.

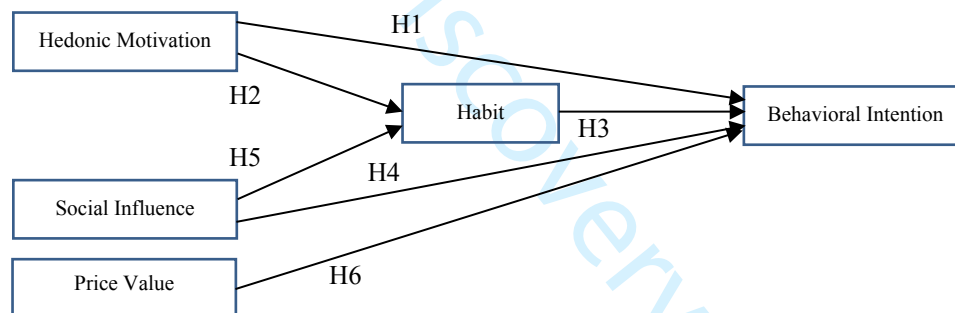


Figure 1. Proposed Theoretical Model

3.1 Hedonic Motivation, Habit, and Behavioral Intention

Hedonic Motivation is an interesting factor in acceptance research, which divides into Perceived Enjoyment (PE) and Flow Experience (FE). On the research of acceptance to use technology, References (Akbar, 2013; Alshare & Mousa, 2014; Chen, 2018; Straub, 1997; Wei & Lu, 2014) used PE and References (Akbar, 2013; Straub, 1997; Q. Wang & Sun, 2016) used FE as predictors on Behavioral Intention (BI). PE also acted as a predictor on Use Behavior according to Luo *et al.* (2011), meanwhile (Alshare & Mousa, 2014) used Entertainment as a predictor on Use Behavior. Šorgo *et al.* (2017) used Hedonic Motivation as a predictor on BI.

According to References (Akbar, 2013; Straub, 1997; Wei & Lu, 2014), PE has a statistically significant direct effect on BI. Alshare & Mousa (2014) conducted a study on PE that also has a statistically significant direct effect on Attitude and Attitude on BI. In the relation of FE and BI, several types of research resulted in the analysis where FE has a statistically significant direct effect on BI according to Akbar (2013), and Q. Wang & Sun (2016). Moreover, Akbar (2013) used Escape than FE and Straub (1997) concluded in his study that FE has a partially significant direct effect on BI.

The research using Hedonic Motivation as a predictor on Habit conducted by Venkatesh (2003). This research also used Social Influence as a predictor of Habit. It showed that the Hedonic Motivation and Social Influence have a statistically significant direct effect on Habit. Habit is also an interesting factor in the acceptance to use e-commerce technology and to use technology in general. The researchers (Baabdullah *et al.*, 2019; Šorgo *et al.*, 2017; Venkatesh, 2003) employed Habit as the predictor on Behavioral Intention, and other researchers (Šorgo *et al.*, 2017; H. Wang & Wang, 2008) employed Habit as the predictor on Use Behavior. The result stated that Habit has a statistically significant direct effect on BI (Baabdullah *et al.*, 2019; Šorgo *et al.*, 2017; Venkatesh, 2003). Habit also has a

statistically significant direct effect on Use Behavior as well H. Wang & Wang (2008) and Šorgo et al. (2017). Based on these reviews, we propose that:

H1: Hedonic Motivation has a statistically significant direct effect on Behavioral Intention to use online entertainment.

H2: Hedonic Motivation has a statistically significant direct effect on Habit.

H3: Habit has a statistically significant direct effect on Behavioral Intention to use online entertainment.

3.2 Social Influence and Behavioral Intention

The results from the researchers conducted by Straub (1997), Akbar (2013), Wei & Lu (2014), Q. Wang & Sun (2016), and Tarhin *et al.* (2017) employed Social Norm, Social Interaction, and Social Affiliation as a predictor on BI. While other researchers (Šorgo *et al.*, 2017; Straub, 1997) used Social Influence as the predictor to BI. Social Interaction and Social Affiliation are factors having close naming to Social Influence. To further elaborate, research conducted by Akbar (2013), Wei & Lu (2014), Q. Wang & Sun (2016), Šorgo *et al.* (2017), and Tarhini *et al.* (2017) concluded that Social Influence has a statistically significant direct effect on BI. Other researchers (Alalwan *et al.*, 2018; Straub, 1997) stated that Social Influence has a partially statistically significant direct effect on BI.

As Venkatesh (2003) stated previously, that concurrently with Hedonic Motivation, Social Influence has a statistically significant direct effect on Habit. Based on these reviews, we propose that:

H4: Social Influence has a statistically direct effect on Behavioral Intention to use online entertainment.

H5: Social Influence has a statistically direct effect on Habit.

3.3 Price Value and Behavioral Intention

Price Value (PV) is an interesting factor in the acceptance of e-commerce research. According to Šorgo (2017), Baabdullah *et al.* (2019), and Khatimah *et al.* (2019), PV has a statistically significant direct effect on BI. Other research conducted by H. Wang & Wang (2008) also stated that PV has a statistically significant direct effect on Use Behavior. Based on these reviews, we propose that:

H6: Price Value has a statistically direct effect on Behavioral Intention to use online entertainment.

4. Research Method

Based on the theoretical model explained in the previous section, it is possible to build a questionnaire within two parts. The first part is used to collect demographic data of the respondents, including gender, age, and experience. The second is to capture the respondent's perception of the five latent variables on the model that are Hedonic Motivation, Social Influence, Habit, Price Value, and Behavioral Intention and four cultural factors, namely Power Distance, Individualism, Masculinity, and Uncertainty Avoidance. Ten high schools and university students representing the Y and Z generation were tested respectively with the questionnaire to get improvement suggestions. The questionnaire was spread to three cities in Indonesia: Jakarta, Bali, and Semarang; the cities where the hard and soft questionnaires with printed paper and Google form respectively were spread. Additional questionnaires were also spread out to the researcher's personal contacts in two regions: Kalimantan and Sumatra Island via Google form.

Respondents returned 1163 questionnaires in which will be entered and processed into SPSS. Among the 1163 questionnaires, twenty-one needs to be eliminated because of the missing values, and ten more questionnaires were eliminated because of their out-of-range values. Furthermore, eleven questionnaires were removed as they have an outlier measure for the model variables. Consequently, 1121 questionnaires were the final sample size to be analyzed using SEM to ensure statistical validity and reliability, and other techniques were applied in the analysis and development of the proposed theoretical model.

5. Descriptive Data Analysis

Table 8 to Table 11 presents the demographic and behavioral factors of respondents. Table 8 shows that most of the respondents come from Bali and usually use video streaming as their online media. Their demographic in Table 9 shows that most of them are in the range of 15-19 years old or Z Generation female in high school grade.

Table 8. Regions and Cities of Respondents and applications they frequently use

City	Freq.	%	Online Application	Freq.	%
Semarang	373	33.3	Online Music	251	22.4
Bali	466	41.6	Online Gaming	199	17.8
Jakarta	204	18.2	Video Streaming	571	50.9
Sumatera	13	1.2	Online Comic	53	4.7
Kalimantan	65	5.8	Online News	47	4.2

City	Freq.	%	Online Application	Freq.	%
Total	1121	100.0	Total	1121	100.0

Table 9. Age, Gender, Education, and Generation of Respondents

Age	Freq.	%	Gender	Freq.	%
15	234	20.9	Male	504	45.0
16	293	26.1	Female	617	55.0
17	265	23.6	Total	1121	100.0
18	55	4.9	Generation		
19	78	7.0	Z	925	82.5
20	69	6.2	Y	196	17.5
21	57	5.1	Total	1121	100.0
22	28	2.5	Education		
23	22	2.0	High School	810	72.3
24	20	1.8	College	291	26.0
Total	1121	100.0	Others	20	1.8
			Total	1121	100.0

According to data presented in table 10, mobile phones is the more popular device for the respondents to use online entertainment. They use it at home. These behavioral factors regarding experience and the time respondents spent using online entertainment are shown in Table 11. Most of them have experience using online entertainment for over three years, and on average, using it five times a week and over three hours daily.

Table 10. Location and devices frequently used by Respondent

Devices	Freq.	%	Location	Freq.	%
Mobile Phones/Tablets	1017	90.7	Home	1042	93.0
Laptop/PC	96	8.6	School/College	67	6.0
Console	8	.7	Net Café	12	1.1
Total	1121	100.0	Total	1121	100.0

Table 11. Behavioral Factor, Experience, and Time Respondents spent using online media entertain

Experience	Freq.	%	Day/Week	Freq.	%	Hour/Day	Freq.	%
<= 6 months	26	2.3	once a week	43	3.8	< 30 minutes	46	4.1
6 - 12 months	28	2.5	twice a week	34	3.0	30 - 60 minutes	166	14.8
1 - 1.5 years	51	4.5	three a week	74	6.6	1 - 2 hours	234	20.9
1.6 - 2 years	32	2.9	four times a week	63	5.6	2 - 3 hours	219	19.5
2.1 - 2.5 years	51	4.5	five times a week	907	80.9	> 3 hours	456	40.7
2.5 - 3 years	86	7.7	Total	1121	100.0	Total	1121	100.0
>= 3 years	847	75.6						
Total	1121	100.0						

5.1. Data Analysis

The theoretical model that uses construct Validity of measure for the latent variables was examined using a Principal Component Factor analysis, while Cronbach's Alpha Coefficient measures the equivalent reliability of indicators. Table 12 shows the result of validity and reliability, which shows that all indicators are satisfactory construct validity with factor loadings of magnitude greater than 0.4 and has eigenvalues greater than 1. All indicators on the latent variable prove to be acceptable, good, and excellent as shown in table 12.

Table 12. Construct Validity and Equivalent Reliability of indicators

	HB-BI	HM	SI	PV	Cronbach's Alpha
HB1	.590	.343	.085	.225	.726
HB2	.661	.224	.146	.136	Acceptable
HB3	.649	.120	.133	-.095	

BI1	.771	.180	.180	.270	.911	
BI2	.806	.136	.127	.259	Excellent	
BI3	.772	.161	.187	.274		
HM1	.162	.831	.161	.134		.846
HM2	.142	.818	.218	.105	Good	
HM3	.166	.840	.103	.148		
SI1	.118	.197	.853	.104	.809	
SI2	.062	.155	.879	.141		Good
SI3	.193	.091	.693	.259		
PV1	.087	.233	.155	.716	.756	
PV2	.063	.078	.193	.820		Acceptable
PV3	.215	.082	.141	.786		

Table 13 shows the correlation coefficient among variables in the theoretical model. This coefficient was used to assign the profile of respondents and variables in the model. Table 13 states that:

1. A significant positive correlation ($p < 0.05$) among variables was found on Experience, Hour/Day, Hedonic Motivation, Social Influence, Price Value, Habit, and Behavioral Intentions. It means that the high/low variables correlate with the high/low variables they associated.
2. Age only positively correlates ($p < 0.05$) to Education, Social Influence, Price Value, and Behavioral Intentions. Meanwhile, Education has a significant negative correlation to Experience and a significant positive correlation to Social Influence.
3. All relations in the theoretical model to be a significant positive correlation on variables employed on it.

Table 13. Correlation coefficient among variables

	A																			
A	1																			
Edu	.812**	1																		
Exp	-.037	-.087**	1																	
D/W	-.022	-.021	.244**	1																
H/D	-.050	-.027	.282**	.335**	1															
HM	.021	-.006	.092**	.071*	.213**	1														
SI	.104**	.062*	.059*	.026	.118**	.396**	1													
PV	.109**	.031	.106**	.042	.119**	.348**	.419**	1												
HB	.018	-.004	.115**	.130**	.295**	.408**	.325**	.334**	1											
BI	.088**	.045	.169**	.168**	.302**	.413**	.379**	.425**	.587**	1										

** . Correlation is significant at the 0.01 level (2-tailed).

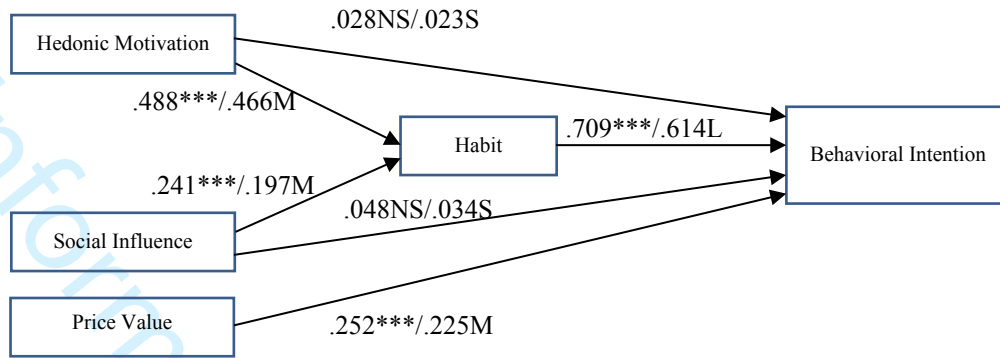
* . Correlation is significant at the 0.05 level (2-tailed).

5.2. Causal Effect Analysis

The causal effect analysis was done by AMOS software, and Figure 1 shows its result of the SEM analysis as presented on the following format:

1. The first thing shown is the data with unstandardized effect, followed by its statistical significance using *, **, and *** to express its significance at a level of 0.05, 0.01, and 0.001, respectively. NS indicates the data is not significant statistically at a level of 0.05 or less; and
2. In the parentheses, data with the standardized effect is shown first, followed by the interpretation of its magnitude as Cohen (1988) described, small (S), medium (M), or large (L) with magnitude less than 0.1, 0.1 to less than 0.5, and 0.5 or greater respectively

Figure 1 shows two effects on Behavioral Intention Hedonic Motivation and Social Influence are positive, small, but not statistically significant at the level of 0.005 or less. As the two effects on Habit Hedonic Motivation and Social Influence have a positive, medium, and statistically significant. The other two effects on Behavioral Intention Habit and Price Value also have a positive, large, and statistically significant and positive, medium, and statistically significant, respectively. The fit statistic for theoretical model was shown on Table 14. From the table, the theoretical model has fit statistics that are very satisfactory, as suggested by Kline (2015).



a) *** means $p < 0.001$ and NS means not statistically significant at 0.05 level or less

b) S (Small), M (Medium), L (Large) standardized effects are those with magnitudes less than 0.1, 0.1 to less than 0.5, and equal to and more than 0.5, respectively.

Figure 2. Direct effects in the theoretical model

Table 14. Fit statistics for the theoretical model

Model	N	NC (χ^2/df)	RMR	GFI	AGFI	NFI	IFI	CFI	RMSEA
Theoretical Model	1121	399.421/81 = 4.931	.041	.955	.934	0.951	0.961	0.961	0.059
R²: HB (34 percent); BI (56 percent)									

5.3. Moderating Effect Analysis

The moderating effect of Gender, Age, Power Distance, Individualism, Feminism, and Uncertainty Avoidance is examined based on the following groups; Gender in males (504) and females (617); Age in Z generation (925) and Y generation (196); Power Distance in higher PD (666) and lower PD (455); Individualism in individualism (253) and collectivism (868); Feminisms in feminisms (95) and Masculinity (1026); Uncertainty Avoidance in lower UA (40) and higher UA (1081). The moderating effect analysis was done using the Multi-Group Analysis feature of AMOS, and the detail of the analysis was shown in Table 15. Furthermore, the fit statistic for the theoretical model to each group in Gender, Age, PD, Individualism, Feminism, and AU was shown in Table 16.

Table 15. Analysis direct causal effects for groups in Gender, Age, PD, Individualism, Feminism, and AU

Causal Direct Effect	Unstandardized Estimate	Statistical Significance	Standardized Estimate	Magnitude	Unstandardized Estimate	Statistical Significance	Standardized Estimate	Magnitude	
Males (N = 504)					Females (N = 617)				
HM→HB	.347	***	.320	M	.588	***	.576	L	
SI→HB	.331	***	.295	M	.176	NS	.129	M	
HB→BI	.592	***	.534	L	.831	***	.701	L	
HM→BI	.106	NS	.088	S	-.072	NS	-.059	S	
PV→BI	.254	***	.262	M	.253	***	.109	M	
SI→BI	.063	NS	.051	S	.025	NS	.016	S	
Age of 14 – 19 / Z generation (N = 925)					Age of 20 – 24 / Y generation (N = 196)				
HM→HB	.463	***	.465	M	.579	***	.451	M	
SI→HB	.256	***	.214	M	.147	NS	.101	M	
HB→BI	.751	***	.626	L	.529	***	.558	L	
HM→BI	.033	NS	.028	S	.003	NS	.002	S	
PV→BI	.244	***	.218	M	.291	NS	.270	M	
SI→BI	.021	NS	.014	S	.149	NS	.109	M	
Higher Power Distance (N = 666)					Lower Power Distance (N = 455)				

Causal Direct Effect	Unstandardized Estimate	Statistical Significance	Standardized Estimate	Magnitude	Unstandardized Estimate	Statistical Significance	Standardized Estimate	Magnitude	
HM→ HB	.519	***	.482	M	.417	***	.428	M	
SI→ HB	.212	***	.179	M	.297	***	.237	M	
HB→ BI	.729	***	.615	L	.718	***	.630	L	
HM→ BI	.043	NS	.033	S	-.017	NS	-.015	S	
PV→ BI	.251	***	.221	M	.225	***	.205	M	
SI→ BI	.013	NS	.009	S	.142	NS	.100	M	
Individualism (N = 253)					Collectivism (N = 868)				
HM→ HB	.510	***	.490	M	.480	***	.455	M	
SI→ HB	.226	NS	.176	S	.253	***	.208	M	
HB→ BI	.583	***	.456	M	.738	***	.665	L	
HM→ BI	.261	NS	.196	M	-.044	NS	-.037	S	
PV→ BI	.228	NS	.184	M	.259	***	.242	M	
SI→ BI	.130	NS	.079	S	.021	NS	.016	S	
Feminisms (N = 95)					Masculinity (N = 1026)				
HM→ HB	.593	***	.561	L	.467	***	.444	M	
SI→ HB	.030	NS	.020	S	.260	***	.218	M	
HB→ BI	.331	NS	.327	M	.756	***	.644	L	
HM→ BI	.230	NS	.215	M	.017	NS	.014	S	
PV→ BI	.273	NS	.285	M	.243	***	.212	M	
SI→ BI	.284	NS	.192	M	.015	NS	.011	S	
Lower UA (N = 40)					Higher UA (N = 1081)				
HM→ HB	.012	NS	.016	S	.499	***	.460	M	
SI→ HB	.629	NS	.890	L	.230	***	.181	M	
HB→ BI	.592	NS	.345	M	.693	***	.619	L	
HM→ BI	.439	NS	.344	M	.019	NS	.016	S	
PV→ BI	.509	NS	.407	M	.242	***	.218	M	
SI→ BI	.108	NS	-.089	S	.049	NS	.035	S	

Note: *, **, and *** indicate statistical significance at a level of 0.05, 0.01, and 0.001, respectively and NS indicates not statistically significant at a level of 0.05 or less.

Table 16. Fit statistics for groups in Gender, Age, PD, Individualism, Feminism, and AU

Group	N	NC (χ^2/df)	RMR	GFI	AGFI	NFI	IFI	CFI	RMSEA	R ² : BI (%)
Gender										
Males	504	230.717/81 = 2.848	.044	.943	.915	0.938	0.959	0.959	0.061	55.0
Females	617	268.390/81 = 3.313	.043	.947	.922	0.943	0.959	0.959	0.061	56.9
Age										
14–19 /Z generation	925	301.674/81 = 3.724	.036	.959	.940	0.953	0.965	0.965	0.054	55.3
20–24 /Y generation	196	215.073/81 = 2.655	.082	.867	.803	0.887	0.926	0.925	0.092	55.5
Power Distance (PD)										
Higher PD	666	285.144/81 = 3.520	.043	.947	.922	0.944	0.960	0.959	0.062	55.1
Lower PD	455	268.901/81 = 3.320	.046	.929	.895	0.918	0.942	0.941	0.071	58.7
Individualism										
Individualism	253	152.280/81 = 1.880	.057	.929	.895	0.920	0.961	0.960	0.059	51.2
Collectivism	868	334.437/81 = 4.129	.040	.951	.927	0.948	0.960	0.960	0.060	57.8
Feminisms										
Feminisms	95	143.076/81 = 1.766	.082	.834	.754	0.863	0.936	0.934	0.090	67.1

Group	N	NC (χ^2/df)	RMR	GFI	AGFI	NFI	IFI	CFI	RMSEA	R ² : BI (%)
Masculinity	1026	352.868/81 = 4.356	.041	.957	.936	0.952	0.962	0.962	0.057	55.5
Uncertainty Avoidance (UA)										
Lower UA	40	160.534/81 = 1.982	.168	.676	.519	0.678	0.810	0.798	0.159	77.2
Higher UA	1081	371.987/81 = 4.592	.041	.957	.936	0.953	0.963	0.962	0.058	54.2

Note: R² is the proportion of the variance of the variable Behavioral Intention that is explained by the variables affecting it.

Table 17: Differences in the magnitudes of causal effects between Groups

Causal Direct Effect	Magnitude of difference between effects	Critical Difference	Statistical Significance of Difference
Gender (Males compared to Females)			
HM→ HB	.241	2.54	**
SI→ HB	.155	1.55	NS
HB→ BI	.239	2.077	*
HM→ BI	.0179	1.853	NS
PV→ BI	.0001	.017	NS
SI→ BI	.038	.379	NS
Age (Z compared to Y generations)			
HM→ HB	.116	0.793	NS
SI→ HB	.109	0.718	NS
HB→ BI	.222	2.033	*
HM→ BI	.030	0.230	NS
PV→ BI	.047	0.466	NS
SI→ BI	.128	1.084	NS
Power Distance (higher PD compared lower PD)			
HM→ HB	.102	1.088	NS
SI→ HB	.085	0.815	NS
HB→ BI	.011	0.095	NS
HM→ BI	.060	0.633	NS
PV→ BI	.026	0.314	NS
SI→ BI	.129	1.197	NS
Individualism (Individualism compared to Collectiveness)			
HM→ HB	.030	0.268	NS
SI→ HB	.027	0.223	NS
HB→ BI	.155	1.164	NS
HM→ BI	.305	2.516	**
PV→ BI	.031	0.319	NS
SI→ BI	.109	0.874	NS
Feminisms (Feminisms compared to Masculinity)			
HM→ HB	.126	0.760	NS
SI→ HB	.230	1.133	NS
HB→ BI	.425	3.378	***
HM→ BI	.213	1.403	NS
PV→ BI	.030	0.225	NS
SI→ BI	.269	1.617	NS
Uncertainty Avoidance (lower UA compared to higher UA)			
HM→ HB	.487	2.498	*

Causal Direct Effect	Magnitude of difference between effects	Critical Difference	Statistical Significance of Difference
SI→ HB	.399	1.655	NS
HB→ BI	.101	0.099	NS
HM→ BI	.420	1.664	NS
PV→ BI	.267	1.062	NS
SI→ BI	.157	0.217	NS

Note: *, **, and *** indicate statistical significance at a level of 0.05, 0.01, and 0.001, respectively and NS indicates not statistically significant at a level of 0.05 or less.

6. Findings

6.1 The Respondents

The descriptive data show that respondents of this research have sufficient experience and maturity to deliver reliable and valid responses to the questions regarding online entertainment. Following this description, the distribution of respondents on two groups on moderating factors was adequately more balance except for Feminisms and Uncertainty Avoidance. That is the limitation of the research balancing respondents to satisfy moderating analysis into each of two groups.

The correlation analysis suggests that the five variables, Hedonic Motivation, Social Influence, Price Value, Habit, and Behavioral Intention correlate with each other. Causal effect analysis combines the result to derive findings on the final model. Education, Social Influence, Price Value, and Behavioral Intentions have positively correlated to Age. As for the other variables, Education has a significant negative correlation to Experience and a significant positive correlation to Social Influence.

6.2 Causal Effects

The most influence on the extent to which the user intends to play online entertainment in the future (Behavioral Intention) is the extent to which people tend to perform behaviors automatically because of learning and the behaviors resulted from prior experiences (Habit). The next prominent is the extent to which ‘consumers’ cognitive tradeoff between the perceived benefits of the applications and the monetary cost for using them (Price Value). The statistically significant direct effect of Habit on Behavioral Intention is conformity with the finding of the researchers (Baabdullah *et al.*, 2019; Šorgo *et al.*, 2017; Venkatesh, 2003).

Meanwhile, the finding of Price Value has a statistically significant direct effect on Behavioral Intentions in conformity with the finding of the researchers (Baabdullah *et al.*, 2019; Chopdar *et al.*, 2018; Khatimah *et al.*, 2019; Šorgo *et al.*, 2017). Two variables Hedonic Motivation and Social Influence also have a statistically significant direct effect on Habit, and the findings are in conformity with the finding of the research by Venkatesh (2003). Other direct effects of Hedonic Motivation and Social influence on Behavioral Intention are small and not statistically significant. The decision regarding proposed hypotheses with the direct effect on Behavioral Intention in the theoretical model is presented in Table 18.

Table 18. Decisions for research hypotheses

Research Hypotheses	Reference
Supported	
H2: Hedonic Motivation has a statistically direct effect on Habit.	(Khatimah <i>et al.</i> , 2019)
H3: Habit has statistically direct effect on Behavioral Intention to use online entertainment.	(Khatimah <i>et al.</i> , 2019), (Chopdar <i>et al.</i> , 2018), and (Venkatesh, 2012)
H5: Social Influence has a statistically direct effect on Habit.	(Khatimah <i>et al.</i> , 2019)
H6: Price Value has statistically direct effect on Behavioral Intention to use online entertainment.	(Chopdar <i>et al.</i> , 2018), (Alalwan <i>et al.</i> , 2018), and (Venkatesh, 2012)
Partially Supported	
H1: Hedonic Motivation has a statistically direct effect on Behavioral Intention to use online entertainment.	(Harnadi, 2017), (Koo, 2009), (Lee, 2009)
H4: Social Influence has a statistically direct effect on Behavioral Intention to use online entertainment.	(Q. Wang & Sun, 2016), (Fan <i>et al.</i> , 2012), (Venkatesh, 2012), (Koo, 2009), and (Lee, 2009)

6.3 Moderating Effect analysis

Table 19 displays decisions regarding moderating effect analysis of Gender, Age, Power Distance, Individualism, Feminism, and Uncertainty Avoidance derived from Table 15 and 17.

Research Hypotheses	Comment	
	Effect for Males	Effect for Females
Gender as a moderating effect		
Gender has a significant moderating effect on the direct effect of Hedonic Motivation on Habit	Medium, Positive, Statistically significant	Large, Positive, Statistically significant
Gender has not a significant moderating effect on the direct effect of Social Influence on Habit	Medium, Positive, Statistically significant	Medium, Positive, Not Statistically significant
Gender has a significant moderating effect on the direct effect of Habit on Behavioral Intention	Large, Positive, Statistically significant	Large, Positive, Statistically significant
Gender has not a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention	Small, Positive, Not Statistically significant	Small, Negative, Not Statistically significant
Gender has not a significant moderating effect on the direct effect of Price Value on Behavioral Intention	Medium, Positive, Statistically significant	Medium, Positive, Statistically significant
Gender has not a significant moderating effect on the direct effect of Social influence on Behavioral Intention	Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Age as a moderating effect	Effect for Z Generation	Effect for Y Generation
Age has not a significant a moderating effect on the direct effect of Hedonic Motivation on Habit	Medium, Positive, Statistically significant	Medium, Positive, Statistically significant
Age has not a significant a moderating effect on the direct effect of Social Influence on Habit	Medium, Positive, Statistically significant	Medium, Positive, Not Statistically significant
Age has a significant a moderating effect on the direct effect of Habit on Behavioral Intention	Large, Positive, Statistically significant	Large, Positive, Statistically significant
Age has not a significant a moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention	Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Age has not a significant a moderating effect on the direct effect of Price Value on Behavioral Intention	Medium, Positive, Statistically significant	Medium, Positive, Not Statistically significant
Age has not a significant a moderating effect on the direct effect of Social influence on Behavioral Intention	Small, Positive, Not Statistically significant	Medium, Positive, Not Statistically significant
Power Distance as a moderating effect	Effect for Higher PD	Effect for Lower PD
Power Distance has not a significant moderating effect on the direct effect of Hedonic Motivation on Habit	Medium, Positive, Statistically significant	Medium, Positive, Statistically significant
Power Distance has not a significant moderating effect on the direct effect of Social Influence on Habit	Medium, Positive, Statistically significant	Medium, Positive, Statistically significant
Power Distance has not a significant moderating effect on the direct effect of Habit on Behavioral Intention	Large, Positive, Statistically significant	Large, Positive, Statistically significant
Power Distance has not a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention	Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Power Distance has not a significant moderating effect on the direct effect of Price Value on Behavioral Intention	Medium, Positive, Statistically significant	Medium, Positive, Statistically significant
Power Distance has not a significant moderating effect on the direct effect of Social influence on Behavioral Intention	Small, Positive, Not Statistically significant	Medium, Positive, Not Statistically significant
Individualism as a moderating effect	Effect for Individualism	Effect for Collectivism
Individualism has not a significant moderating effect on the direct effect of Hedonic Motivation on Habit	Medium, Positive, Statistically significant	Medium, Positive, Statistically significant
Individualism has not a significant moderating effect on the direct effect of Social Influence on Habit	Small, Positive, Not Statistically significant	Medium, Positive, Statistically significant
Individualism has not a significant moderating effect on the direct effect of Habit on Behavioral Intention	Medium, Positive, Statistically significant	Large, Positive, Statistically significant

Research Hypotheses	Comment	
Individualism has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention	Medium, Positive, Not Statistically significant	Small, Negative, Not Statistically significant
Individualism has not a significant moderating effect on the direct effect of Price Value on Behavioral Intention	Medium, Positive, Not Statistically significant	Medium, Positive, Statistically significant
Individualism has not a significant moderating effect on the direct effect of Social influence on Behavioral Intention	Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Feminisms as a moderating effect	Effect for Feminisms	Effect for Masculinity
Feminisms has not a significant moderating effect on the direct effect of Hedonic Motivation on Habit	Large, Positive, Statistically significant	Medium, Positive, Statistically significant
Feminisms has not a significant moderating effect on the direct effect of Social Influence on Habit	Small, Positive, Not Statistically significant	Medium, Positive, Statistically significant
Feminisms has a significant moderating effect on the direct effect of Habit on Behavioral Intention	Medium, Positive, Not Statistically significant	Large, Positive, Statistically significant
Feminisms has not a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention	Medium, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Feminisms has not a significant moderating effect on the direct effect of Price Value on Behavioral Intention	Medium, Positive, Not Statistically significant	Medium, Positive, Statistically significant
Feminisms has not a significant moderating effect on the direct effect of Social Influence on Behavioral Intention	Medium, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Uncertainty Avoidance	Effect for Lower UA	Effect for higher UA
Uncertainty Avoidance has a significant moderating effect on the direct effect of Hedonic Motivation on Habit	Small, Positive, Not Statistically significant	Medium, Positive, Statistically significant
Uncertainty Avoidance has not a significant moderating effect on the direct effect of Social Influence on Habit	Large, Positive, Not Statistically significant	Medium, Positive, Statistically significant
Uncertainty Avoidance has not a significant moderating effect on the direct effect of Habit on Behavioral Intention	Medium, Positive, Not Statistically significant	Large, Positive, Statistically significant
Uncertainty Avoidance has not a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention	Medium, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Uncertainty Avoidance has not a significant moderating effect on the direct effect of Price Value on Behavioral Intention	Medium, Positive, Not Statistically significant	Medium, Positive, Statistically significant
Uncertainty Avoidance has not a significant moderating effect on the direct effect of Social influence on Behavioral Intention	Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant

From Table 19, it is concluded that:

1. For Gender: The moderating effect of Gender exists on the direct causal effect of Hedonic Motivation on Habit and on Habit on Behavioral Intention.
2. For Age: The moderating effect of Age only exists on the direct causal effect of Habit on Behavioral Intention.
3. For Power Distance: The moderating effect of Power Distance did not exist on all causal effects in the Theoretical model.
4. For Individualism: The moderating effect of Individualism only exists on the direct causal effect of Hedonic Motivation on Behavioral Intention.
5. For Feminisms: The moderating effect of Feminisms only exists on the direct causal effect of Habit on Behavioral Intention.
6. For Uncertainty Avoidance: The moderating effect of Uncertainty Avoidance only exists on the direct causal effect of Hedonic Motivation on Habit.

7. New Findings

This research has findings regarding causal effect analysis with support and partially support the hypotheses derived from the previous research as displayed in Table 18. The new findings of the research come from the findings on moderating effect analysis including the satisfactory fit statistic not reported in previous research. Table 20 emphasizes

the new findings related to the moderating effect of Gender, Age, Power Distance, Individualism, Feminism, and Uncertainty Avoidance. The individualism, uncertainty avoidance, and gender factors have moderating effect on the direct causal effect of Hedonic Motivation on Habit. Furthermore, feminisms and age factors have moderating effect on the direct causal effect of Habit on Behavioral Intention. The last, power distance has moderating effect on all causal effects in the research model.

Table 20. New findings related to the moderating effects of Gender, Age, Power Distance, Individualism, Feminism, and Uncertainty Avoidance

Moderating effects of Gender, Age, Power Distance, Individualism, Feminism, and Uncertainty Avoidance	
Gender	
a)	Gender has a significant moderating effect on the direct effect of Hedonic Motivation on Habit. For males, the effect of Hedonic Motivation on Habit is medium, positive, statistically significant, and for females, the effect is large, positive, and statistically significant
b)	Gender has a significant moderating effect on the direct effect of Habit on Behavioral Intention. For males and females, the effect of Habit on Behavioral Intention is large, positive, and statistically significant.
Age	
c)	Age has a significant moderating effect on the direct effect of Habit on Behavioral Intention. For the Y and Z generations, the effect of Habit on Behavioral Intention is large, positive, and statistically significant.
Power Distance	
d)	Power Distance has not a significant moderating effect on the all-causal effect on the theoretical model.
Individualism	
e)	Individualism has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention. For Individualism, the effect of Hedonic Motivation on Behavioral Intention is medium, positive, and not statistically significant, and for collectivism, the effect is small, negative, and not statistically significant.
Feminisms	
f)	Feminisms have a significant moderating effect on the direct effect of Habit on Behavioral Intention. For Feminisms, the effect of Habit on Behavioral Intention is medium, positive, and not statistically significant; and for Masculinity, the effect is large, positive, and statistically significant.
Uncertainty Avoidance	
g)	Uncertainty Avoidance has a significant moderating effect on the direct effect of Hedonic Motivation on Habit. For lower Uncertainty Avoidances the effect of Hedonic Motivation on Habit is small, positive, and not statistically significant, and for higher Uncertainty Avoidances, the effect is medium, positive, and statistically significant.

8. Conclusion

The acceptance of online entertainment technology including online music, online gaming, video streaming, online comics, and online news in Indonesia is affected by habit in using the technology and the tradeoff between the perceived gains of the technology by consumers and the monetary cost for using them. Furthermore, the habit in using the technology is affected by hedonic motivation in using the technology and the influence of important others in recommending the technology use.

The interesting findings come from cultural factors including power distance, individualism, feminisms, and uncertainty avoidance of users. The research also conducted study on age and gender as moderating factors on the relation among variables. On moderating effect analysis, this research reveals that feminism and age moderating the impact of habit on an individual's intention. Additionally, the effects of Hedonic Motivation on a person's habits are moderated by their gender, individualism, and their tendency to avoid uncertainty.

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Appendix

Questionnaire

A. Latent Variables

Hedonic Motivation

- While playing online entertainment, I feel happy.
- I feel that playing online entertainment makes me relax.
- Playing online entertainment, keep me entertained.

Price Value

- In my opinion, the price of using online entertainment is still reasonable.
- The benefits of using online entertainment are equivalent to the money I have spent.
- With the price incurred, the use of online entertainment still benefits me.

Social Influence

- People who are influential to me, think that it is not a problem for them if I play entertainment online.
- People who are important to me think that it is not a problem for them if I play online entertainment media.
- People whom I respect for their opinions suggest that I keep playing the online entertainment media.

Habit

- Playing online entertainment has become a habit for me.
- I have to play online entertainment.
- I feel addicted to online entertainment.

Behavioral Intention

- I intend to continue playing online entertainment in the future.
- I predict that I will continue to play online entertainment.
- I plan to continue playing online entertainment.

B. Cultural Variables

Power Distance

- Teachers/Lecturers must make most decisions without consulting students.
- Teachers/Lecturers should not ask students' opinions too often.
- Students must agree with the decisions made by the Teacher/Lecturer and the school/university management.

Individualism

- It is better to study/work in groups than alone.
- Group success is more important than individual success.
- Awards for individuals are less important than rewards for groups.

Feminisms

- It is important for me to appreciate outstanding academic achievements.
- It is important for me to focus more on achieving superior academic achievements.
- It's important for me to outperform my classmates.

Uncertainty Avoidance

- Rules and regulations are important because they tell students what to expect from the school/university.
- It's important to know the specific requirements and instructions spelled out in detail so I always know what to do.
- Standardized operational work instructions and procedures are very helpful for my learning.

**2. Bukti Konfirmasi Review dan
Hasil Review Pertama
(6 Mei 2023)**



Berdi <bharnadi@unika.ac.id>

Information Discovery and Delivery - Author update

Information Discovery and Delivery <onbehalf@manuscriptcentral.com>

Thu, Apr 6, 2023 at 9:23 PM

Reply-To: WHe@odu.edu

To: bharnadi@unika.ac.id, yoga@unika.ac.id, hendra@unika.ac.id, ridwan@unika.ac.id, ranto@unika.ac.id

06-Apr-2023

Dear Author(s)

It is a pleasure to inform you that your manuscript titled The Role of Age, Gender, and Cultural Factors as Moderators on The Acceptance of Online Entertainment Technology (IDD-02-2023-0017) has passed initial screening and is now awaiting reviewer selection. The manuscript was submitted by Dr. Bernardinus Harnadi with you listed as a co-author. As you are listed as a co-author please log in to <https://mc.manuscriptcentral.com/idd> and check that your account details are complete and correct, these details will be used should the paper be accepted for publication.

Yours sincerely,

Wu He

Editorial Assistant, Information Discovery and Delivery

WHe@odu.edu



Berdi <bharnadi@unika.ac.id>

Information Discovery and Delivery - Decision on Manuscript ID IDD-02-2023-0017

Information Discovery and Delivery <onbehalf@manuscriptcentral.com>

Sat, May 6, 2023 at 8:17 AM

Reply-To: hewu@yahoo.com

To: bharnadi@unika.ac.id

05-May-2023

Dear Dr. Harnadi:

Manuscript ID IDD-02-2023-0017 entitled "The Role of Age, Gender, and Cultural Factors as Moderators on The Acceptance of Online Entertainment Technology" which you submitted to the Information Discovery and Delivery, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/idd> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a word processing program and save it on your computer. Please also highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using bold or coloured text.

Once the revised manuscript is prepared, you can upload it and submit it through your Author Centre.

When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewer(s).

IMPORTANT: Your original files are available to you when you upload your revised manuscript. Please delete any redundant files before completing the submission.

Because we are trying to facilitate timely publication of manuscripts submitted to the Information Discovery and Delivery, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Once again, thank you for submitting your manuscript to the Information Discovery and Delivery and I look forward to receiving your revision.

Sincerely,
Dr. Wu He
Editor, Information Discovery and Delivery
hewu@yahoo.com

Reviewer(s)' and Co-Editor Comments to Author:

Reviewer: 1

Recommendation: Major Revision

Comments:

In general, the topic of the paper is uninteresting as it does not provide any novel insights into the factors that affect technology acceptance. While the author claims to be innovative by combining age, gender, and cultural factors as moderators in the technology acceptance behavior model, these factors have already been widely examined in previous studies, either as control variables or individually. Despite the attempt to include them together, these moderators do not have any intersection in the model, making the paper not innovative. Moreover, the paper has several minor issues, such as irrelevant or redundant information, lack of citations, and unclear sentences. Additionally, the literature review needs to specify the theoretical framework used, and the proposed theoretical model

and hypotheses should include both direct and moderating effects. Finally, the findings should be integrated into the theoretical framework and discussed in detail.

To address the specific issues mentioned in the passage:

1. <the total population of the world is 8.01 billion where 5.16 billion of them are internet users; and 5.44 billion of them are unique mobile phone users.> ----The sentence about mobile phone users can be removed since it is not relevant to the paper's topic.
2. <Based on these data, there has been three times increase in the use of gadgets and digital resources for daily activities compared to 2022.>----The sentence about the increase in the use of gadgets and digital resources needs to be supported by number and clarified regarding its relevance to the paper.
- 3.<Online entertainment is one of the most popular activities, especially during the Covid-19 pandemic and post pandemic.>----The statement about online entertainment's popularity during the pandemic needs to be supported by a citation.
4. <. In Indonesia, there are 276.4 million of total population with the number of internet users are 212.9 million in January 2023. Interestingly, the mobile connections are 353.8 million, which are equivalent to 128 percent of the total population (Kemp, 2023a)>----The information about Indonesia's population and internet usage can be considered redundant and can be removed.
5. <Moreover, the research on cultural differences in the acceptance of the technology is still limited>---The importance of cultural differences in technology acceptance needs to be explained before making any claims about its limited research.
6. < technology acceptance depends on age, gender, and cultural factors.>---The sentence about technology acceptance and age, gender, and cultural factors can be rephrased for better fluency.
7. The literature review needs to specify the theoretical framework used, and the tables need to be explained and integrated into the text. Additionally, the theoretical basis for age, gender, and cultural factors needs to be discussed.
8. The findings need to be integrated into the theoretical framework and discussed in detail rather than just presenting a table of results.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Not really
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Not really
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes

Reviewer: 2

Recommendation: Minor Revision

Comments:

Please see comments in #4 above regarding the implication for research, practice, and society. As well as the comments in #6 above regarding the need for additional proofreading.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: In this paper, the authors conducted research on the acceptance of online entertainment technology based on age, gender, and cultural factors as moderators. Although research on the acceptance of entertainment technologies is not rare. As the authors pointed out, research on the acceptance using cultural factors as a moderator is limited and is worth investigating.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The authors have conducted a thorough literature review on existing literature to justify their study as well as the choosing of moderating

factors.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: The methodology chosen for this study is appropriate.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The results of the paper is clearly presented in a logical fashion.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: The implications for research, practice, and society can be further explained.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: It's a well-written paper overall and is easy to read. It will be beneficial to have another round of proof-reading to correct some of the minor grammar or writing issues. For example, in the Abstract, the authors wrote: This research contributes not only limited to the knowledge ..." I think they meant to say " This research contributes not only to the limited knowledge on .."

Co-Editor

Comments to the Author:

(There are no comments.)

**3. Bukti Konfirmasi Submit Revisi Pertama,
Respon kepada Reviewer,
dan Artikel yang Diresubmit
(23 Juni 2023)**



Berdi <bharnadi@unika.ac.id>

Information Discovery and Delivery - IDD-02-2023-0017.R1

Information Discovery and Delivery <onbehalfof@manuscriptcentral.com>

Fri, Jun 23, 2023 at 1:06 PM

Reply-To: WHe@odu.edu

To: bharnadi@unika.ac.id

23-Jun-2023

Dear Dr. Harnadi:

Your manuscript entitled "The Role of Age, Gender, and Cultural Factors as Moderators on The Acceptance of Online Entertainment Technology" has been successfully submitted online and is presently being given full consideration for publication in the Information Discovery and Delivery.

Your manuscript ID is IDD-02-2023-0017.R1.

Please mention the above manuscript ID in all future correspondence or when calling the office for questions. If there are any changes in your street address or e-mail address, please log in to Manuscript Central at <https://mc.manuscriptcentral.com/idd> and edit your user information as appropriate.

You can also view the status of your manuscript at any time by checking your Author Centre after logging in to <https://mc.manuscriptcentral.com/idd>.

Please note that Emerald requires you to clear permission to re-use any material not created by you. If there are permissions outstanding, please upload these when you submit your revision or send directly to Emerald if your paper is accepted immediately. Emerald is unable to publish your paper with permissions outstanding.

Thank you for submitting your manuscript to the Information Discovery and Delivery.

Sincerely,

Wu He

Information Discovery and Delivery

**4. Bukti Konfirmasi Review dan
Hasil Review Kedua
(13 Agustus 2023)**



Berdi <bharnadi@unika.ac.id>

Information Discovery and Delivery - Decision on Manuscript ID IDD-02-2023-0017.R1

Information Discovery and Delivery <onbehalf@manuscriptcentral.com>

Sun, Aug 13, 2023 at 8:36 PM

Reply-To: hewu@yahoo.com

To: bharnadi@unika.ac.id

13-Aug-2023

Dear Dr. Harnadi:

Manuscript ID IDD-02-2023-0017.R1 entitled "The Role of Age, Gender, and Cultural Factors as Moderators on The Acceptance of Online Entertainment Technology" which you submitted to the Information Discovery and Delivery, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/idd> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a word processing program and save it on your computer. Please also highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using bold or coloured text.

Once the revised manuscript is prepared, you can upload it and submit it through your Author Centre.

When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewer(s).

IMPORTANT: Your original files are available to you when you upload your revised manuscript. Please delete any redundant files before completing the submission.

Because we are trying to facilitate timely publication of manuscripts submitted to the Information Discovery and Delivery, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Once again, thank you for submitting your manuscript to the Information Discovery and Delivery and I look forward to receiving your revision.

Sincerely,
Dr. Wu He
Editor, Information Discovery and Delivery
hewu@yahoo.com

Reviewer(s)' and Co-Editor Comments to Author:

Reviewer: 1

Recommendation: Reject

Comments:

Thank you for providing the revised version and explaining the previous concerns. However, the primary deficiency of this paper remains unresolved. While the influence of age, gender, and cultural differences on technology acceptance has been well developed and examined individually, this paper simply combines them without offering any truly innovative insights. These factors have already been widely examined as control variables in previous research. Therefore, I suggest that the authors investigate the joint effects of age, gender, and cultural differences rather than focusing solely on their individual effects. This approach may lead to more interesting findings.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: See comments
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: See comments
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: See comments
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: See comments
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: See comments
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: See comments

Reviewer: 2

Recommendation: Accept

Comments:

See comment for correction in 6. Quality of Communication.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: In this paper, the authors conducted a research on the acceptance of online entertainment technology based on age, gender, and cultural factors as moderators. Although research on the acceptance of entertainment technologies is not rare. As the authors pointed out, research on the acceptance using cultural factors as a moderator is limited and is worth investigation.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The authors have conducted a thorough literature review on existing literature to justify their study as well as the choosing of moderating factors.
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: The methodology chosen for this study is appropriate.
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The results of the paper is clearly presented.
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: The implication of the research for practice and society is thoroughly discussed.
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: The paper is well-written overall.

I believe there is a typo in the Discussion and Conclusion section, line 26, where the authors referenced Table 19. Based on the context, I believe it should be Table 18.

Reviewer: 3

Recommendation: Minor Revision

Comments:

Good idea in me. However, needs some corrections and for that please refer to the comments I have provided here, which in my mind are to help you. All the best then.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes, the context

Some flaws identified:

1. Data were not Data was...found on page #1, line #13, Abstract [check others for consistency]
2. See page # 9, Gender has significant moderating effect...you added Lee (2009), Venkatesh (2003) and Wang and Wang (2008) - what that they discovered in their findings need to be explained further in this section. The same also goes to Age...check others too for consistency. You're matured authors!

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes, details are needed in some areas. For instance on page #9 lines # 5-6, you mentioned about 3.3 Price value and behavioural intention. The brief explanations given were not realistic and need your attention and energy to elaborate more.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Reads your Research Method, you mentioned SPSS on page #9, line #53, please add this work to tell your reader about the parsimonious of SPSS, which is better than other statistical tools:

++Amin, H. (2022). An analysis of online sadaqah acceptance among university graduates in Malaysia. *International Journal of Islamic and Middle Eastern Finance and Management*, 15(6), 1019-1034.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes, look many BUT acceptable.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: This is Journal article publication and as such I suggest you to separate discussion from conclusion. Let them separate to allow better flow of knowledge and improved citations. See page #18, line #10.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: For me, the English is fine HOWEVER but the references SHOULD BE formatted according to the Journal's. Otherwise, it can delay your publication as this requires extra job to the third-party associated with the Emerald Publisher.

Co-Editor

Comments to the Author:

(There are no comments.)

**5. Bukti Konfirmasi Submit Revisi Kedua,
Respon kepada Reviewer,
dan Artikel yang Diresubmit
(07 Oktober 2023)**



Berdi <bharnadi@unika.ac.id>

Information Discovery and Delivery - IDD-02-2023-0017.R2

Information Discovery and Delivery <onbehalf@manuscriptcentral.com>

Sat, Oct 7, 2023 at 1:02 PM

Reply-To: WHe@odu.edu

To: bharnadi@unika.ac.id

07-Oct-2023

Dear Dr. Harnadi:

Your manuscript entitled "The Role of Age, Gender, and Cultural Factors as Moderators on The Acceptance of Online Entertainment Technology" has been successfully submitted online and is presently being given full consideration for publication in the Information Discovery and Delivery.

Your manuscript ID is IDD-02-2023-0017.R2.

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**The Role of Age, Gender, and Cultural Factors as Moderators
on The Acceptance of Online Entertainment Technology**

Journal:	<i>Information Discovery and Delivery</i>
Manuscript ID	IDD-02-2023-0017.R2
Manuscript Type:	Original Article
Keywords:	age, gender, culture, habit, online entertainment, technology acceptance

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The Role of Age, Gender, and Cultural Factors as Moderators on The Acceptance of Online Entertainment Technology

Abstract

Purpose - Research on the acceptance of online entertainment technology based on age, gender, and cultural factors as moderators is rarely performed. Previous research focused on age or gender factors as moderator and did not involve cultural factor. This research investigates the acceptance of online entertainment technology based on age, gender, and cultural factors as moderators on the acceptance.

Design/methodology/approach - Data were collected from a survey involving 1121 individuals aged 14 – 24 years from three cities in Indonesia. The theoretical model was proposed to examine the causal effect of acceptance as well as moderating effects due to individual gender, age, power distance, individualism, feminism, and uncertainty avoidance. The theoretical model was evaluated using a structural equation modeling and the results confirmed several findings from previous research.

Findings - The findings confirmed the positive and direct effect of habit and price value on behavioral intention and hedonic motivation, and social influence on habit. New findings derived from the moderating effect analysis show that age, individualism, and feminism moderated the effects on the individual's intention due to habit. Moreover, gender and uncertainty avoidance moderated the effects on the individual's habits due to hedonic motivation.

Originality/value - This research contributes not only to the limited knowledge on acceptance of online entertainment technology by integrating the causal effect of individual intention due to habit, price value, hedonic motivation, and social influence and moderating role of culture, age, and gender, but also to the literature concerning the hypothesis by composing evidence of age, gender, and culture differences in the acceptance. Furthermore, this research serves practical insight to online entertainment application developers regarding how to design applications to fulfill the consumers in different ages, genders, and cultures.

Keywords - age, gender, culture, habit, online entertainment, technology acceptance

Paper type Research paper

1. Introduction

According to The Global State of Digital in April 2023 by Gabby.kenny@wearesocial.net. (2023), out of 8.03 billion world population, 5.18 billion are internet users. Based on the report, the survey had been taken from the internet users aged between 16 – 64 years old who had spent in average of 6 hours 35 minutes in their daily activities each day. The main reasons they use the internet are: finding information (59.3 percent); keeping up to date with news and events (51.2 percent); watching video, tv shows, or movies (50.6 percent); accessing and listening to music (44 percent); and gaming (29.7 percent). In the context of internet users, the online music, online gaming, video streaming, online comics, and online news are related to the online media entertainment which its acceptance is examined in this research.

The younger generations as digital natives have a greater tendency to use technology because they have been familiar with these technologies in their daily lives since childhood. Their adaptation and instincts grow faster to adapt to the various things related to technology naturally (Şorgo et al., 2017). With an extensive number of young people accepting online technology, especially online entertainment technology, the research on acceptance of the technology associated with gender and age differences has become even more important for technology developers and their consumers (Akbar, 2013; Chawla & Joshi, 2020; Chen, 2018; Harnadi, 2017; Lee, 2009; Venkatesh, 2003, 2012; Wang & Sun, 2016). The research conducted by Straub (1997) investigating the acceptance of technology associated with cultural factors naming power distance, individualism, feminism, and uncertainty avoidance is to be the first-time research on cultural differences in the acceptance of the technology. Seventeen years after the research by Straub, it was identified that Alshare and Mousa (2014) conducted research examining the moderating effect of cultural factors including power distance, individualism, and feminism on consumer's intention to use mobile payment devices. Three years afterwards, Tarhini *et al.* (2017) conducted research on moderating effect of the same cultural factors on e-learning intention. However, the research on cultural differences in the acceptance of the technology is still limited, and as a result the insight to the consumers and developers on this problem are still limited as well.

In the context of technology acceptance, there are different acceptance in age, gender, and cultural factors. Firstly, in technology acceptance, males have higher hedonic motivation and habits than females (Lee, 2009; Venkatesh, 2012). In contrast, the research by Wang & Wang (2008) found that there were no differences in hedonic motivation between males and females. Furthermore, females are more receptive to their others believes than males (Venkatesh, 2012). In contrast, the research by Lee (2009) found that there was no difference in social influence between males and females. In terms of sensitivity to price value, females have greater sensitivity than males (Venkatesh, 2012).

Next, the differences in technology acceptance between older and younger people were revealed in researches by Venkatesh (2012) and Akbar (2013). In terms of hedonic motivation, younger people have a greater motivation than older people (Venkatesh, 2012). In contrast, the research by Lee (2009) found that there was no difference in hedonic motivation between younger and older people. Furthermore, in terms of social influence, Venkatesh (Venkatesh, 2012), Lee (Lee, 2009), and Akbar (2013) found different results. Venkatesh (2012) found that older people are more influenced by their others believes than younger people. In contrast, Akbar (2013) and Lee (2009) found that there was no difference between them. Regarding the differences in habit and price value, Venkatesh (2012) found that older people have a greater tendency than younger people.

Lastly, the differences in technology acceptance on cultural factors were revealed by Tarhini *et al.* (2017), Alshare and Mousa (2014), and Straub (1997). In terms of social influence, Tarhini *et al.* (2017) and Alshare and Mousa (2014) found that there are the differences caused by expect and accept differences in power (Power Distance), their integrated into groups (Individualism-Collectivism), their differences on traditional gender roles (Feminism-Masculinity), and their tolerance for ambiguities and uncertainties (Uncertainty Avoidance). Therefore, to be able to support the acceptance of technology according to the wishes of the users, the developers need to have insight regarding the needs of the users based on age, gender and cultural factors. There are limited studies conducted on moderating the effect of culture on the acceptance of technology (Alshare & Mousa, 2014; Straub, 1997; Tarhini *et al.*, 2017). Straub (Straub, 1997) conducted a research that employed cultural factors naming Power Distance, Individualism, Feminism, and Uncertainty Avoidance as moderator variables. Meanwhile, Tarhini *et al.* (2017) employed Power Distance, Feminism, and Uncertainty Avoidance; Alshare & Mousa (2014) only employed Power Distance and Individualism as moderator variables.

To the best of our knowledge, the researches that examine age, gender and cultural factors in a comprehensive model have never been conducted. Currently, only a limited number of similar research have been identified, two of the researches are conducted by Alshare & Mousa (2014) in Qatar and Tarhini *et al.* (2017) in Lebanon employed cultural factors as moderators on technology acceptance in range of twenty years after Straub (1997) firstly propose these factors to have impact on technology acceptance study. The use of this model has not been closely examined in Indonesia, and this research took data in Indonesia. Therefore, this is a novelty that we will do in overcoming research gaps in this field. The purpose of this research is to investigate the acceptance of online entertainment technology in Indonesia by examining factors related to the acceptance of online music, online gaming, video streaming, online comics, and online news. The research addresses two research questions: First, which factors have an influence on an individual's intention to accept online entertainment among age, gender differences, and culture? Second, which relationships represent significant causal effects, and which ones represent significant moderation effects on the intention?

This research conducts a study on the causal effect of Hedonic Motivation, Price Value, and Social Influence on Habit and Behavioral Intention. This research also investigates the role of cultural factors as a moderator on Habit and the acceptance of online entertainment technology. New Findings regarding the role of culture on the individual's habit and intention to accept online entertainment and hedonic motivation on habit are gained from moderation analysis. By compiling evidence of variances in acceptability across age, gender, and culture, this research adds to the body of knowledge on the notion. Additionally, this research insights creators of online entertainment applications on how the important of ages, genders, and cultures factors on creating the successful applications and appeal to users.

The research is presented in eight sections. First section, i.e., introduction, presents the background, purpose, research questions, and contribution of the research. The body of literatures to propose the research model is presented on second section and the proposed model and hypotheses are expressed on third section. The fourth section presents the methodology of research. The discussion of data and their analysis are in fifth section for description data analysis, sixth section for the finding of research, and seventh section for new findings. The last section summarizes the findings and analyzes responding to the research questions.

2. Literature review

2.1 Research Variables

The variables employed in this research are presented in Table 1. The operational definition of the variables utilized in the research is shown on Table 1 refers to the source of the definition.

Table 1. Operational definition of research variables

Variables	Operational Definitions	Reference
Hedonic motivation	The extent to which an individual perceives that using online media entertainment is fun or pleasure.	Venkatesh (2012)
Habit	The extent to which people tend to perform behaviors automatically because of learning and their behaviors was the result of prior experiences.	Venkatesh (2012)

Variables	Operational Definitions	Reference
Social Influence	The degree to which an individual perceives that important others believe that they should use the system.	Venkatesh (2003)
Price Value	The extent to which 'consumers' cognitive tradeoff between the perceived benefits of the applications and the monetary cost for using them.	Venkatesh (2012)
Behavioral Intention	The extent to which the user intends to use online entertainment in the future.	Harnadi (2017)
Gender	The individual's gender is measured as male or female.	Nil
Age	The individual's age in years.	Nil
Power Distance	The extent to which individuals expect and accept differences in power between different people.	Tarhini <i>et al.</i> (2017)
Individualism-Collectivism	The extent to which individuals are integrated into groups.	Tarhini <i>et al.</i> (2017)
Feminism-Masculinity	The extent to which traditional gender roles are differentiated.	Tarhini <i>et al.</i> (2017)
Uncertainty Avoidance	The extent to which ambiguities and uncertainties are tolerated.	Tarhini <i>et al.</i> (2017)

Previous researches in technology acceptance were characterized in the context of online media entertainment technology acceptance (Table 2), e-commerce technology acceptance (Table 3), and technology acceptance (Table 4). Furthermore, the context of the moderating effects was characterized in gender difference (Table 5), age difference (Table 6), and cultural difference (Table 7).

Almost all of the researches (Table 2) on technology acceptance of online media entertainment proposed theoretical model with hypotheses that are examined using quantitative data collected using questionnaire. TAM, TPB, and extended UTAUT are investigated to examine the moderating effects of age, gender, and experience on the model. The moderating effect of age on gaming acceptance was conducted by Tarhini *et al.* (2017) and Wang & Sun (2016). Meanwhile, Chen (2018), Tarhini *et al.* (2017), Wang & Sun (2016), and Lee (2009) examined the moderating effect of gender on e-learning and gaming acceptance. Furthermore, others researchers Akbar (2013), Venkatesh (2003), and Venkatesh (2012) on Table 4 also examined the moderating effect of age and gender on academic environment and consumer context.

Table 2. Previous Research of Behavioral Intention (BI) in the context of online media entertainment technology acceptance

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
U & G Expectancy model in mobile English learning games acceptance	Gratification	Gender as a moderator of the effect of Gratification on Continue Intention	Quantitative survey	Chen (2018)
Extended UTAUT model in online gaming acceptance	Perceived Enjoyment, Performance Expectancy, Facilitating Conditions	Age as a moderator of the effect of Effort Expectancy on BI. Gender as a moderator of the effect of Performance Expectancy on BI	Quantitative survey	Tarhini <i>et al.</i> (2017)
ETAM in digital game acceptance of the elderly	Game Narrative, Social Interaction, Physical Condition, Perceived Ease of Use, Attitude	Age as moderator of the effect of Perceived Ease of Use on BI. Gender as moderator of the effect of Perceived Ease of Use on BI. Experience as moderator of the effect of Perceived Ease of Use and Attitude on Intention	Quantitative survey	Wang & Sun (2016)
Investigating factors that influence people	Enjoyment, Interaction with	None	Quantitative web survey	Wei & Lu (2014)

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
to play mobile social games	others, perceived number of users, perceived number of peers, Time flexibility			
Antecedents of users' intentions to play online games using TAM and TPB	Flow, Subjective norm, Perceived usefulness, Perceived ease of use	None	Quantitative survey	Fan <i>et al.</i> (2012)
Examining two competing models based on TPB and TAM	Flow Experience, Perceived Enjoyment, Attitude, Subjective Norms, Perceived Behavioral Control	Gender as moderator of the effect of Perceived Enjoyment on BI, Attitude on BI, human-computer interaction to flow experience. Experience as moderator of the effect of Perceived Behavioral Control on BI	Quantitative web survey	Lee (2009)

Previous related researches on technology acceptance of e-commerce are summarized on Table 3 with no proposing moderating effect on the proposed theoretical model. All of the models employed on Table 3 are UTAUT and they are tested using quantitative data collected using questionnaire.

Table 3. Previous Research of Behavioral Intention (BI) in the context of e-commerce technology acceptance

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
Investigating consumer use of mobile banking	Performance Expectance, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Service Quality, System Quality	None	Quantitative survey	Baabdullah <i>et al.</i> (2019)
The role of payment habit as moderator on user acceptance of e-money	Habit	None	Quantitative survey	Khatimah <i>et al.</i> (2019)
Investigating factors predicting mobile shopping acceptance	Performance Expectancy, Effort Expectancy, Facilitating Conditions, Hedonic Motivation, Price Value, Privacy Risk	None	Quantitative survey	Chopdar <i>et al.</i> (2018)
Examining factors influencing acceptance of mobile banking	Perceived Risk, Hedonic Motivation, Price Value, Performance Expectancy, Effort Expectancy	None	Quantitative survey	Alalwan <i>et al.</i> (2018)

Table 4 summaries previous related researches on several contexts of technology acceptance including mobile payment, commerce, and e-learning. The researches on Table 4 employ UTAUT and TAM as the theoretical framework and examined age, gender, experience, and cultural factors including Power Distance, Individualism, Feminism, and Uncertainty Avoidance as moderator on the model. The research conducted by Tarhini *et al.* (2017) and Alshare & Mousa (2014) examined cultural factors as moderating effect on e-learning and mobile payment devices acceptance. Tarhini *et al.* (2017) employs three of cultural factors including power distance, individualism, and uncertainty avoidance. Meanwhile Alshare & Mousa (2014) also employs three of cultural factors including collectivism (as opposite of individualism), uncertainty avoidance, and masculinity (as opposite of feminism).

Table 4. Previous Research of Behavioral Intention (BI) in the context of technology acceptance

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
Moderating effect of individual level culture values on	Perceived Ease of Use, Perceived Usefulness,	Power Distance as moderator of the effect of Subjective Norms on BI, Perceived Usefulness on BI.	Quantitative survey	Tarhini <i>et al.</i> (2017)

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
user's acceptance of E-learning	Subjective Norms, Quality of Work Life	Individualism as moderator of the effect of Subjective Norms on BI. Uncertainty Avoidance as moderator of the effect of Subjective Norms on BI		
Moderating effect of Espoused Cultural Dimensions on Consumer's acceptance to use mobile payment device	Performance Expectancy, Social Influence, Perceived Information Security	Collectivism as moderator of the effect of Social Influence on BI. Uncertainty Avoidance as moderator of the effect of Effort Expectancy on Performance Expectancy and Perceived Information Security on BI. Masculinity as moderator of the effect of Performance Expectancy on BI	Quantitative survey	Alshare & Mousa (2014)
Students' acceptance and use of technology in academic environment	Performance Expectancy, Attitude	Age as a moderator of the effect of Performance Expectancy, Effort Expectancy and Social Influence on BI. Gender as a moderator of the effect of Performance Expectancy, and Effort Expectancy on BI. Experience as a moderator of the effect of Perceived Ease of Use and Attitude on Intention	Quantitative survey	Akbar (2013)
Extended UTAUT model in consumer acceptance and use of technology	Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit	Age as a moderator of the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit on BI. Gender as a moderator of the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit on BI. Experience as a moderator of the effect of Effort Expectancy, Social Influence, Hedonic Motivation, and Habit on BI.	Quantitative survey	Venkatesh (2012)
UTAUT model	Performance Expectancy, Effort Expectancy, Social Influence	Age as a moderator of the effect of Performance Expectancy, Effort Expectancy, and Social Influence on BI. Gender as a moderator of the effect of Performance Expectancy, Effort Expectancy, and Social Influence on BI. Experience as a moderator of the effect of Effort Expectancy and Social Influence on BI	Quantitative survey	Venkatesh (2003)

2.2 Moderating Effect of Gender

Gender is employed as a moderator on the relations of factors on the acceptance technology model. Works by Researchers (Chen, 2018; Harnadi, 2017; Lee, 2009; Venkatesh, 2003, 2012; Wang & Wang, 2008; Wang & Sun, 2016) examined gender as a moderating factor on online gaming acceptance and consumer acceptance research. Table 5 summarizes the moderating effect of gender on the related research which, regarding the relation of Hedonic motivation on Behavioral Intention, the researchers (Lee, 2009; Venkatesh, 2012) reported that the hedonic motivation has a stronger effect on males compared to the females. Another researcher (Wang & Wang, 2008) did similar research and concluded that the effect of gender does not differ between males and females.

Two researchers (Lee, 2009; Venkatesh, 2003) presented a different result on Gender as a moderator on the relation of social influence on Behavioral Intention. Venkatesh (2003) stated that the stronger effect is in females than males. Meanwhile, Lee (2009) concluded that Gender is not a significant moderator. Furthermore, Venkatesh (2012) used Gender as a moderator on the relation of Price Value and Habit on Behavioral Intention which resulting in a conclusion that Gender is a significant moderator on Price Value on Behavioral Intention with a stronger effect in females than males. Gender is also considered as a significant moderator on Habit and Behavioral Intention with a stronger effect in male than female.

Table 5. Moderating effects of Gender

Causal effect on BI	Moderator	Reference	Context of the Study
Hedonic Motivation	The stronger effect on males than on the female (Perceived enjoyment)	Lee (2009)	Online gaming
	The stronger effect on males than on the female	Venkatesh (2012)	Consumer use and acceptance of technology
	The effect did not differ among male and female (Perceived enjoyment)	Wang & Wang (2008)	Online gaming
	Gender was not a significant moderator (Flow experience)	Lee (2009)	Online gaming
Social influence	The stronger effect on females than on the male.	Venkatesh (2003)	Technology acceptance
	Gender was not a significant moderator	Lee (2009)	Online gaming
Price value	The stronger effect on females than on the male.	Venkatesh (2012)	Consumer use and acceptance of technology
Habit	The stronger effect on males than on the female.	Venkatesh (2012)	Consumer use and acceptance of technology

2.3 Moderating Effect of Age

The works by (Akbar, 2013; Harnadi, 2017; Lee, 2009; Venkatesh, 2003, 2012; Wang & Sun, 2016) studied the moderating of Age on the relation of factors on Behavioral Intention, that are summarized in Table 6. Venkatesh (2012) and Lee (2009) used Age as a moderator on the relation of Hedonic Motivation on Behavioral Intention and they came to a different conclusion. Venkatesh (2012) concluded that Age is a significant moderator with a stronger effect on younger people than on older people; While Lee (2009) found that Age is not a significant moderator.

The researchers (Akbar, 2013; Lee, 2009; Venkatesh, 2003) had studied the moderating effect of Age in the relation of Social Influence on Behavioral Intention, in which all of them have different results. Venkatesh (2003) found that the effect is stronger on older people than on younger people, compared to Akbar (2013) finding where the effect is stronger on the younger people than older people. This findings differ from the research conducted by Lee (2009), which concluded that the effect of Age is not significant. Venkatesh (2012) applied Age as the moderator on the relation Price Value and Habit on Behavioral Intention; the result is a stronger effect in older people than in younger people.

Table 6. Moderating effects of Age

Causal effect on BI	Moderator	Reference	Context of the Study
Hedonic Motivation	The stronger effect in younger people than in older people.	Venkatesh (2012)	Consumer use and acceptance of technology
	Age was not a significant moderator	Lee (2009)	Online gaming
Social Influence	The stronger effect in older people than in younger people.	Venkatesh (2003)	Technology acceptance
	The stronger effect in younger people than in older people.	Akbar (2013)	Technology acceptance on the academic environment
	Age was not a significant moderator	Lee (2009)	Online gaming
Price Value	The stronger effect in older people than in younger people.	Venkatesh (2012)	Consumer use and acceptance of technology

Causal effect on BI	Moderator	Reference	Context of the Study
Habit	The stronger effect in older people than in younger people.	Venkatesh (2012)	Consumer use and acceptance of technology

2.4 Moderating Effect of Culture

According to Straub (1997), there are four dimensions to examine their impact on technology acceptance known as Hofstede's cultural dimensions, comprises Power Distance (PD), Individualism-Collectivisms (I-C), Femininity-Masculinity (F-M), and Uncertainty Avoidance (AU). The cultural research of this technology acceptance come from the e-learning context by Tarhini *et al.* (2017) and mobile payment device context by Alshare & Mousa (2014) where the four dimensions were employed as a moderator on the relation of factors on Behavioral Intention. Table 7 summarizes this moderating effect of culture on the related research in which Tarhini *et al.* (2017) stated that PD is a significant moderator on the relation of Performance Expectancy and Social influence on Behavioral Intention; I-C is a significant moderator on the relation of Effort Expectancy on behavioral Intention; both F-M and I-C are significant moderators on the relation of Performance Expectancy and Effort Expectancy. Meanwhile, Alshare & Mousa (2014) stated that PD and I-C are significant moderators on the relation of Social Influence on Behavioral Intention and F-M is a significant moderator on the relation of Performance Expectancy on Behavioral Intention.

Table 7. Moderating effects of Culture

Causal effect on BI	Moderator	Reference	Context of the Study
Moderating effects of Power Distance			
Social influence	The stronger effect in Larger PD than in Smaller PD	Tarhini <i>et al.</i> (2017)	E-Learning
	PD was not a significant moderator	Alshare & Mousa (2014)	Mobile Payment Device
Moderating effects of Individualism			
Social influence	The stronger effect in Collectivism than in Individualism	Alshare & Mousa (2014)	Mobile Payment Device
Moderating effects of Masculinity			
Social influence	The stronger effect in Femininity than in Masculinity	Tarhini <i>et al.</i> (2017)	E-Learning
Moderating effects of Uncertainty Avoidance			
Social influence	The stronger effect in Higher UA than in Lower UA	Tarhini <i>et al.</i> (2017)	E-Learning

On the moderating effects of PD on the relation of Social Influence on Behavioral Intention, Tarhini *et al.* (2017) and Alshare & Mousa (2014) showed a different result. According to Tarhini *et al.* (2017), PD is a significant moderator that has a stronger effect in higher PD than in lower PD. Meanwhile, Alshare & Mousa (2014) stated that PD is not a significant moderator. Alshare & Mousa (2014) also investigated the mobile payment devices that resulted in I-C as a significant moderator on the relation of Social Influence on Behavioral Intention where its effect is stronger in Collectivism than Individualism. Tarhini *et al.* (2017) examined the moderating effects of F-M on the relation of Social Influence on Behavioral Intention; the result showed that the stronger effect is in Femininity than Masculinity. To complete the results, Tarhini *et al.* (2017) examined AU as a moderating effect of Social Influence on Behavioral Intention; it concludes in the founding that higher UA is affected stronger than UA.

3. Proposed Theoretical Model and Hypotheses

From the reviews previous related literature, this research proposes theoretical model as shown on Figure 1. There are three independent variables (Hedonic Motivation, Social Influence, and Price Value), one intervening variable (Habit), one dependent variables (Behavioral Intention), and six moderating variables (Age, Gender, Power Distance, Individualism, Feminism, and Uncertainty Avoidance). Operational definition of the latent variables employed in theoretical model shown on Table 1 and the Questionnaire displayed on the Appendix. The purpose of the review of previous related variables are to identify prominent variables and their causal or moderating effects on an individual's intention to use online media entertainment technology.

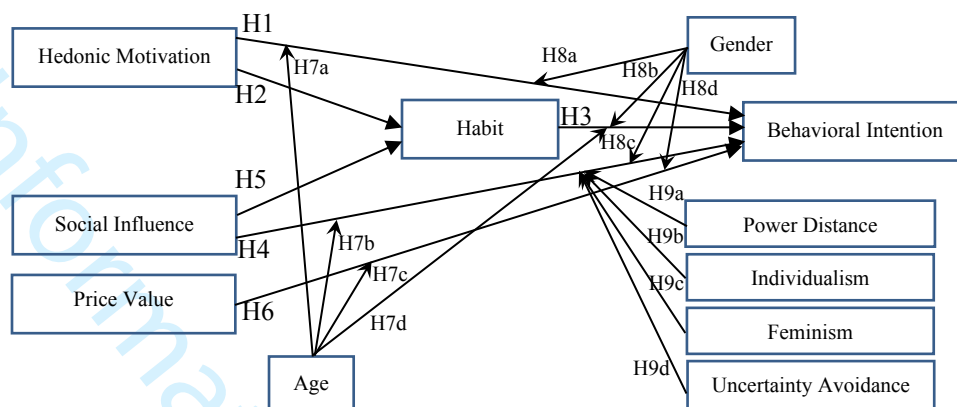


Figure 1. Proposed Theoretical Model

3.1 Hedonic Motivation, Habit, and Behavioral Intention

Hedonic Motivation is an interesting factor in acceptance research, which divides into Perceived Enjoyment (PE) and Flow Experience (FE). On the research of acceptance to use technology, References (Akbar, 2013; Alshare & Mousa, 2014; Chen, 2018; Harnadi, 2017; Lee, 2009; Wei & Lu, 2014) used PE and References (Akbar, 2013; Harnadi, 2017; Wang & Sun, 2016) used FE as predictors on Behavioral Intention (BI). PE also acted as a predictor on Use Behavior according to Luo *et al.* (2011), meanwhile Alshare & Mousa (2014) used Entertainment as a predictor on Use Behavior. Chopdar *et al.* (2018) and Venkatesh (2012) used Hedonic Motivation as a predictor on BI.

According to the references (Akbar, 2013; Harnadi, 2017; Wei & Lu, 2014, Lee, 2009), PE has a statistically significant direct effect on BI. Alshare & Mousa (2014) conducted a research on PE that also has a statistically significant direct effect on Attitude and Attitude on BI. In the relation of FE and BI, several types of research resulted in the analysis where FE has a statistically significant direct effect on BI according to Akbar (2013), and Wang & Sun (2016). Meanwhile, Akbar (2013) using Escape than FE and Straub (1997) concluded in his research that FE has a partially significant direct effect on BI.

The research using Hedonic Motivation as a predictor on Habit conducted by Khatimah *et al.* (2019). This research also used Social Influence as a predictor of Habit. It showed that the Hedonic Motivation and Social Influence have a statistically significant direct effect on Habit. Habit is also an interesting factor in the acceptance to use e-commerce technology and to use technology in general. The researchers (Baabdullah *et al.*, 2019; Khatimah *et al.*, 2019; Venkatesh, 2012) employed Habit as the predictor on Behavioral Intention, and the researchers (Baabdullah *et al.*, 2019; Venkatesh, 2012) employed Habit as the predictor on Use Behavior. The result stated that Habit has a statistically significant direct effect on BI (Baabdullah *et al.*, 2019; Venkatesh, 2012). Based on these reviews, we propose that:

H1: Hedonic Motivation has a statistically significant direct effect on Behavioral Intention to use online entertainment.

H2: Hedonic Motivation has a statistically significant direct effect on Habit.

H3: Habit has a statistically significant direct effect on Behavioral Intention to use online entertainment.

3.2 Social Influence, Habit, and Behavioral Intention

The results from the researchers conducted by Akbar (2013), Wei & Lu (2014), Wang & Sun (2016), and Tarhini *et al.* (2017) employed Social Norm, Social Interaction, and Social Affiliation as a predictor on BI. While other researchers (Venkatesh, 2012; Venkatesh, 2003) used Social Influence as the predictor to BI. Social Interaction and Social Affiliation are factors having close naming to Social Influence. To further elaborate, research conducted by Akbar (2013), Wei & Lu (2014), Wang & Sun (2016), Venkatesh (2012), Venkatesh (2003), and Tarhini *et al.* (2017) concluded that Social Influence has a statistically significant direct effect on BI. Other researchers (Alalwan *et al.*, 2018; Straub, 1997) stated that Social Influence has a partially statistically significant direct effect on BI.

As Khatimah *et al.* (2019) stated previously, that concurrently with Hedonic Motivation, Social Influence has a statistically significant direct effect on Habit. Based on these reviews, we propose that:

H4: Social Influence has a statistically direct effect on Behavioral Intention to use online entertainment.

H5: Social Influence has a statistically direct effect on Habit.

3.3 Price Value and Behavioral Intention

Price Value (PV) is an interesting factor in the acceptance of e-commerce research. According to Baabdullah *et al.* (2019) and Alalwan *et al.* (2018), PV has a statistically significant direct effect on BI. Other research conducted by Venkatesh (2012) also stated that PV has a statistically significant direct effect on Use Behavior. Based on these reviews, we propose that:

H6: Price Value has a statistically direct effect on Behavioral Intention to use online entertainment.

3.4 Age, Gender, and Cultural Factors

The four cultural Factors as stated firstly by Straub (1997) are less employed as moderator variables on the technology acceptance research than age and gender factors. There are four factors naming Power Distance, Individualism, Feminism, and Uncertainty Avoidance in the cultural factors. Based on the proposed theoretical model on Figure 1 and the summary of moderating effect of culture having intersection in the model (Table 7), Alshare & Mousa (2014) stated that Power Distance and Individualism have significant moderating effects on the causal effect of Social Influence and Behavioral Intention. Meanwhile Tarhini *et al.* (2017) stated that Power Distance, Feminism, and Uncertainty Avoidance have significant moderating effects on the causal effect of Social Influence and Behavioral Intention.

In the context of online gaming and consumer acceptance research, according to Table 5, Gender has significant moderating effect on direct effect of Hedonic Motivation on behavioral intention Motivation (Lee, 2009; Venkatesh, 2012). The effect of hedonic motivation and behavioral intention was stronger on male than on female (Lee, 2009; Venkatesh, 2012). While the effect of Social Influence on behavioral intention was stronger on female than on male (Venkatesh, 2003). Moreover, the effect of Price Value on behavioral intention was stronger on female than on males (Venkatesh, 2012). And the effect of Habit on behavioral intention was stronger on male than on female (Venkatesh, 2012).

The moderating effects of age in Table 6 stated that Age has significant moderating effect on direct effect of Hedonic Motivation on behavioral intention (Venkatesh, 2012). Venkatesh (2012) revealed that the effect of Hedonic Motivation on Behavioral Intention in younger people was stronger than in older people. While the effect of Social Influence on behavioral intention was significant on both groups of age (Venkatesh, 2012; Akbar, 2013). Moreover, the effect of Price Value and the effect of Habit on behavioral intention was stronger in older people than in younger ones (Venkatesh, 2012). Based on these reviews, we propose that:

H7a: Age has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention.

H7b: Age has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention.

H7c: Age has a significant moderating effect on the direct effect of Price Value on Behavioral Intention.

H7d: Age has a significant moderating effect on the direct effect of Habit on Behavioral Intention.

H8a: Gender has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention.

H8b: Gender has a significant moderating effect on the direct effect of Habit on Behavioral Intention.

H8c: Gender has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention.

H8d: Gender has a significant moderating effect on the direct effect of Price Value on Behavioral Intention.

H9a: Power Distance has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention.

H9b: Individualism has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention.

H9c: Feminism has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention.

H9d: Uncertainty Avoidance has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention.

4. Research Method

Based on the theoretical model explained in the previous section, it is possible to build a questionnaire within two parts. The first part is used to collect demographic data of the respondents, including gender, age, and experience. The second is to capture the respondent's perception of the five latent variables on the model that are Hedonic Motivation, Social Influence, Habit, Price Value, and Behavioral Intention and four cultural factors, namely Power Distance, Individualism, Masculinity, and Uncertainty Avoidance. Ten high schools and university students representing the Y

and Z generation were tested respectively with the questionnaire to get improvement suggestions. The questionnaire was spread to three cities in Indonesia: Jakarta, Bali, and Semarang; the cities where the hard and soft questionnaires with printed paper and Google form respectively were spread. Additional questionnaires were also spread out to the researcher's personal contacts in two regions: Kalimantan and Sumatra Island via Google form.

Respondents returned 1163 questionnaires in which will be screening. Among the 1163 questionnaires, twenty-one needs to be eliminated because of the missing values, and ten more questionnaires were eliminated because of their out-of-range values. Furthermore, eleven questionnaires were removed as they have an outlier measure for the model variables. Consequently, 1121 useable questionnaires were processed into SPSS. The response rate was 96.39% and highly acceptable, according to Amin, H. (2012). 1121 questionnaires were the final sample size to be analyzed using SEM to ensure statistical validity and reliability, and other techniques were applied in the analysis and development of the proposed theoretical model.

5. Descriptive Data Analysis

Table 8 to Table 11 presents the demographic and behavioral factors of respondents. Table 8 shows that most of the respondents come from Bali and usually use video streaming as their online media. Their demographic in Table 9 shows that most of them are in the range of 15-19 years old or Z Generation female in high school grade.

Table 8. Regions and Cities of Respondents and applications they frequently use

City	Freq.	%	Online Application	Freq.	%
Semarang	373	33.3	Online Music	251	22.4
Bali	466	41.6	Online Gaming	199	17.8
Jakarta	204	18.2	Video Streaming	571	50.9
Sumatera	13	1.2	Online Comic	53	4.7
Kalimantan	65	5.8	Online News	47	4.2
Total	1121	100.0	Total	1121	100.0

Table 9. Age, Gender, Education, and Generation of Respondents

Age	Freq.	%	Gender	Freq.	%
15	234	20.9	Male	504	45.0
16	293	26.1	Female	617	55.0
17	265	23.6	Total	1121	100.0
18	55	4.9	Generation		
19	78	7.0	Z	925	82.5
20	69	6.2	Y	196	17.5
21	57	5.1	Total	1121	100.0
22	28	2.5	Education		
23	22	2.0	High School	810	72.3
24	20	1.8	College	291	26.0
Total	1121	100.0	Others	20	1.8
			Total	1121	100.0

According to data presented in table 10, mobile phones is the more popular device for the respondents to use online entertainment. They use it at home. These behavioral factors regarding experience and the time respondents spent using online entertainment are shown in Table 11. Most of them have experience using online entertainment for over three years, and on average, using it five times a week and over three hours daily.

Table 10. Location and devices frequently used by Respondent

Devices	Freq.	%	Location	Freq.	%
Mobile Phones/Tablets	1017	90.7	Home	1042	93.0
Laptop/PC	96	8.6	School/College	67	6.0
Console	8	.7	Net Café	12	1.1
Total	1121	100.0	Total	1121	100.0

Table 11. Behavioral Factor, Experience, and Time Respondents spent using online media entertain

Experience	Freq.	%	Day/Week	Freq.	%	Hour/Day	Freq.	%
<= 6 months	26	2.3	once a week	43	3.8	< 30 minutes	46	4.1
6 - 12 months	28	2.5	twice a week	34	3.0	30 - 60 minutes	166	14.8
1 - 1.5 years	51	4.5	three a week	74	6.6	1 - 2 hours	234	20.9
1.6 - 2 years	32	2.9	four times a week	63	5.6	2 - 3 hours	219	19.5
2.1 - 2.5 years	51	4.5	five times a week	907	80.9	> 3 hours	456	40.7
2.5 - 3 years	86	7.7	Total	1121	100.0	Total	1121	100.0
>= 3 years	847	75.6						
Total	1121	100.0						

5.1. Data Analysis

The theoretical model that uses construct Validity of measure for the latent variables was examined using a Principal Component Factor analysis, while Cronbach's Alpha Coefficient measures the equivalent reliability of indicators. Table 12 shows the result of validity and reliability, which shows that all indicators are satisfactory construct validity with factor loadings of magnitude greater than 0.4 and has eigenvalues greater than 1. All indicators on the latent variable prove to be acceptable, good, and excellent as shown in table 12.

Table 12. Construct Validity and Equivalent Reliability of indicators

	HB-BI	HM	SI	PV	Cronbach's Alpha
HB1	.590	.343	.085	.225	.726 Acceptable
HB2	.661	.224	.146	.136	
HB3	.649	.120	.133	-.095	
BI1	.771	.180	.180	.270	.911 Excellent
BI2	.806	.136	.127	.259	
BI3	.772	.161	.187	.274	
HM1	.162	.831	.161	.134	.846 Good
HM2	.142	.818	.218	.105	
HM3	.166	.840	.103	.148	
SI1	.118	.197	.853	.104	.809 Good
SI2	.062	.155	.879	.141	
SI3	.193	.091	.693	.259	
PV1	.087	.233	.155	.716	.756 Acceptable
PV2	.063	.078	.193	.820	
PV3	.215	.082	.141	.786	

Table 13 shows the correlation coefficient among variables in the theoretical model. This coefficient was used to assign the profile of respondents and variables in the model. Table 13 states that:

1. A significant positive correlation ($p < 0.05$) among variables was found on Experience, Hour/Day, Hedonic Motivation, Social Influence, Price Value, Habit, and Behavioral Intentions. It means that the high/low variables correlate with the high/low variables they associated.
2. Age only positively correlates ($p < 0.05$) to Education, Social Influence, Price Value, and Behavioral Intentions. Meanwhile, Education has a significant negative correlation to Experience and a significant positive correlation to Social Influence.
3. All relations in the theoretical model to be a significant positive correlation on variables employed on it.

Table 13. Correlation coefficient among variables

	A						
A	1	Edu					
Edu	.812**	1	Exp				
Exp	-.037	-.087**	1	D/W			
D/W	-.022	-.021	.244**	1	H/D		
H/D	-.050	-.027	.282**	.335**	1	HM	
HM	.021	-.006	.092**	.071*	.213**	1	SI

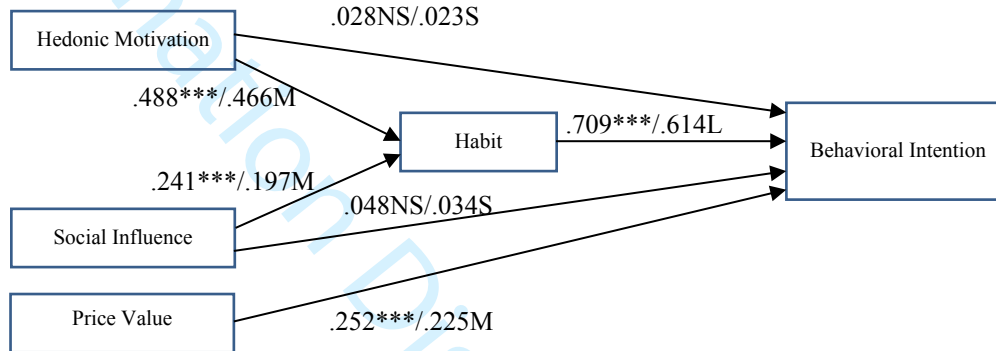
SI	.104**	.062*	.059*	.026	.118**	.396**	1	PV	
PV	.109**	.031	.106**	.042	.119**	.348**	.419**	1	HB
HB	.018	-.004	.115**	.130**	.295**	.408**	.325**	.334**	1
BI	.088**	.045	.169**	.168**	.302**	.413**	.379**	.425**	.587**

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

5.2. Causal Effect Analysis

The causal effect analysis was done by AMOS software, and Figure 1 shows its result of the SEM analysis as presented on the following format:



a) *** means p<0.001 and NS means not statistically significant at 0.05 level or less
 b) S (Small), M (Medium), L (Large) standardized effects are those with magnitudes less than 0.1, 0.1 to less than 0.5, and equal to and more than 0.5, respectively.

Figure 2. Direct effects in the theoretical model

1. The first thing shown is the data with unstandardized effect, followed by its statistical significance using *, **, and *** to express its significance at a level of 0.05, 0.01, and 0.001, respectively. NS indicates the data is not significant statistically at a level of 0.05 or less; and
2. In the parentheses, data with the standardized effect is shown first, followed by the interpretation of its magnitude as Cohen (1988) described, small (S), medium (M), or large (L) with magnitude less than 0.1, 0.1 to less than 0.5, and 0.5 or greater respectively

Figure 1 shows two effects on Behavioral Intention Hedonic Motivation and Social Influence are positive, small, but not statistically significant at the level of 0.005 or less. As the two effects on Habit Hedonic Motivation and Social Influence have a positive, medium, and statistically significant. The other two effects on Behavioral Intention Habit and Price Value also have a positive, large, and statistically significant and positive, medium, and statistically significant, respectively. The fit statistic for theoretical model was shown on Table 14. From the table, the theoretical model has fit statistics that are very satisfactory, as suggested by Kline (2015).

Table 14. Fit statistics for the theoretical model

Model	N	NC (χ ² /df)	RMR	GFI	AGFI	NFI	IFI	CFI	RMSEA
Theoretical Model	1121	399.421/81 = 4.931	.041	.955	.934	0.951	0.961	0.961	0.059
R ² : HB (34 percent); BI (56 percent)									

5.3. Moderating Effect Analysis

The moderating effect of Gender, Age, Power Distance, Individualism, Feminism, and Uncertainty Avoidance is examined based on the following groups; Gender for males (504) and females (617); Age for Z generation (925) and Y generation (196); Power Distance for higher PD (666) and lower PD (455); Individualism for individualism (253) and collectivism (868); Feminism for feminism (95) and Masculinity (1026); Uncertainty Avoidance for lower UA (40) and higher UA (1081). The moderating effect analysis was done using the Multi-Group Analysis feature of AMOS, and the detail of the analysis was shown in Table 15. Furthermore, the fit statistic for the theoretical model to each group in Gender, Age, PD, Individualism, Feminism, and AU was shown in Table 16.

Table 15. Analysis direct causal effects for groups in Gender, Age, PD, Individualism, Feminism, and AU

Causal Direct Effect	Unstandardized Estimate	Statistical Significance	Standardized Estimate	Magnitude	Unstandardized Estimate	Statistical Significance	Standardized Estimate	Magnitude
Males (N = 504)					Females (N = 617)			
HM→ HB	.347	***	.320	M	.588	***	.576	L
SI→ HB	.331	***	.295	M	.176	NS	.129	M
HB→ BI	.592	***	.534	L	.831	***	.701	L
HM→ BI	.106	NS	.088	S	-.072	NS	-.059	S
PV→ BI	.254	***	.262	M	.253	***	.109	M
SI→ BI	.063	NS	.051	S	.025	NS	.016	S
Age of 14 – 19 / Z generation (N = 925)					Age of 20 – 24 / Y generation (N = 196)			
HM→ HB	.463	***	.465	M	.579	***	.451	M
SI→ HB	.256	***	.214	M	.147	NS	.101	M
HB→ BI	.751	***	.626	L	.529	***	.558	L
HM→ BI	.033	NS	.028	S	.003	NS	.002	S
PV→ BI	.244	***	.218	M	.291	NS	.270	M
SI→ BI	.021	NS	.014	S	.149	NS	.109	M
Higher Power Distance (N = 666)					Lower Power Distance (N = 455)			
HM→ HB	.519	***	.482	M	.417	***	.428	M
SI→ HB	.212	***	.179	M	.297	***	.237	M
HB→ BI	.729	***	.615	L	.718	***	.630	L
HM→ BI	.043	NS	.033	S	-.017	NS	-.015	S
PV→ BI	.251	***	.221	M	.225	***	.205	M
SI→ BI	.013	NS	.009	S	.142	NS	.100	M
Individualism (N = 253)					Collectivism (N = 868)			
HM→ HB	.510	***	.490	M	.480	***	.455	M
SI→ HB	.226	NS	.176	S	.253	***	.208	M
HB→ BI	.583	***	.456	M	.738	***	.665	L
HM→ BI	.261	NS	.196	M	-.044	NS	-.037	S
PV→ BI	.228	NS	.184	M	.259	***	.242	M
SI→ BI	.130	NS	.079	S	.021	NS	.016	S
Feminism (N = 95)					Masculinity (N = 1026)			
HM→ HB	.593	***	.561	L	.467	***	.444	M
SI→ HB	.030	NS	.020	S	.260	***	.218	M
HB→ BI	.331	NS	.327	M	.756	***	.644	L
HM→ BI	.230	NS	.215	M	.017	NS	.014	S
PV→ BI	.273	NS	.285	M	.243	***	.212	M
SI→ BI	.284	NS	.192	M	.015	NS	.011	S
Lower UA (N = 40)					Higher UA (N = 1081)			
HM→ HB	.012	NS	.016	S	.499	***	.460	M
SI→ HB	.629	NS	.890	L	.230	***	.181	M
HB→ BI	.592	NS	.345	M	.693	***	.619	L
HM→ BI	.439	NS	.344	M	.019	NS	.016	S
PV→ BI	.509	NS	.407	M	.242	***	.218	M
SI→ BI	.108	NS	-.089	S	.049	NS	.035	S

Note: *, **, and *** indicate statistical significance at a level of 0.05, 0.01, and 0.001, respectively and NS indicates not statistically significant at a level of 0.05 or less.

Table 16. Fit statistics for groups in Gender, Age, PD, Individualism, Feminism, and AU

Group	N	NC (χ^2/df)	RMR	GFI	AGFI	NFI	IFI	CFI	RMSEA	R ² : BI (%)
Gender										
Males	504	230.717/81 = 2.848	.044	.943	.915	0.938	0.959	0.959	0.061	55.0
Females	617	268.390/81 = 3.313	.043	.947	.922	0.943	0.959	0.959	0.061	56.9
Age										
14–19 /Z generation	925	301.674/81 = 3.724	.036	.959	.940	0.953	0.965	0.965	0.054	55.3
20–24 /Y generation	196	215.073/81 = 2.655	.082	.867	.803	0.887	0.926	0.925	0.092	55.5
Power Distance (PD)										
Higher PD	666	285.144/81 = 3.520	.043	.947	.922	0.944	0.960	0.959	0.062	55.1
Lower PD	455	268.901/81 = 3.320	.046	.929	.895	0.918	0.942	0.941	0.071	58.7
Individualism										
Individualism	253	152.280/81 = 1.880	.057	.929	.895	0.920	0.961	0.960	0.059	51.2
Collectivism	868	334.437/81 = 4.129	.040	.951	.927	0.948	0.960	0.960	0.060	57.8
Feminism										
Feminism	95	143.076/81 = 1.766	.082	.834	.754	0.863	0.936	0.934	0.090	67.1
Masculinity	1026	352.868/81 = 4.356	.041	.957	.936	0.952	0.962	0.962	0.057	55.5
Uncertainty Avoidance (UA)										
Lower UA	40	160.534/81 = 1.982	.168	.676	.519	0.678	0.810	0.798	0.159	77.2
Higher UA	1081	371.987/81 = 4.592	.041	.957	.936	0.953	0.963	0.962	0.058	54.2

Note: R² is the proportion of the variance of the variable Behavioral Intention that is explained by the variables affecting it.

6. Findings

6.1 The Respondents

The descriptive data show that respondents of this research have sufficient experience and maturity to deliver reliable and valid responses to the questions regarding online entertainment. Following this description, the distribution of respondents on two groups on moderating factors was adequately more balance except for Feminism and Uncertainty Avoidance. That is the limitation of the research balancing respondents to satisfy moderating analysis into each of two groups.

The correlation analysis suggests that the five variables, Hedonic Motivation, Social Influence, Price Value, Habit, and Behavioral Intention correlate with each other. Causal effect analysis combines the result to derive findings on the final model. Education, Social Influence, Price Value, and Behavioral Intentions have positively correlated to Age. As for the other variables, Education has a significant negative correlation to Experience and a significant positive correlation to Social Influence.

6.2 Causal Effects

The most influence on the extent to which the user intends to play online entertainment in the future (Behavioral Intention) is the extent to which people tend to perform behaviors automatically because of learning and the behaviors resulted from prior experiences (Habit). The next prominent is the extent to which 'consumers' cognitive tradeoff between the perceived benefits of the applications and the monetary cost for using them (Price Value). The statistically significant direct effect of Habit on Behavioral Intention (H3) is conformity with the finding of the researchers (Baabdullah *et al.*, 2019; Khatimah *et al.*, 2019; Venkatesh, 2012).

Meanwhile, the finding of Price Value has a statistically significant direct effect on Behavioral Intentions (H6) in conformity with the finding of the researchers (Baabdullah *et al.*, 2019; Venkatesh, 2012). Two variables Hedonic Motivation (H2) and Social Influence (H5) also have a statistically significant direct effect on Habit, and the findings are in conformity with the finding of the research by Khatimah *et al.* (2019). Other direct effects of Hedonic Motivation (H1) and Social Influence (H4) on Behavioral Intention are small and not statistically significant.

Hypotheses H1 and H4 is partially supported regarding to the result of correlation analysis and statistically causal effect analysis. Hedonic Motivation correlates with Behavioral Intention but has no statistically direct effect on Behavioral Intention to use online entertainment (H1). Therefore, hypothesis H1 is partially support. This finding is

opposite with the research by Akbar (2013), Alshare & Mousa (2014), Chen (2018), Harnadi (2017), Wei & Lu (2014), Wang & Sun (2016), and Lee (2009). Other finding states that Social Influence correlates with Behavioral Intention but has no statistically direct effect on Behavioral Intention to use online entertainment (H4). Therefore, hypothesis H4 is partially support. This finding is opposite with Akbar (2013), Wei & Lu (2014), Wang & Sun (2016), and Tarhini *et al.* (2017), and Venkatesh (2012). The decision regarding proposed hypotheses with the direct effect on Behavioral Intention in the theoretical model is presented in Table 17.

Table 17. Decisions for research hypotheses

Research Hypotheses	Reference
Supported	
H2: Hedonic Motivation has a statistically direct effect on Habit.	Khatimah <i>et al.</i> (2019)
H3: Habit has statistically direct effect on Behavioral Intention to use online entertainment.	Baabdullah <i>et al.</i> (2019), Khatimah <i>et al.</i> (2019), Venkatesh (2012)
H5: Social Influence has a statistically direct effect on Habit.	Khatimah <i>et al.</i> (2019)
H6: Price Value has statistically direct effect on Behavioral Intention to use online entertainment.	Baabdullah <i>et al.</i> (2019), Venkatesh (2012)
Partially Supported	
H1: Hedonic Motivation has a statistically direct effect on Behavioral Intention to use online entertainment.	Akbar (2013), Alshare & Mousa (2014), Chen (2018), Harnadi (2017), Wei & Lu (2014), Wang & Sun (2016), Lee (2009)
H4: Social Influence has a statistically direct effect on Behavioral Intention to use online entertainment.	Akbar (2013), Wei & Lu (2014), Wang & Sun (2016), and Tarhini <i>et al.</i> (2017), Venkatesh (2012)

6.3 Moderating Effect analysis

The decision regarding moderating effect analysis of Gender, Age, Power Distance, Individualism, Feminism, and Uncertainty Avoidance is presented in Table 18. For age and gender, the result of moderating effect analysis on the causal effect of Habit on Behavioral Intention is supported (H7d and H8b). This results are in accordance with Venkatesh (2012). Gender has also a significant moderating effect on the direct effect of Hedonic Motivation on Habit not reported on previous related studies (new finding). For power distance, individualism, feminism, and uncertainty avoidance, the result of moderating effect analysis on the causal effects of Social Influence on Behavioral Intention is all not supported (H9a, H9b, H9c, and H9d). These results are in opposite with the researches by Tarhini *et al.* (2017) and Alshare & Mousa (2014). There are new findings regarding moderating effect analysis of individualism, feminism, and uncertainty avoidance on the causal effect in the model. Individualism has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention. Feminism has a significant moderating effect on the direct effect of Habit on Behavioral Intention. Uncertainty Avoidance has a significant moderating effect on the direct effect of Hedonic Motivation on Habit.

Table 18. Decisions for moderating effect analysis of Gender, Age, Power Distance, Individualism, Feminism, and Uncertainty Avoidance.

Research Hypotheses	Reference	Comment	
		Effect for Z-Gen	Effect for Y-Gen
Decisions on Age as moderating effect			
Age has not a significant a moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention		Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Age has not a significant a moderating effect on the direct effect of Social Influence on Behavioral Intention		Small, Positive, Not Statistically significant	Medium, Positive, Not Statistically significant
Age has not a significant a moderating effect on the direct effect of Price Value on Behavioral Intention		Medium, Positive, Statistically significant	Medium, Positive, Not Statistically significant

Research Hypotheses	Reference	Comment	
Age has a significant a moderating effect on the direct effect of Habit on Behavioral Intention		Large, Positive, Statistically significant	Large, Positive, Statistically significant
H7a: Age has significant a moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention	Lee (2009), Venkatesh (2012)	Not Supported	
H7b: Age has a significant a moderating effect on the direct effect of Social Influence on Behavioral Intention	Lee (2009), Venkatesh (2003), Akbar (2013)	Not Supported	
H7c: Age has a significant a moderating effect on the direct effect of Price Value on Behavioral Intention	Venkatesh (2012)	Not Supported	
H7d: Age has a significant a moderating effect on the direct effect of Habit on Behavioral Intention	Venkatesh (2012)	Supported	
Decisions on Gender as a moderating effect		Effect for Males	Effect for Females
Gender has not a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention		Small, Positive, Not Statistically significant	Small, Negative, Not Statistically significant
Gender has a significant moderating effect on the direct effect of Habit on Behavioral Intention		Large, Positive, Statistically significant	Large, Positive, Statistically significant
Gender has not a significant moderating effect on the direct effect of Social Influence on Behavioral Intention		Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Gender has not a significant moderating effect on the direct effect of Price Value on Behavioral Intention		Medium, Positive, Statistically significant	Medium, Positive, Statistically significant
Gender has a significant moderating effect on the direct effect of Hedonic Motivation on Habit		Medium, Positive, Statistically significant	Large, Positive, Statistically significant
H8a: Gender has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention	Lee (2009), Venkatesh (2012)	Not Supported	
H8b: Gender has a significant moderating effect on the direct effect of Habit on Behavioral Intention	Venkatesh (2012)	Supported	
H8c: Gender has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention	Lee (2009), Venkatesh (2003)	Not Supported	
H8d: Gender has a significant moderating effect on the direct effect of Price Value on Behavioral Intention	Venkatesh (2012)	Not Supported	
Gender has a significant moderating effect on the direct effect of Hedonic Motivation on Habit	-	New Finding	
Decision on Power Distance as a moderating effect		Effect for Higher PD	Effect for Lower PD
Power Distance has not a significant moderating effect on the direct effect of Social Influence on Behavioral Intention		Small, Positive, Not Statistically significant	Medium, Positive, Not Statistically significant
H9a: Power Distance has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention	Tarhini <i>et al.</i> (2017), Alshare & Mousa (2014)	Not Supported	
Decisions on Individualism as a moderating effect		Effect for Individualism	Effect for Collectivism

Research Hypotheses	Reference	Comment	
Individualism has not a significant moderating effect on the direct effect of Social Influence on Behavioral Intention		Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Individualism has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention		Medium, Positive, Not Statistically significant	Small, Negative, Not Statistically significant
H9b: Individualism has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention	Alshare & Mousa (2014)	Not Supported	
Individualism has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention	-	New Finding	
Decisions on Feminism as a moderating effect		Effect for Feminism	Effect for Masculinity
Feminism has not a significant moderating effect on the direct effect of Social Influence on Behavioral Intention		Medium, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Feminism has a significant moderating effect on the direct effect of Habit on Behavioral Intention		Medium, Positive, Not Statistically significant	Large, Positive, Statistically significant
H9c: Feminism has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention	Tarhini <i>et al.</i> (2017)	Not Supported	
Feminism has a significant moderating effect on the direct effect of Habit on Behavioral Intention	-	New Finding	
Decisions on Uncertainty Avoidance as a moderating effect		Effect for Lower UA	Effect for higher UA
Uncertainty Avoidance has not a significant moderating effect on the direct effect of Social Influence on Behavioral Intention		Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Uncertainty Avoidance has a significant moderating effect on the direct effect of Hedonic Motivation on Habit		Small, Positive, Not Statistically significant	Medium, Positive, Statistically significant
H9d: Uncertainty Avoidance has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention	Tarhini <i>et al.</i> (2017)	Not Supported	
Uncertainty Avoidance has a significant moderating effect on the direct effect of Hedonic Motivation on Habit	-	New Finding	

From Table 18, it is concluded that:

1. For Age: The moderating effect of Age only exists on the direct causal effect of Habit on Behavioral Intention (**H7d -> Supported**).
2. For Gender: The moderating effect of Gender exists on the direct causal effect of Habit on Behavioral Intention (**H8b -> Supported**) and on Hedonic Motivation on Habit (**new finding**).
3. For Power Distance: The moderating effect of Power Distance did not exist on the causal effects of Social Influence on Behavioral Intention (**H9a -> not supported**).
4. For Individualism: The moderating effect of Individualism did not exist on the direct causal effect of Social Influence on Behavioral Intention (**H9b -> not supported**) and the moderating effect only exists on the direct causal effect of Hedonic Motivation on Behavioral Intention (**new finding**).
5. For Feminism: The moderating effect of Feminism did not exist on the direct causal effect of Social Influence on Behavioral Intention (**H9c -> not supported**) and the moderating effect only exists on the direct causal effect of Habit on Behavioral Intention (**new finding**).

6. For Uncertainty Avoidance: The moderating effect of Uncertainty Avoidance did not exist on the direct causal effect of Social Influence on Behavioral Intention (**H9d -> not supported**) and the moderating effect only exists on the direct causal effect of Hedonic Motivation on Habit (**new finding**).

7. Discussion

The result of this research has confirmed findings from previous research related to direct causal effects on Behavioral Intention as summarized in Table 18. The hypotheses H2 and H5 that states Hedonic Motivation and Social Influence have a statistically direct effect on Habit are supported. These findings are in accordance with the research by Khatimah *et al.* (2019). The other hypotheses H3 and H6 are also supported. The Habit has statistically direct effect on Behavioral Intention to use online entertainment (H3). This finding is in accordance with the research by Baabdullah *et al.* (2019), Khatimah *et al.* (2019), and Venkatesh (2012). The Price Value has statistically direct effect on Behavioral Intention to use online entertainment (H6), and this finding is in accordance with the research by Baabdullah *et al.* (2019) and Venkatesh (2012).

Hypotheses H1 and H4 is partially supported regarding to the result of correlation analysis and statistically causal effect analysis. Hedonic Motivation correlates with Behavioral Intention but has no statistically direct effect on Behavioral Intention to use online entertainment (H1). Therefore, hypothesis H1 is partially support. This finding is opposite with the research by Akbar (2013), Alshare & Mousa (2014), Chen (2018), Harnadi (2017), Wei & Lu (2014), Wang & Sun (2016), and Lee (2009). Other finding states that Social Influence correlates with Behavioral Intention but has no statistically direct effect on Behavioral Intention to use online entertainment (H4). Therefore, hypothesis H4 is partially support. This finding is opposite with Akbar (2013), Wei & Lu (2014), Wang & Sun (2016), and Tarhini *et al.* (2017), and Venkatesh (2012).

The findings from the moderating effect analysis are described in Table 18. Conforming to Table 18, age, gender, and feminism factors have moderating effect on the direct causal effect of Habit on Behavioral Intention. Similarly, individualism, uncertainty avoidance, and gender factors have moderating effect on the direct causal effect of Hedonic Motivation on Habit. Nevertheless, power distance has no moderating effect on all causal effects in the research model.

Hypothesis H7d of this research is supported and the finding is confirming the research by Venkatesh (2012). Age has a significant moderating effect on the direct effect of Habit on Behavioral Intention. For Z and Y generation, the effect of Habit on Behavioral Intention is large, positive, and statistically significant. Other hypotheses (H7a, H7b, and H7d) related to moderating effect of age are not supported. Nevertheless, these results are opposite to the researches by Lee (2009), Venkatesh (2003), Venkatesh (2012), and Akbar (2013).

In the findings related with Gender as moderating effect, there is hypothesis H8b with the supporting result, and hypotheses H8a, H8c, and H8d with no supporting result. The supporting hypothesis H8b is in accordance with the research by Venkatesh (2012). Gender has a significant moderating effect on the direct effect of Habit on Behavioral Intention. For males and females, the effect of Habit on Behavioral Intention is large, positive, and statistically significant. The no supporting hypotheses H8a, H8c, and H8d are in contrast with the researches by Lee (2009) and Venkatesh (2012). The new finding of gender which is not reported on the previous related literatures has a significant moderating effect on the direct effect of Hedonic Motivation on Habit. For males, the effect of Hedonic Motivation on Habit is medium, positive, statistically significant, and for females, the effect is large, positive, and statistically significant.

Regarding the findings on cultural factors as moderating effect, results on all hypotheses are not supported (*H9a, H9b, H9c, and H9d*). The findings are in contrast with the research by Tarhini *et al.* (2017), Alshare & Mousa (2014). However, the new findings not reported on the previous related researches state that: 1). Power Distance has not a significant moderating effect on the all-causal effect on the theoretical model; 2). Individualism has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention. For Individualism, the effect of Hedonic Motivation on Behavioral Intention is medium, positive, and not statistically significant, and for collectivism, the effect is small, negative, and not statistically significant; 3). Feminism has a significant moderating effect on the direct effect of Habit on Behavioral Intention. For Feminism, the effect of Habit on Behavioral Intention is medium, positive, and not statistically significant; and for Masculinity, the effect is large, positive, and statistically significant; and 4). Uncertainty Avoidance has a significant moderating effect on the direct effect of Hedonic Motivation on Habit. For lower Uncertainty Avoidances the effect of Hedonic Motivation on Habit is small, positive, and not statistically significant, and for higher Uncertainty Avoidances, the effect is medium, positive, and statistically significant.

8. Conclusions and Implications

The objective of this research is to investigate the acceptance of online entertainment technology based on age, gender, and cultural factors as moderators on the acceptance. In conclusion the research provides insight into two findings: 1) the positive and direct effect of habit and price value on behavioral intention and hedonic motivation, and

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2
3 social influence on habit; 2) this is new findings derived from the moderating effect analysis showing that age,
4 individualism, and feminism moderated the effects on the individual's intention due to habit. Moreover, gender and
5 uncertainty avoidance moderated the effects on the individual's habits due to hedonic motivation.

6 The findings have implications in practice. For business practitioners, those who want to intensify the adoption of
7 online entertainment; for the government and educators, those who want to restrict their usage because of their
8 behavioral impact on the social lives of the users; and the consumers who are concerned to the benefit from the
9 monetary cost they paid.

10 Business practitioners who incorporate online media entertainment application developers, resellers of the
11 application, and who are apprehensive about the economic matters of enhancing the adoption of the applications need
12 to know about the acceptance of online entertainment technology including online music, online gaming, video
13 streaming, online comics, and online news in Indonesia is affected by habit in using the technology and the tradeoff
14 between the perceived gains of the technology by consumers and the monetary cost for using them. Furthermore, the
15 habit of using technology is affected by hedonic motivation in using technology and the influence of important others
16 in recommending technology use.

17 The application developers need the information to design the application and encourage their adoption among
18 specific users. The factors determining the consumers' adoption must be known as necessary to design good
19 applications and increase their adoption. Developers and resellers must be concerned with the age and gender, the
20 ideas, meanings, beliefs, and values they learn as members of society, their emotional feelings when using an
21 application, and the extent to which they intend to continue to use the application. Developers and resellers need also
22 to be updated with the location and devices frequently use and the number of times and hours per week users spent
23 using online media entertainment.

24 The government and educators apprehensive about the behavioral impact of online media entertainment on the
25 social lives of the users make efforts to restrict the usage. They usually make an effort to educate society about the
26 impact of online media on their social lives. To educate society, they must know that the user acceptance of online
27 media entertainment must be influenced by the user's habit in usage, and the habit was influenced by hedonic
28 motivation and social influence. They also need to be aware that age and feminism factors moderate the impact of
29 habit on an individual's intention. Additionally, the effects of hedonic motivation on a person's habits are moderated
30 by their gender, individualism, and their tendency to avoid uncertainty.

31 The reality that the users most often watch video streaming, listening online music, and play online games in their
32 homes with their mobile phones can encourage the government and educators to issue policies that can be assisting
33 parents to involve in their children's growth with respect to online media entertainment.

34 Those who wish to restrict online media entertainment need to know about hedonic motivation and social influence
35 on the adoption of online media. The findings in this study reveal that the adoption is strongly affected by the extent
36 to which user tend to perform behaviors automatically because of learning and their behaviors was the result of prior
37 experience. The effect of Habit on Behavioral Intention was more important for both females and males; both Z and
38 Y generations and masculinity than feminism. The findings also reveal that users' habits in using online media
39 entertainment are strongly affected by the extent to which an individual perceives that using online media is fun or
40 pleasure and the degree to which an individual perceives that important others believe that they should use online
41 media entertain. The effect of Hedonic Motivation on Habit was important for those females and those with higher
42 uncertainty avoidance. Interestingly, the findings suggest that the adoption of online media entertainment is not
43 strongly affected by the degree to which an individual perceives that important others believe that they should use
44 online media entertainment and the extent to which an individual perceives that using online media entertainment is
45 fun or pleasure. The effect of Hedonic Motivation on Behavioral Intention was not important for both individualism
46 and collectivism. The other practical importance of the findings is the usage rates for online media entertainment. This
47 research reveals that almost all of the respondents use for 15 hours or more per week with almost half of them using
48 more than 15 hours per week. Based on this finding, the government, educators, and parents may assist online media
49 entertainment users to manage their time better in their social life, family, study, and using online media.

50 The users of online media entertainment or the consumer who are concerned to the benefit from the monetary cost
51 they paid also have information from this finding. The findings of the research suggest that their adoption of online
52 media entertainment is also strongly affected by the extent to which 'consumers' cognitive tradeoff between the
53 perceived benefits of the applications and the monetary cost for using them.

54 In the context of Indonesia, this research on the user acceptance of online media entertainment appears to be first
55 conducted. In consequence, the repeating the research is strongly suggested because the limitation of the research on
56 its external validity. Finally, this research suggests that the upcoming research may be expanded the theoretical model
57 with other construct such as Performance Expectancy and Effort Expectancy as proposed in UTAUT2 model by
58 Venkatesh (2012).

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Appendix

Questionnaire

A. Latent Variables**Hedonic Motivation**

- While playing online entertainment, I feel happy.
- I feel that playing online entertainment makes me relax.
- Playing online entertainment, keep me entertained.

Price Value

- In my opinion, the price of using online entertainment is still reasonable.
- The benefits of using online entertainment are equivalent to the money I have spent.
- With the price incurred, the use of online entertainment still benefits me.

Social Influence

- People who are influential to me, think that it is not a problem for them if I play entertainment online.
- People who are important to me think that it is not a problem for them if I play online entertainment media.
- People whom I respect for their opinions suggest that I keep playing the online entertainment media.

Habit

- Playing online entertainment has become a habit for me.
- I have to play online entertainment.
- I feel addicted to online entertainment.

Behavioral Intention

- I intend to continue playing online entertainment in the future.
- I predict that I will continue to play online entertainment.
- I plan to continue playing online entertainment.

B. Cultural Variables**Power Distance**

- Teachers/Lecturers must make most decisions without consulting students.
- Teachers/Lecturers should not ask students' opinions too often.
- Students must agree with the decisions made by the Teacher/Lecturer and the school/university management.

Individualism

- It is better to study/work in groups than alone.
- Group success is more important than individual success.
- Awards for individuals are less important than rewards for groups.

Feminism

- It is important for me to appreciate outstanding academic achievements.
- It is important for me to focus more on achieving superior academic achievements.
- It's important for me to outperform my classmates.

Uncertainty Avoidance

- Rules and regulations are important because they tell students what to expect from the school/university.
- It's important to know the specific requirements and instructions spelled out in detail so I always know what to do.
- Standardized operational work instructions and procedures are very helpful for my learning.

**6. Bukti Konfirmasi Review dan
Hasil Review Ketiga
(28 Desember 2023)**



Berdi <bharnadi@unika.ac.id>

Information Discovery and Delivery - Decision on Manuscript ID IDD-02-2023-0017.R2

Information Discovery and Delivery <onbehalf@manuscriptcentral.com>

Thu, Dec 28, 2023 at 11:29 PM

Reply-To: hewu@yahoo.com

To: bharnadi@unika.ac.id

28-Dec-2023

Dear Dr. Harnadi:

Manuscript ID IDD-02-2023-0017.R2 entitled "The Role of Age, Gender, and Cultural Factors as Moderators on The Acceptance of Online Entertainment Technology" which you submitted to the Information Discovery and Delivery, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/idd> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a word processing program and save it on your computer. Please also highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using bold or coloured text.

Once the revised manuscript is prepared, you can upload it and submit it through your Author Centre.

When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewer(s).

IMPORTANT: Your original files are available to you when you upload your revised manuscript. Please delete any redundant files before completing the submission.

Because we are trying to facilitate timely publication of manuscripts submitted to the Information Discovery and Delivery, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Once again, thank you for submitting your manuscript to the Information Discovery and Delivery and I look forward to receiving your revision.

Sincerely,
Dr. Wu He
Editor, Information Discovery and Delivery
hewu@yahoo.com

Reviewer(s)' and Co-Editor Comments to Author:

Reviewer: 1

Recommendation: Reject

Comments:

I can see that the author aims to challenge the UTAUT2 framework by shifting the role of habit from being a predictor of Behavioral Intention (BI) to being a mediator of BI. The authors provide supporting evidence from the study conducted by Khatimah, H., Susanto, P., & Abdullah, N. L. (2019), titled "Hedonic motivation and social influence on the behavioral intention of e-money: The role of payment habit as a mediator," published in the International Journal of Entrepreneurship, 23(1), 1-9.

Upon conducting a thorough analysis of the evidence (Khatimah (2019)) presented in this study, it becomes clear that the argument lacks sufficient support. In my evaluation, I find that this paper does not meet the criteria of a well-constructed research work and lacks substantial evidence to substantiate its claims.

For instance, let's look at the Hypothesis 1 in Khatimah paper, which posits that "Hedonic motivation positively affects payment habit towards the behavioral intention of e-money users." The argument presented in the paper is "Motivation as the...it brings emotional, multisensory and fantasy as crucial factors of the hedonic values and utilitarian for consumers." However, throughout the entire section, there is no mention of the concept of habit. It is perplexing how the author extrapolated the notion of habit within this hypothesis, as there is no apparent connection or explanation provided. Same issue for the Khatimah papers' hypo 2.

Also, the journal "International Journal of Entrepreneurship" is discontinued in Scopus as of 2021.

Unfortunately, I believe the author didn't check their key source paper's quality carefully and misled by it. Therefore, I cannot support the author's argument (Habit is mediator) based on this particular evidence.

Furthermore, it is essential to note that all other relationships between the author's predictors and outcomes have been thoroughly explored in previous studies. Consequently, I do not believe this paper contributes any new knowledge to the field.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: See the comments
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: See the comments
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: See the comments
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: See the comments
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: See the comments
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: See the comments

Reviewer: 2

Recommendation: Minor Revision

Comments:

Good effort! However, please revise these two issues seriously:

+ Amin H (2012) change to Amin (2022), page #10

+3.3 Price Value and Behavioural Intention [Please provide further expositions], page #9

All the best then.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes, the research design divulged the merits of this work.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: 3.3 Price Value and Behavioural Intention (Found on page #9) Can you elaborate more on the studies cited here, Baabdullah et al. (2019) and Alalwan et al. (2018)...Besides add 2 more?
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Please correct this, Amin H (2012) to Amin (2022). Found on page #10
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the

other elements of the paper?: Okay

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Okay

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Okay

Co-Editor

Comments to the Author:

(There are no comments.)

**7. Bukti Konfirmasi Submit Revisi Ketiga,
Respon kepada Reviewer,
dan Artikel yang Diresubmit
(19 Januari 2024)**



Berdi <bharnadi@unika.ac.id>

Information Discovery and Delivery - IDD-02-2023-0017.R3

Information Discovery and Delivery <onbehalf@manuscriptcentral.com>Fri, Jan 19, 2024 at 1:56
PM

Reply-To: WHe@odu.edu

To: bharnadi@unika.ac.id

19-Jan-2024

Dear Dr. Harnadi:

Your manuscript entitled "The Role of Age, Gender, and Cultural Factors as Moderators on The Acceptance of Online Entertainment Technology" has been successfully submitted online and is presently being given full consideration for publication in the Information Discovery and Delivery.

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Sincerely,

Wu He

Information Discovery and Delivery



Berdi <bharnadi@unika.ac.id>

Information Discovery and Delivery - Decision on Manuscript ID IDD-02-2023-0017.R3

Information Discovery and Delivery <onbehalf@manuscriptcentral.com>

Thu, Feb 1, 2024 at 7:07 AM

Reply-To: hewu@yahoo.com

To: bharnadi@unika.ac.id

31-Jan-2024

Dear Dr. Harnadi: Manuscript ID IDD-02-2023-0017.R3 entitled "The Role of Age, Gender, and Cultural Factors as Moderators on The Acceptance of Online Entertainment Technology" which you submitted to the Information Discovery and Delivery, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some minor revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/idd> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

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Because we are trying to facilitate timely publication of manuscripts submitted to the Information Discovery and Delivery, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Once again, thank you for submitting your manuscript to the Information Discovery and Delivery and I look forward to receiving your revision.

Sincerely,
Dr. Wu He
Editor, Information Discovery and Delivery
hewu@yahoo.com

Reviewer(s)' and Co-Editor Comments to Author:

Reviewer: 1

Recommendation: Accept

Comments:
Congrats and all the best then.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes, the context addressed in this study is sufficient for publication.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Accept.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Accept.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Accept.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Now clear and understandable. I have no comment.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Easy to follow.

Reviewer: 2

Recommendation: Accept

Comments:

Solved all my concerns. Good luck.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: See the comments

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: See the comments

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: See the comments

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: See the comments

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: See the comments

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: See the comments

Co-Editor

Comments to the Author:

Please add a little more discussion about the limitations of your study. In addition, a proofreading is needed for your paper. For example, the last sentence "this research suggests that the upcoming research may be expanded the theoretical model" has a language issue. Please get a proofreading done for your paper before the resubmission. This will be your last chance before the publication.



Berdi <bharnadi@unika.ac.id>

Information Discovery and Delivery - IDD-02-2023-0017.R4

Information Discovery and Delivery <onbehalf@manuscriptcentral.com>Mon, Feb 12, 2024 at 9:52
AM

Reply-To: WHe@odu.edu

To: bharnadi@unika.ac.id

11-Feb-2024

Dear Dr. Harnadi:

Your manuscript entitled "Role of Age, Gender, and Cultural Factors as Moderator on Technology Acceptance of Online Entertainment" has been successfully submitted online and is presently being given full consideration for publication in the Information Discovery and Delivery.

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Sincerely,

Wu He

Information Discovery and Delivery

**The Role of Age, Gender, and Cultural Factors as Moderators
on The Acceptance of Online Entertainment Technology**

Journal:	<i>Information Discovery and Delivery</i>
Manuscript ID	IDD-02-2023-0017.R3
Manuscript Type:	Original Article
Keywords:	age, gender, culture, habit, online entertainment, technology acceptance

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The Role of Age, Gender, and Cultural Factors as Moderators on The Acceptance of Online Entertainment Technology

Abstract

Purpose - Research on the acceptance of online entertainment technology based on age, gender, and cultural factors as moderators is rarely performed. Previous research focused on age or gender factors as moderators and did not involve cultural factors. This research investigates the acceptance of online entertainment technology based on age, gender, and cultural factors as moderators of acceptance.

Design/methodology/approach - Data were collected from a survey involving 1121 individuals aged 14–24 years from three cities in Indonesia. The theoretical model was proposed to examine the causal effect of acceptance as well as moderating effects due to individual gender, age, power distance, individualism, feminism, and uncertainty avoidance. The theoretical model was evaluated using structural equation modeling, and the results confirmed several findings from previous research.

Findings - The findings confirmed the positive direct effect of habit and price value on behavioral intention and hedonic motivation, and social influence on habit. New findings derived from the moderating effect analysis show that age, individualism, and feminism moderated the effects on the individual's intention due to habit. Moreover, gender and uncertainty avoidance moderated the effects on the individual's habits due to hedonic motivation.

Originality/value - This research contributes not only to the limited knowledge on acceptance of online entertainment technology by integrating the causal effect of individual intention due to habit, price value, hedonic motivation, and social influence and moderating role of culture, age, and gender, but also to the literature concerning the hypothesis by composing evidence of age, gender, and culture differences in acceptance. Furthermore, this research provides practical insight to online entertainment application developers regarding how to design applications to satisfy the consumers of different ages, genders, and cultures.

Keywords - age, gender, culture, habit, online entertainment, technology acceptance

Paper type Research paper

1. Introduction

According to The Global State of Digital in April 2023 by Gabby.kenny@wearesocial.net. (2023), out of 8.03 billion world population, 5.18 billion are internet users. Based on the report, the survey had been taken from the internet users aged between 16 – 64 years old who had spent in average of 6 hours 35 minutes in their daily activities each day. The main reasons they use the internet are: finding information (59.3 percent); keeping up to date with news and events (51.2 percent); watching video, tv shows, or movies (50.6 percent); accessing and listening to music (44 percent); and gaming (29.7 percent). In the context of internet users, the online music, online gaming, video streaming, online comics, and online news are related to the online media entertainment which its acceptance is examined in this research.

The younger generations as digital natives have a greater tendency to use technology because they have been familiar with these technologies in their daily lives since childhood. Their adaptation and instincts grow faster to adapt to the various things related to technology naturally (Şorgo et al., 2017). With an extensive number of young people accepting online technology, especially online entertainment technology, the research on acceptance of the technology associated with gender and age differences has become even more important for technology developers and their consumers (Akbar, 2013; Chawla & Joshi, 2020; Chen, 2018; Harnadi, 2017; Lee, 2009; Venkatesh, 2003, 2012; Wang & Sun, 2016). The research conducted by Straub (1997) investigating the acceptance of technology associated with cultural factors naming power distance, individualism, feminism, and uncertainty avoidance is to be the first-time research on cultural differences in the acceptance of the technology. Seventeen years after the research by Straub, it was identified that Alshare and Mousa (2014) conducted research examining the moderating effect of cultural factors including power distance, individualism, and feminism on consumer's intention to use mobile payment devices. Three years afterwards, Tarhini *et al.* (2017) conducted research on moderating effect of the same cultural factors on e-learning intention. However, the research on cultural differences in the acceptance of the technology is still limited, and as a result the insight to the consumers and developers on this problem are still limited as well.

In the context of technology acceptance, there are different acceptance in age, gender, and cultural factors. Firstly, in technology acceptance, males have higher hedonic motivation and habits than females (Lee, 2009; Venkatesh, 2012). In contrast, the research by Wang & Wang (2008) found that there were no differences in hedonic motivation between males and females. Furthermore, females are more receptive to their others believes than males (Venkatesh, 2012). In contrast, the research by Lee (2009) found that there was no difference in social influence between males and females. In terms of sensitivity to price value, females have greater sensitivity than males (Venkatesh, 2012).

Next, the differences in technology acceptance between older and younger people were revealed in researches by Venkatesh (2012) and Akbar (2013). In terms of hedonic motivation, younger people have a greater motivation than older people (Venkatesh, 2012). In contrast, the research by Lee (2009) found that there was no difference in hedonic motivation between younger and older people. Furthermore, in terms of social influence, Venkatesh (Venkatesh, 2012), Lee (Lee, 2009), and Akbar (2013) found different results. Venkatesh (2012) found that older people are more influenced by their others believes than younger people. In contrast, Akbar (2013) and Lee (2009) found that there was no difference between them. Regarding the differences in habit and price value, Venkatesh (2012) found that older people have a greater tendency than younger people.

Lastly, the differences in technology acceptance on cultural factors were revealed by Tarhini *et al.* (2017), Alshare and Mousa (2014), and Straub (1997). In terms of social influence, Tarhini *et al.* (2017) and Alshare and Mousa (2014) found that there are the differences caused by expect and accept differences in power (Power Distance), their integrated into groups (Individualism-Collectivism), their differences on traditional gender roles (Feminism-Masculinity), and their tolerance for ambiguities and uncertainties (Uncertainty Avoidance). Therefore, to be able to support the acceptance of technology according to the wishes of the users, the developers need to have insight regarding the needs of the users based on age, gender and cultural factors. There are limited studies conducted on moderating the effect of culture on the acceptance of technology (Alshare & Mousa, 2014; Straub, 1997; Tarhini *et al.*, 2017). Straub (Straub, 1997) conducted a research that employed cultural factors naming Power Distance, Individualism, Feminism, and Uncertainty Avoidance as moderator variables. Meanwhile, Tarhini *et al.* (2017) employed Power Distance, Feminism, and Uncertainty Avoidance; Alshare & Mousa (2014) only employed Power Distance and Individualism as moderator variables.

To the best of our knowledge, the researches that examine age, gender and cultural factors in a comprehensive model have never been conducted. Currently, only a limited number of similar research have been identified, two of the researches are conducted by Alshare & Mousa (2014) in Qatar and Tarhini *et al.* (2017) in Lebanon employed cultural factors as moderators on technology acceptance in range of twenty years after Straub (1997) firstly propose these factors to have impact on technology acceptance study. The use of this model has not been closely examined in Indonesia, and this research took data in Indonesia. Therefore, this is a novelty that we will do in overcoming research gaps in this field. The purpose of this research is to investigate the acceptance of online entertainment technology in Indonesia by examining factors related to the acceptance of online music, online gaming, video streaming, online comics, and online news. The research addresses two research questions: First, which factors have an influence on an individual's intention to accept online entertainment among age, gender differences, and culture? Second, which relationships represent significant causal effects, and which ones represent significant moderation effects on the intention?

This research conducts a study on the causal effect of Hedonic Motivation, Price Value, and Social Influence on Habit and Behavioral Intention. This research also investigates the role of cultural factors as a moderator on Habit and the acceptance of online entertainment technology. New Findings regarding the role of culture on the individual's habit and intention to accept online entertainment and hedonic motivation on habit are gained from moderation analysis. By compiling evidence of variances in acceptability across age, gender, and culture, this research adds to the body of knowledge on the notion. Additionally, this research insights creators of online entertainment applications on how the important of ages, genders, and cultures factors on creating the successful applications and appeal to users.

The research is presented in eight sections. First section, i.e., introduction, presents the background, purpose, research questions, and contribution of the research. The body of literatures to propose the research model is presented on second section and the proposed model and hypotheses are expressed on third section. The fourth section presents the methodology of research. The discussion of data and their analysis are in fifth section for description data analysis, sixth section for the finding of research, and seventh section for new findings. The last section summarizes the findings and analyzes responding to the research questions.

2. Literature review

2.1 Research Variables

The variables employed in this research are presented in Table 1. The operational definition of the variables utilized in the research is shown on Table 1 refers to the source of the definition.

Table 1. Operational definition of research variables

Variables	Operational Definitions	Reference
Hedonic motivation	The extent to which an individual perceives that using online media entertainment is fun or pleasure.	Venkatesh (2012)
Habit	The extent to which people tend to perform behaviors automatically because of learning and their behaviors was the result of prior experiences.	Venkatesh (2012)

Variables	Operational Definitions	Reference
Social Influence	The degree to which an individual perceives that important others believe that they should use the system.	Venkatesh (2003)
Price Value	The extent to which 'consumers' cognitive tradeoff between the perceived benefits of the applications and the monetary cost for using them.	Venkatesh (2012)
Behavioral Intention	The extent to which the user intends to use online entertainment in the future.	Harnadi (2017)
Gender	The individual's gender is measured as male or female.	Nil
Age	The individual's age in years.	Nil
Power Distance	The extent to which individuals expect and accept differences in power between different people.	Tarhini <i>et al.</i> (2017)
Individualism-Collectivism	The extent to which individuals are integrated into groups.	Tarhini <i>et al.</i> (2017)
Feminism-Masculinity	The extent to which traditional gender roles are differentiated.	Tarhini <i>et al.</i> (2017)
Uncertainty Avoidance	The extent to which ambiguities and uncertainties are tolerated.	Tarhini <i>et al.</i> (2017)

Previous researches in technology acceptance were characterized in the context of online media entertainment technology acceptance (Table 2), e-commerce technology acceptance (Table 3), and technology acceptance (Table 4). Furthermore, the context of the moderating effects was characterized in gender difference (Table 5), age difference (Table 6), and cultural difference (Table 7).

Almost all of the researches (Table 2) on technology acceptance of online media entertainment proposed theoretical model with hypotheses that are examined using quantitative data collected using questionnaire. TAM, TPB, and extended UTAUT are investigated to examine the moderating effects of age, gender, and experience on the model. The moderating effect of age on gaming acceptance was conducted by Tarhini *et al.* (2017) and Wang & Sun (2016). Meanwhile, Chen (2018), Tarhini *et al.* (2017), Wang & Sun (2016), and Lee (2009) examined the moderating effect of gender on e-learning and gaming acceptance. Furthermore, others researchers Akbar (2013), Venkatesh (2003), and Venkatesh (2012) on Table 4 also examined the moderating effect of age and gender on academic environment and consumer context.

Table 2. Previous Research of Behavioral Intention (BI) in the context of online media entertainment technology acceptance

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
U & G Expectancy model in mobile English learning games acceptance	Gratification	Gender as a moderator of the effect of Gratification on Continue Intention	Quantitative survey	Chen (2018)
Extended UTAUT model in online gaming acceptance	Perceived Enjoyment, Performance Expectancy, Facilitating Conditions	Age as a moderator of the effect of Effort Expectancy on BI. Gender as a moderator of the effect of Performance Expectancy on BI	Quantitative survey	Tarhini <i>et al.</i> (2017)
ETAM in digital game acceptance of the elderly	Game Narrative, Social Interaction, Physical Condition, Perceived Ease of Use, Attitude	Age as moderator of the effect of Perceived Ease of Use on BI. Gender as moderator of the effect of Perceived Ease of Use on BI. Experience as moderator of the effect of Perceived Ease of Use and Attitude on Intention	Quantitative survey	Wang & Sun (2016)
Investigating factors that influence people	Enjoyment, Interaction with	None	Quantitative web survey	Wei & Lu (2014)

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
to play mobile social games	others, perceived number of users, perceived number of peers, Time flexibility			
Antecedents of users' intentions to play online games using TAM and TPB	Flow, Subjective norm, Perceived usefulness, Perceived ease of use	None	Quantitative survey	Fan <i>et al.</i> (2012)
Examining two competing models based on TPB and TAM	Flow Experience, Perceived Enjoyment, Attitude, Subjective Norms, Perceived Behavioral Control	Gender as moderator of the effect of Perceived Enjoyment on BI, Attitude on BI, human-computer interaction to flow experience. Experience as moderator of the effect of Perceived Behavioral Control on BI	Quantitative web survey	Lee (2009)

Previous related researches on technology acceptance of e-commerce are summarized on Table 3 with no proposing moderating effect on the proposed theoretical model. All of the models employed on Table 3 are UTAUT and they are tested using quantitative data collected using questionnaire.

Table 3. Previous Research of Behavioral Intention (BI) in the context of e-commerce technology acceptance

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
Investigating consumer use of mobile banking	Performance Expectance, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Service Quality, System Quality	None	Quantitative survey	Baabdullah <i>et al.</i> (2019)
The role of habit as moderator on purchase intention of live streaming features	Habit	None	Quantitative survey	Chen <i>et al.</i> (2022)
Investigating factors predicting mobile shopping acceptance	Performance Expectancy, Effort Expectancy, Facilitating Conditions, Hedonic Motivation, Price Value, Privacy Risk	None	Quantitative survey	Chopdar <i>et al.</i> (2018)
Examining factors influencing acceptance of mobile banking	Perceived Risk, Hedonic Motivation, Price Value, Performance Expectancy, Effort Expectancy	None	Quantitative survey	Alalwan <i>et al.</i> (2018)

Table 4 summaries previous related researches on several contexts of technology acceptance including mobile payment, commerce, and e-learning. The researches on Table 4 employ UTAUT and TAM as the theoretical framework and examined age, gender, experience, and cultural factors including Power Distance, Individualism, Feminism, and Uncertainty Avoidance as moderator on the model. The research conducted by Tarhini *et al.* (2017) and Alshare & Mousa (2014) examined cultural factors as moderating effect on e-learning and mobile payment devices acceptance. Tarhini *et al.* (2017) employs three of cultural factors including power distance, individualism, and uncertainty avoidance. Meanwhile Alshare & Mousa (2014) also employs three of cultural factors including collectivism (as opposite of individualism), uncertainty avoidance, and masculinity (as opposite of feminism).

Table 4. Previous Research of Behavioral Intention (BI) in the context of technology acceptance

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
Moderating effect of individual level culture values on	Perceived Ease of Use, Perceived Usefulness,	Power Distance as moderator of the effect of Subjective Norms on BI, Perceived Usefulness on BI.	Quantitative survey	Tarhini <i>et al.</i> (2017)

Project/Theory	Causal Effects on BI	Moderating Effects	Data Collection	Reference
user's acceptance of E-learning	Subjective Norms, Quality of Work Life	Individualism as moderator of the effect of Subjective Norms on BI. Uncertainty Avoidance as moderator of the effect of Subjective Norms on BI		
Moderating effect of Espoused Cultural Dimensions on Consumer's acceptance to use mobile payment device	Performance Expectancy, Social Influence, Perceived Information Security	Collectivism as moderator of the effect of Social Influence on BI. Uncertainty Avoidance as moderator of the effect of Effort Expectancy on Performance Expectancy and Perceived Information Security on BI. Masculinity as moderator of the effect of Performance Expectancy on BI	Quantitative survey	Alshare & Mousa (2014)
Students' acceptance and use of technology in academic environment	Performance Expectancy, Attitude	Age as a moderator of the effect of Performance Expectancy, Effort Expectancy and Social Influence on BI. Gender as a moderator of the effect of Performance Expectancy, and Effort Expectancy on BI. Experience as a moderator of the effect of Perceived Ease of Use and Attitude on Intention	Quantitative survey	Akbar (2013)
Extended UTAUT model in consumer acceptance and use of technology	Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit	Age as a moderator of the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit on BI. Gender as a moderator of the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit on BI. Experience as a moderator of the effect of Effort Expectancy, Social Influence, Hedonic Motivation, and Habit on BI.	Quantitative survey	Venkatesh (2012)
UTAUT model	Performance Expectancy, Effort Expectancy, Social Influence	Age as a moderator of the effect of Performance Expectancy, Effort Expectancy, and Social Influence on BI. Gender as a moderator of the effect of Performance Expectancy, Effort Expectancy, and Social Influence on BI. Experience as a moderator of the effect of Effort Expectancy and Social Influence on BI	Quantitative survey	Venkatesh (2003)

2.2 Moderating Effect of Gender

Gender is employed as a moderator on the relations of factors on the acceptance technology model. Works by Researchers (Chen, 2018; Harnadi, 2017; Lee, 2009; Venkatesh, 2003, 2012; Wang & Wang, 2008; Wang & Sun, 2016) examined gender as a moderating factor on online gaming acceptance and consumer acceptance research. Table 5 summarizes the moderating effect of gender on the related research which, regarding the relation of Hedonic motivation on Behavioral Intention, the researchers (Lee, 2009; Venkatesh, 2012) reported that the hedonic motivation has a stronger effect on males compared to the females. Another researcher (Wang & Wang, 2008) did similar research and concluded that the effect of gender does not differ between males and females.

Two researchers (Lee, 2009; Venkatesh, 2003) presented a different result on Gender as a moderator on the relation of social influence on Behavioral Intention. Venkatesh (2003) stated that the stronger effect is in females than males. Meanwhile, Lee (2009) concluded that Gender is not a significant moderator. Furthermore, Venkatesh (2012) used Gender as a moderator on the relation of Price Value and Habit on Behavioral Intention which resulting in a conclusion that Gender is a significant moderator on Price Value on Behavioral Intention with a stronger effect in females than males. Gender is also considered as a significant moderator on Habit and Behavioral Intention with a stronger effect in male than female.

Table 5. Moderating effects of Gender

Causal effect on BI	Moderator	Reference	Context of the Study
Hedonic Motivation	The stronger effect on males than on the female (Perceived enjoyment)	Lee (2009)	Online gaming
	The stronger effect on males than on the female	Venkatesh (2012)	Consumer use and acceptance of technology
	The effect did not differ among male and female (Perceived enjoyment)	Wang & Wang (2008)	Online gaming
	Gender was not a significant moderator (Flow experience)	Lee (2009)	Online gaming
Social influence	The stronger effect on females than on the male.	Venkatesh (2003)	Technology acceptance
	Gender was not a significant moderator	Lee (2009)	Online gaming
Price value	The stronger effect on females than on the male.	Venkatesh (2012)	Consumer use and acceptance of technology
Habit	The stronger effect on males than on the female.	Venkatesh (2012)	Consumer use and acceptance of technology

2.3 Moderating Effect of Age

The works by (Akbar, 2013; Harnadi, 2017; Lee, 2009; Venkatesh, 2003, 2012; Wang & Sun, 2016) studied the moderating of Age on the relation of factors on Behavioral Intention, that are summarized in Table 6. Venkatesh (2012) and Lee (2009) used Age as a moderator on the relation of Hedonic Motivation on Behavioral Intention and they came to a different conclusion. Venkatesh (2012) concluded that Age is a significant moderator with a stronger effect on younger people than on older people; While Lee (2009) found that Age is not a significant moderator.

The researchers (Akbar, 2013; Lee, 2009; Venkatesh, 2003) had studied the moderating effect of Age in the relation of Social Influence on Behavioral Intention, in which all of them have different results. Venkatesh (2003) found that the effect is stronger on older people than on younger people, compared to Akbar (2013) finding where the effect is stronger on the younger people than older people. This findings differ from the research conducted by Lee (2009), which concluded that the effect of Age is not significant. Venkatesh (2012) applied Age as the moderator on the relation Price Value and Habit on Behavioral Intention; the result is a stronger effect in older people than in younger people.

Table 6. Moderating effects of Age

Causal effect on BI	Moderator	Reference	Context of the Study
Hedonic Motivation	The stronger effect in younger people than in older people.	Venkatesh (2012)	Consumer use and acceptance of technology
	Age was not a significant moderator	Lee (2009)	Online gaming
Social Influence	The stronger effect in older people than in younger people.	Venkatesh (2003)	Technology acceptance
	The stronger effect in younger people than in older people.	Akbar (2013)	Technology acceptance on the academic environment
	Age was not a significant moderator	Lee (2009)	Online gaming
Price Value	The stronger effect in older people than in younger people.	Venkatesh (2012)	Consumer use and acceptance of technology

Causal effect on BI	Moderator	Reference	Context of the Study
Habit	The stronger effect in older people than in younger people.	Venkatesh (2012)	Consumer use and acceptance of technology

2.4 Moderating Effect of Culture

According to Straub (1997), there are four dimensions to examine their impact on technology acceptance known as Hofstede's cultural dimensions, comprises Power Distance (PD), Individualism-Collectivisms (I-C), Femininity-Masculinity (F-M), and Uncertainty Avoidance (AU). The cultural research of this technology acceptance come from the e-learning context by Tarhini *et al.* (2017) and mobile payment device context by Alshare & Mousa (2014) where the four dimensions were employed as a moderator on the relation of factors on Behavioral Intention. Table 7 summarizes this moderating effect of culture on the related research in which Tarhini *et al.* (2017) stated that PD is a significant moderator on the relation of Performance Expectancy and Social influence on Behavioral Intention; I-C is a significant moderator on the relation of Effort Expectancy on behavioral Intention; both F-M and I-C are significant moderators on the relation of Performance Expectancy and Effort Expectancy. Meanwhile, Alshare & Mousa (2014) stated that PD and I-C are significant moderators on the relation of Social Influence on Behavioral Intention and F-M is a significant moderator on the relation of Performance Expectancy on Behavioral Intention.

Table 7. Moderating effects of Culture

Causal effect on BI	Moderator	Reference	Context of the Study
Moderating effects of Power Distance			
Social influence	The stronger effect in Larger PD than in Smaller PD	Tarhini <i>et al.</i> (2017)	E-Learning
	PD was not a significant moderator	Alshare & Mousa (2014)	Mobile Payment Device
Moderating effects of Individualism			
Social influence	The stronger effect in Collectivism than in Individualism	Alshare & Mousa (2014)	Mobile Payment Device
Moderating effects of Masculinity			
Social influence	The stronger effect in Femininity than in Masculinity	Tarhini <i>et al.</i> (2017)	E-Learning
Moderating effects of Uncertainty Avoidance			
Social influence	The stronger effect in Higher UA than in Lower UA	Tarhini <i>et al.</i> (2017)	E-Learning

On the moderating effects of PD on the relation of Social Influence on Behavioral Intention, Tarhini *et al.* (2017) and Alshare & Mousa (2014) showed a different result. According to Tarhini *et al.* (2017), PD is a significant moderator that has a stronger effect in higher PD than in lower PD. Meanwhile, Alshare & Mousa (2014) stated that PD is not a significant moderator. Alshare & Mousa (2014) also investigated the mobile payment devices that resulted in I-C as a significant moderator on the relation of Social Influence on Behavioral Intention where its effect is stronger in Collectivism than Individualism. Tarhini *et al.* (2017) examined the moderating effects of F-M on the relation of Social Influence on Behavioral Intention; the result showed that the stronger effect is in Femininity than Masculinity. To complete the results, Tarhini *et al.* (2017) examined AU as a moderating effect of Social Influence on Behavioral Intention; it concludes in the founding that higher UA is affected stronger than UA.

3. Proposed Theoretical Model and Hypotheses

From the reviews previous related literature, this research proposes theoretical model as shown on Figure 1. There are three independent variables (Hedonic Motivation, Social Influence, and Price Value), one intervening variable (Habit), one dependent variables (Behavioral Intention), and six moderating variables (Age, Gender, Power Distance, Individualism, Feminism, and Uncertainty Avoidance). Operational definition of the latent variables employed in theoretical model shown on Table 1 and the Questionnaire displayed on the Appendix. The purpose of the review of previous related variables are to identify prominent variables and their causal or moderating effects on an individual's intention to use online media entertainment technology.

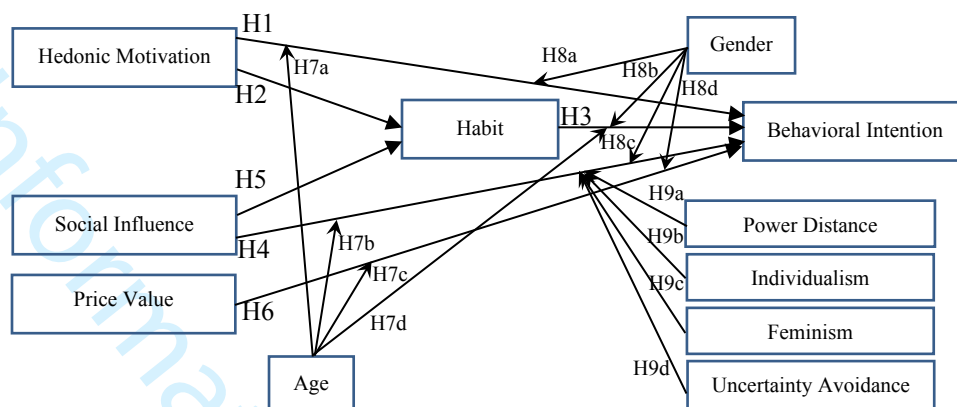


Figure 1. Proposed Theoretical Model

3.1 Hedonic Motivation, Habit, and Behavioral Intention

Hedonic Motivation is an interesting factor in acceptance research, which divides into Perceived Enjoyment (PE) and Flow Experience (FE). On the research of acceptance to use technology, References (Akbar, 2013; Alshare & Mousa, 2014; Chen, 2018; Harnadi, 2017; Lee, 2009; Wei & Lu, 2014) used PE and References (Akbar, 2013; Harnadi, 2017; Wang & Sun, 2016) used FE as predictors on Behavioral Intention (BI). PE also acted as a predictor on Use Behavior according to Luo *et al.* (2011), meanwhile Alshare & Mousa (2014) used Entertainment as a predictor on Use Behavior. Chopdar *et al.* (2018) and Venkatesh (2012) used Hedonic Motivation as a predictor on BI.

According to the references (Akbar, 2013; Harnadi, 2017; Wei & Lu, 2014, Lee, 2009), PE has a statistically significant direct effect on BI. Alshare & Mousa (2014) conducted a research on PE that also has a statistically significant direct effect on Attitude and Attitude on BI. In the relation of FE and BI, several types of research resulted in the analysis where FE has a statistically significant direct effect on BI according to Akbar (2013), and Wang & Sun (2016). Meanwhile, Akbar (2013) using Escape than FE and Straub (1997) concluded in his research that FE has a partially significant direct effect on BI.

The research using Hedonic Motivation as a predictor on Habit conducted by Chen *et al.* (2022). This research also used Convenience of Product Search as a predictor of Habit. It showed that the Hedonic Motivation and Convenience of Product Search have a statistically significant direct effect on Habit. Habit is also an interesting factor in the acceptance to use e-commerce technology and to use technology in general. The researchers (Baabdullah *et al.*, 2019; Chen *et al.*, 2022; Venkatesh, 2012) employed Habit as the predictor on Behavioral Intention, and the researchers (Baabdullah *et al.*, 2019; Venkatesh, 2012) employed Habit as the predictor on Use Behavior. The result stated that Habit has a statistically significant direct effect on BI (Baabdullah *et al.*, 2019; Venkatesh, 2012). Based on these reviews, we propose that:

H1: Hedonic Motivation has a statistically significant direct effect on Behavioral Intention to use online entertainment.

H2: Hedonic Motivation has a statistically significant direct effect on Habit.

H3: Habit has a statistically significant direct effect on Behavioral Intention to use online entertainment.

3.2 Social Influence, Habit, and Behavioral Intention

The results from the researchers conducted by Akbar (2013), Wei & Lu (2014), Wang & Sun (2016), and Tarhini *et al.* (2017) employed Social Norm, Social Interaction, and Social Affiliation as a predictor on BI. While other researchers (Venkatesh, 2012; Venkatesh, 2003) used Social Influence as the predictor to BI. Social Interaction and Social Affiliation are factors having close naming to Social Influence. To further elaborate, research conducted by Akbar (2013), Wei & Lu (2014), Wang & Sun (2016), Venkatesh (2012), Venkatesh (2003), and Tarhini *et al.* (2017) concluded that Social Influence has a statistically significant direct effect on BI. Other researchers (Alalwan *et al.*, 2018; Straub, 1997) stated that Social Influence has a partially statistically significant direct effect on BI. On Social Influence as predictor on Habit, Rahmiati & Susanto (2022) stated that Social Influence has a statistically significant direct effect on Habit. Based on these reviews, we propose that:

H4: Social Influence has a statistically direct effect on Behavioral Intention to use online entertainment.

H5: Social Influence has a statistically direct effect on Habit.

3.3 Price Value and Behavioral Intention

Price Value (PV) is an interesting factor in the acceptance of e-commerce research. Price Value is defined as the consumer's cognitive process of weighing the perceived benefits of the application and the monetary cost associated with its usage (Baabdullah et al., 2019; Venkatesh, 2012). According to Almaiah et al. (2022), Baabdullah et al. (2019), Alalwan et al. (2018), and Farah et al. (2019), PV has a statistically significant direct effect on BI to use internet and mobile banking. Other research conducted by Venkatesh (2012) also stated that PV has a statistically significant direct effect on Use Behavior. In the online entertainment environment, the cost of new technology solutions significantly affects customers' willingness to adopt and use them. Perceived value is often measured by how users cognitively evaluate costs. They have to bear the costs incurred compared to the benefits and quality gained from the online entertainment application. Based on these reviews, we propose that:

H6: Price Value has a statistically direct effect on Behavioral Intention to use online entertainment.

3.4 Age, Gender, and Cultural Factors

The four cultural Factors as stated firstly by Straub (1997) are less employed as moderator variables on the technology acceptance research than age and gender factors. There are four factors naming Power Distance, Individualism, Feminism, and Uncertainty Avoidance in the cultural factors. Based on the proposed theoretical model on Figure 1 and the summary of moderating effect of culture having intersection in the model (Table 7), Alshare & Mousa (2014) stated that Power Distance and Individualism have significant moderating effects on the causal effect of Social Influence and Behavioral Intention. Meanwhile Tarhini et al. (2017) stated that Power Distance, Feminism, and Uncertainty Avoidance have significant moderating effects on the causal effect of Social Influence and Behavioral Intention.

In the context of online gaming and consumer acceptance research, according to Table 5, Gender has significant moderating effect on direct effect of Hedonic Motivation on behavioral intention Motivation (Lee, 2009; Venkatesh, 2012). The effect of hedonic motivation and behavioral intention was stronger on male than on female (Lee, 2009; Venkatesh, 2012). While the effect of Social Influence on behavioral intention was stronger on female than on male (Venkatesh, 2003). Moreover, the effect of Price Value on behavioral intention was stronger on female than on males (Venkatesh, 2012). And the effect of Habit on behavioral intention was stronger on male than on female (Venkatesh, 2012).

The moderating effects of age in Table 6 stated that Age has significant moderating effect on direct effect of Hedonic Motivation on behavioral intention (Venkatesh, 2012). Venkatesh (2012) revealed that the effect of Hedonic Motivation on Behavioral Intention in younger people was stronger than in older people. While the effect of Social Influence on behavioral intention was significant on both groups of age (Venkatesh, 2012; Akbar, 2013). Moreover, the effect of Price Value and the effect of Habit on behavioral intention was stronger in older people than in younger ones (Venkatesh, 2012). Based on these reviews, we propose that:

H7a: Age has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention.

H7b: Age has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention.

H7c: Age has a significant moderating effect on the direct effect of Price Value on Behavioral Intention.

H7d: Age has a significant moderating effect on the direct effect of Habit on Behavioral Intention.

H8a: Gender has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention.

H8b: Gender has a significant moderating effect on the direct effect of Habit on Behavioral Intention.

H8c: Gender has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention.

H8d: Gender has a significant moderating effect on the direct effect of Price Value on Behavioral Intention.

H9a: Power Distance has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention.

H9b: Individualism has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention.

H9c: Feminism has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention.

H9d: Uncertainty Avoidance has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention.

4. Research Method

Based on the theoretical model explained in the previous section, it is possible to build a questionnaire within two parts. The first part is used to collect demographic data of the respondents, including gender, age, and experience. The second is to capture the respondent's perception of the five latent variables on the model that are Hedonic Motivation, Social Influence, Habit, Price Value, and Behavioral Intention and four cultural factors, namely Power Distance, Individualism, Masculinity, and Uncertainty Avoidance. Ten high schools and university students representing the Y and Z generation were tested respectively with the questionnaire to get improvement suggestions. The questionnaire was spread to three cities in Indonesia: Jakarta, Bali, and Semarang; the cities where the hard and soft questionnaires with printed paper and Google form respectively were spread. Additional questionnaires were also spread out to the researcher's personal contacts in two regions: Kalimantan and Sumatra Island via Google form.

Respondents returned 1163 questionnaires in which will be screening. Among the 1163 questionnaires, twenty-one needs to be eliminated because of the missing values, and ten more questionnaires were eliminated because of their out-of-range values. Furthermore, eleven questionnaires were removed as they have an outlier measure for the model variables. Consequently, 1121 useable questionnaires were processed into SPSS. The response rate was 96.39% and highly acceptable, according to Amin (2022). 1121 questionnaires were the final sample size to be analyzed using SEM to ensure statistical validity and reliability, and other techniques were applied in the analysis and development of the proposed theoretical model.

5. Descriptive Data Analysis

Table 8 to Table 11 presents the demographic and behavioral factors of respondents. Table 8 shows that most of the respondents come from Bali and usually use video streaming as their online media. Their demographic in Table 9 shows that most of them are in the range of 15-19 years old or Z Generation female in high school grade.

Table 8. Regions and Cities of Respondents and applications they frequently use

City	Freq.	%	Online Application	Freq.	%
Semarang	373	33.3	Online Music	251	22.4
Bali	466	41.6	Online Gaming	199	17.8
Jakarta	204	18.2	Video Streaming	571	50.9
Sumatera	13	1.2	Online Comic	53	4.7
Kalimantan	65	5.8	Online News	47	4.2
Total	1121	100.0	Total	1121	100.0

Table 9. Age, Gender, Education, and Generation of Respondents

Age	Freq.	%	Gender	Freq.	%
15	234	20.9	Male	504	45.0
16	293	26.1	Female	617	55.0
17	265	23.6	Total	1121	100.0
18	55	4.9	Generation		
19	78	7.0	Z	925	82.5
20	69	6.2	Y	196	17.5
21	57	5.1	Total	1121	100.0
22	28	2.5	Education		
23	22	2.0	High School	810	72.3
24	20	1.8	College	291	26.0
Total	1121	100.0	Others	20	1.8
			Total	1121	100.0

According to data presented in table 10, mobile phones is the more popular device for the respondents to use online entertainment. They use it at home. These behavioral factors regarding experience and the time respondents spent using online entertainment are shown in Table 11. Most of them have experience using online entertainment for over three years, and on average, using it five times a week and over three hours daily.

Table 10. Location and devices frequently used by Respondent

Devices	Freq.	%	Location	Freq.	%
Mobile Phones/Tablets	1017	90.7	Home	1042	93.0
Laptop/PC	96	8.6	School/College	67	6.0
Console	8	.7	Net Café	12	1.1
Total	1121	100.0	Total	1121	100.0

Table 11. Behavioral Factor, Experience, and Time Respondents spent using online media entertain

Experience	Freq.	%	Day/Week	Freq.	%	Hour/Day	Freq.	%
<= 6 months	26	2.3	once a week	43	3.8	< 30 minutes	46	4.1
6 - 12 months	28	2.5	twice a week	34	3.0	30 - 60 minutes	166	14.8
1 - 1.5 years	51	4.5	three a week	74	6.6	1 - 2 hours	234	20.9
1.6 - 2 years	32	2.9	four times a week	63	5.6	2 - 3 hours	219	19.5
2.1 - 2.5 years	51	4.5	five times a week	907	80.9	> 3 hours	456	40.7
2.5 - 3 years	86	7.7	Total	1121	100.0	Total	1121	100.0
>= 3 years	847	75.6						
Total	1121	100.0						

5.1. Data Analysis

The theoretical model that uses construct Validity of measure for the latent variables was examined using a Principal Component Factor analysis, while Cronbach's Alpha Coefficient measures the equivalent reliability of indicators. Table 12 shows the result of validity and reliability, which shows that all indicators are satisfactory construct validity with factor loadings of magnitude greater than 0.4 and has eigenvalues greater than 1. All indicators on the latent variable prove to be acceptable, good, and excellent as shown in table 12.

Table 12. Construct Validity and Equivalent Reliability of indicators

	HB-BI	HM	SI	PV	Cronbach's Alpha
HB1	.590	.343	.085	.225	.726
HB2	.661	.224	.146	.136	Acceptable
HB3	.649	.120	.133	-.095	
B11	.771	.180	.180	.270	.911
B12	.806	.136	.127	.259	Excellent
B13	.772	.161	.187	.274	
HM1	.162	.831	.161	.134	.846
HM2	.142	.818	.218	.105	Good
HM3	.166	.840	.103	.148	
SI1	.118	.197	.853	.104	.809
SI2	.062	.155	.879	.141	Good
SI3	.193	.091	.693	.259	
PV1	.087	.233	.155	.716	.756
PV2	.063	.078	.193	.820	Acceptable
PV3	.215	.082	.141	.786	

Table 13 shows the correlation coefficient among variables in the theoretical model. This coefficient was used to assign the profile of respondents and variables in the model. Table 13 states that:

1. A significant positive correlation ($p < 0.05$) among variables was found on Experience, Hour/Day, Hedonic Motivation, Social Influence, Price Value, Habit, and Behavioral Intentions. It means that the high/low variables correlate with the high/low variables they associated.
2. Age only positively correlates ($p < 0.05$) to Education, Social Influence, Price Value, and Behavioral Intentions. Meanwhile, Education has a significant negative correlation to Experience and a significant positive correlation to Social Influence.
3. All relations in the theoretical model to be a significant positive correlation on variables employed on it.

Table 13. Correlation coefficient among variables

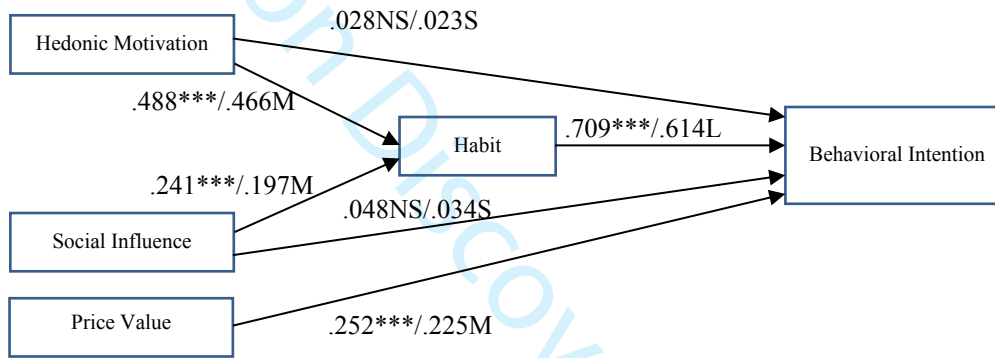
	A									
A	1	Edu								
Edu	.812**	1	Exp							
Exp	-.037	-.087**	1	D/W						
D/W	-.022	-.021	.244**	1	H/D					
H/D	-.050	-.027	.282**	.335**	1	HM				
HM	.021	-.006	.092**	.071*	.213**	1	SI			
SI	.104**	.062*	.059*	.026	.118**	.396**	1	PV		
PV	.109**	.031	.106**	.042	.119**	.348**	.419**	1	HB	
HB	.018	-.004	.115**	.130**	.295**	.408**	.325**	.334**	1	BI
BI	.088**	.045	.169**	.168**	.302**	.413**	.379**	.425**	.587**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

5.2. Causal Effect Analysis

The causal effect analysis was done by AMOS software, and Figure 1 shows its result of the SEM analysis as presented on the following format:



a) *** means p<0.001 and NS means not statistically significant at 0.05 level or less
 b) S (Small), M (Medium), L (Large) standardized effects are those with magnitudes less than 0.1, 0.1 to less than 0.5, and equal to and more than 0.5, respectively.

Figure 2. Direct effects in the theoretical model

1. The first thing shown is the data with unstandardized effect, followed by its statistical significance using *, **, and *** to express its significance at a level of 0.05, 0.01, and 0.001, respectively. NS indicates the data is not significant statistically at a level of 0.05 or less; and
2. In the parentheses, data with the standardized effect is shown first, followed by the interpretation of its magnitude as Cohen (1988) described, small (S), medium (M), or large (L) with magnitude less than 0.1, 0.1 to less than 0.5, and 0.5 or greater respectively

Figure 1 shows two effects on Behavioral Intention Hedonic Motivation and Social Influence are positive, small, but not statistically significant at the level of 0.005 or less. As the two effects on Habit Hedonic Motivation and Social Influence have a positive, medium, and statistically significant. The other two effects on Behavioral Intention Habit and Price Value also have a positive, large, and statistically significant and positive, medium, and statistically significant, respectively. The fit statistic for theoretical model was shown on Table 14. From the table, the theoretical model has fit statistics that are very satisfactory, as suggested by Kline (2015).

Table 14. Fit statistics for the theoretical model

Model	N	NC (χ^2/df)	RMR	GFI	AGFI	NFI	IFI	CFI	RMSEA
Theoretical Model	1121	399.421/81 = 4.931	.041	.955	.934	0.951	0.961	0.961	0.059
R ² : HB (34 percent); BI (56 percent)									

5.3. Moderating Effect Analysis

The moderating effect of Gender, Age, Power Distance, Individualism, Feminism, and Uncertainty Avoidance is examined based on the following groups; Gender for males (504) and females (617); Age for Z generation (925) and Y generation (196); Power Distance for higher PD (666) and lower PD (455); Individualism for individualism (253) and collectivism (868); Feminism for feminism (95) and Masculinity (1026); Uncertainty Avoidance for lower UA (40) and higher UA (1081). The moderating effect analysis was done using the Multi-Group Analysis feature of AMOS, and the detail of the analysis was shown in Table 15. Furthermore, the fit statistic for the theoretical model to each group in Gender, Age, PD, Individualism, Feminism, and AU was shown in Table 16.

Table 15. Analysis direct causal effects for groups in Gender, Age, PD, Individualism, Feminism, and AU

Causal Direct Effect	Unstandardized Estimate	Statistical Significance	Standardized Estimate	Magnitude	Unstandardized Estimate	Statistical Significance	Standardized Estimate	Magnitude	
Males (N = 504)					Females (N = 617)				
HM→ HB	.347	***	.320	M	.588	***	.576	L	
SI→ HB	.331	***	.295	M	.176	NS	.129	M	
HB→ BI	.592	***	.534	L	.831	***	.701	L	
HM→ BI	.106	NS	.088	S	-.072	NS	-.059	S	
PV→ BI	.254	***	.262	M	.253	***	.109	M	
SI→ BI	.063	NS	.051	S	.025	NS	.016	S	
Age of 14 – 19 / Z generation (N = 925)					Age of 20 – 24 / Y generation (N = 196)				
HM→ HB	.463	***	.465	M	.579	***	.451	M	
SI→ HB	.256	***	.214	M	.147	NS	.101	M	
HB→ BI	.751	***	.626	L	.529	***	.558	L	
HM→ BI	.033	NS	.028	S	.003	NS	.002	S	
PV→ BI	.244	***	.218	M	.291	NS	.270	M	
SI→ BI	.021	NS	.014	S	.149	NS	.109	M	
Higher Power Distance (N = 666)					Lower Power Distance (N = 455)				
HM→ HB	.519	***	.482	M	.417	***	.428	M	
SI→ HB	.212	***	.179	M	.297	***	.237	M	
HB→ BI	.729	***	.615	L	.718	***	.630	L	
HM→ BI	.043	NS	.033	S	-.017	NS	-.015	S	
PV→ BI	.251	***	.221	M	.225	***	.205	M	
SI→ BI	.013	NS	.009	S	.142	NS	.100	M	
Individualism (N = 253)					Collectivism (N = 868)				
HM→ HB	.510	***	.490	M	.480	***	.455	M	
SI→ HB	.226	NS	.176	S	.253	***	.208	M	
HB→ BI	.583	***	.456	M	.738	***	.665	L	
HM→ BI	.261	NS	.196	M	-.044	NS	-.037	S	
PV→ BI	.228	NS	.184	M	.259	***	.242	M	
SI→ BI	.130	NS	.079	S	.021	NS	.016	S	
Feminism (N = 95)					Masculinity (N = 1026)				
HM→ HB	.593	***	.561	L	.467	***	.444	M	
SI→ HB	.030	NS	.020	S	.260	***	.218	M	
HB→ BI	.331	NS	.327	M	.756	***	.644	L	
HM→ BI	.230	NS	.215	M	.017	NS	.014	S	
PV→ BI	.273	NS	.285	M	.243	***	.212	M	
SI→ BI	.284	NS	.192	M	.015	NS	.011	S	
Lower UA (N = 40)					Higher UA (N = 1081)				

Causal Direct Effect	Unstandardized Estimate	Statistical Significance	Standardized Estimate	Magnitude	Unstandardized Estimate	Statistical Significance	Standardized Estimate	Magnitude
HM→HB	.012	NS	.016	S	.499	***	.460	M
SI→HB	.629	NS	.890	L	.230	***	.181	M
HB→BI	.592	NS	.345	M	.693	***	.619	L
HM→BI	.439	NS	.344	M	.019	NS	.016	S
PV→BI	.509	NS	.407	M	.242	***	.218	M
SI→BI	.108	NS	-.089	S	.049	NS	.035	S

Note: *, **, and *** indicate statistical significance at a level of 0.05, 0.01, and 0.001, respectively and NS indicates not statistically significant at a level of 0.05 or less.

Table 16. Fit statistics for groups in Gender, Age, PD, Individualism, Feminism, and AU

Group	N	NC (χ^2/df)	RMR	GFI	AGFI	NFI	IFI	CFI	RMSEA	R ² : BI (%)
Gender										
Males	504	230.717/81 = 2.848	.044	.943	.915	0.938	0.959	0.959	0.061	55.0
Females	617	268.390/81 = 3.313	.043	.947	.922	0.943	0.959	0.959	0.061	56.9
Age										
14–19 /Z generation	925	301.674/81 = 3.724	.036	.959	.940	0.953	0.965	0.965	0.054	55.3
20–24 /Y generation	196	215.073/81 = 2.655	.082	.867	.803	0.887	0.926	0.925	0.092	55.5
Power Distance (PD)										
Higher PD	666	285.144/81 = 3.520	.043	.947	.922	0.944	0.960	0.959	0.062	55.1
Lower PD	455	268.901/81 = 3.320	.046	.929	.895	0.918	0.942	0.941	0.071	58.7
Individualism										
Individualism	253	152.280/81 = 1.880	.057	.929	.895	0.920	0.961	0.960	0.059	51.2
Collectivism	868	334.437/81 = 4.129	.040	.951	.927	0.948	0.960	0.960	0.060	57.8
Feminism										
Feminism	95	143.076/81 = 1.766	.082	.834	.754	0.863	0.936	0.934	0.090	67.1
Masculinity	1026	352.868/81 = 4.356	.041	.957	.936	0.952	0.962	0.962	0.057	55.5
Uncertainty Avoidance (UA)										
Lower UA	40	160.534/81 = 1.982	.168	.676	.519	0.678	0.810	0.798	0.159	77.2
Higher UA	1081	371.987/81 = 4.592	.041	.957	.936	0.953	0.963	0.962	0.058	54.2

Note: R² is the proportion of the variance of the variable Behavioral Intention that is explained by the variables affecting it.

6. Findings

6.1 The Respondents

The descriptive data show that respondents of this research have sufficient experience and maturity to deliver reliable and valid responses to the questions regarding online entertainment. Following this description, the distribution of respondents on two groups on moderating factors was adequately more balance except for Feminism and Uncertainty Avoidance. That is the limitation of the research balancing respondents to satisfy moderating analysis into each of two groups.

The correlation analysis suggests that the five variables, Hedonic Motivation, Social Influence, Price Value, Habit, and Behavioral Intention correlate with each other. Causal effect analysis combines the result to derive findings on the final model. Education, Social Influence, Price Value, and Behavioral Intentions have positively correlated to Age. As for the other variables, Education has a significant negative correlation to Experience and a significant positive correlation to Social Influence.

6.2 Causal Effects

The most influence on the extent to which the user intends to play online entertainment in the future (Behavioral Intention) is the extent to which people tend to perform behaviors automatically because of learning and the behaviors resulted from prior experiences (Habit). The next prominent is the extent to which 'consumers' cognitive tradeoff

between the perceived benefits of the applications and the monetary cost for using them (Price Value). The statistically significant direct effect of Habit on Behavioral Intention (H3) is conformity with the finding of the researchers (Baabdullah *et al.*, 2019; Chen *et al.*, 2022; Venkatesh, 2012).

Meanwhile, the finding of Price Value has a statistically significant direct effect on Behavioral Intentions (H6) in conformity with the finding of the researchers (Baabdullah *et al.*, 2019; Venkatesh, 2012). Two variables Hedonic Motivation (H2) and Social Influence (H5) also have a statistically significant direct effect on Habit, and the findings are in conformity with the finding of the research by Chen *et al.* (2022) and Rahmiati & Susanto (2022). Other direct effects of Hedonic Motivation (H1) and Social Influence (H4) on Behavioral Intention are small and not statistically significant.

Hypotheses H1 and H4 is partially supported regarding to the result of correlation analysis and statistically causal effect analysis. Hedonic Motivation correlates with Behavioral Intention but has no statistically direct effect on Behavioral Intention to use online entertainment (H1). Therefore, hypothesis H1 is partially support. This finding is opposite with the research by Akbar (2013), Alshare & Mousa (2014), Chen (2018), Harnadi (2017), Wei & Lu (2014), Wang & Sun (2016), and Lee (2009). Other finding states that Social Influence correlates with Behavioral Intention but has no statistically direct effect on Behavioral Intention to use online entertainment (H4). Therefore, hypothesis H4 is partially support. This finding is opposite with Akbar (2013), Wei & Lu (2014), Wang & Sun (2016), and Tarhini *et al.* (2017), and Venkatesh (2012). The decision regarding proposed hypotheses with the direct effect on Behavioral Intention in the theoretical model is presented in Table 17.

Table 17. Decisions for research hypotheses

Research Hypotheses	Reference
Supported	
H2: Hedonic Motivation has a statistically direct effect on Habit.	Chen <i>et al.</i> (2019)
H3: Habit has statistically direct effect on Behavioral Intention to use online entertainment.	Baabdullah <i>et al.</i> (2019), Chen <i>et al.</i> (2019), Venkatesh (2012)
H5: Social Influence has a statistically direct effect on Habit.	Rahmiati & Susanto (2022)
H6: Price Value has statistically direct effect on Behavioral Intention to use online entertainment.	Baabdullah <i>et al.</i> (2019), Venkatesh (2012), Almaiah <i>et al.</i> (2022), Farah <i>et al.</i> (2019)
Partially Supported	
H1: Hedonic Motivation has a statistically direct effect on Behavioral Intention to use online entertainment.	Akbar (2013), Alshare & Mousa (2014), Chen (2018), Harnadi (2017), Wei & Lu (2014), Wang & Sun (2016), Lee (2009)
H4: Social Influence has a statistically direct effect on Behavioral Intention to use online entertainment.	Akbar (2013), Wei & Lu (2014), Wang & Sun (2016), and Tarhini <i>et al.</i> (2017), Venkatesh (2012)

6.3 Moderating Effect analysis

The decision regarding moderating effect analysis of Gender, Age, Power Distance, Individualism, Feminism, and Uncertainty Avoidance is presented in Table 18. For age and gender, the result of moderating effect analysis on the causal effect of Habit on Behavioral Intention is supported (H7d and H8b). This results are in accordance with Venkatesh (2012). Gender has also a significant moderating effect on the direct effect of Hedonic Motivation on Habit not reported on previous related studies (new finding). For power distance, individualism, feminism, and uncertainty avoidance, the result of moderating effect analysis on the causal effects of Social Influence on Behavioral Intention is all not supported (H9a, H9b, H9c, and H9d). These results are in opposite with the researches by Tarhini *et al.* (2017) and Alshare & Mousa (2014). There are new findings regarding moderating effect analysis of individualism, feminism, and uncertainty avoidance on the causal effect in the model. Individualism has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention. Feminism has a significant moderating effect on the direct effect of Habit on Behavioral Intention. Uncertainty Avoidance has a significant moderating effect on the direct effect of Hedonic Motivation on Habit.

Table 18. Decisions for moderating effect analysis of Gender, Age, Power Distance, Individualism, Feminism, and Uncertainty Avoidance.

Research Hypotheses	Reference	Comment	
Decisions on Age as moderating effect		Effect for Z-Gen	Effect for Y-Gen
Age has not a significant a moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention		Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Age has not a significant a moderating effect on the direct effect of Social Influence on Behavioral Intention		Small, Positive, Not Statistically significant	Medium, Positive, Not Statistically significant
Age has not a significant a moderating effect on the direct effect of Price Value on Behavioral Intention		Medium, Positive, Statistically significant	Medium, Positive, Not Statistically significant
Age has a significant a moderating effect on the direct effect of Habit on Behavioral Intention		Large, Positive, Statistically significant	Large, Positive, Statistically significant
H7a: Age has significant a moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention	Lee (2009), Venkatesh (2012)	Not Supported	
H7b: Age has a significant a moderating effect on the direct effect of Social Influence on Behavioral Intention	Lee (2009), Venkatesh (2003), Akbar (2013)	Not Supported	
H7c: Age has a significant a moderating effect on the direct effect of Price Value on Behavioral Intention	Venkatesh (2012)	Not Supported	
H7d: Age has a significant a moderating effect on the direct effect of Habit on Behavioral Intention	Venkatesh (2012)	Supported	
Decisions on Gender as a moderating effect		Effect for Males	Effect for Females
Gender has not a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention		Small, Positive, Not Statistically significant	Small, Negative, Not Statistically significant
Gender has a significant moderating effect on the direct effect of Habit on Behavioral Intention		Large, Positive, Statistically significant	Large, Positive, Statistically significant
Gender has not a significant moderating effect on the direct effect of Social Influence on Behavioral Intention		Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Gender has not a significant moderating effect on the direct effect of Price Value on Behavioral Intention		Medium, Positive, Statistically significant	Medium, Positive, Statistically significant
Gender has a significant moderating effect on the direct effect of Hedonic Motivation on Habit		Medium, Positive, Statistically significant	Large, Positive, Statistically significant
H8a: Gender has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention	Lee (2009), Venkatesh (2012)	Not Supported	
H8b: Gender has a significant moderating effect on the direct effect of Habit on Behavioral Intention	Venkatesh (2012)	Supported	
H8c: Gender has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention	Lee (2009), Venkatesh (2003)	Not Supported	
H8d: Gender has a significant moderating effect on the direct effect of Price Value on Behavioral Intention	Venkatesh (2012)	Not Supported	
Gender has a significant moderating effect on the direct effect of Hedonic Motivation on Habit	-	New Finding	

Research Hypotheses	Reference	Comment	
Decision on Power Distance as a moderating effect		Effect for Higher PD	Effect for Lower PD
Power Distance has not a significant moderating effect on the direct effect of Social Influence on Behavioral Intention		Small, Positive, Not Statistically significant	Medium, Positive, Not Statistically significant
H9a: Power Distance has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention	Tarhini <i>et al.</i> (2017), Alshare & Mousa (2014)	Not Supported	
Decisions on Individualism as a moderating effect		Effect for Individualism	Effect for Collectivism
Individualism has not a significant moderating effect on the direct effect of Social Influence on Behavioral Intention		Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Individualism has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention		Medium, Positive, Not Statistically significant	Small, Negative, Not Statistically significant
H9b: Individualism has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention	Alshare & Mousa (2014)	Not Supported	
Individualism has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention		New Finding	
Decisions on Feminism as a moderating effect		Effect for Feminism	Effect for Masculinity
Feminism has not a significant moderating effect on the direct effect of Social Influence on Behavioral Intention		Medium, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Feminism has a significant moderating effect on the direct effect of Habit on Behavioral Intention		Medium, Positive, Not Statistically significant	Large, Positive, Statistically significant
H9c: Feminism has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention	Tarhini <i>et al.</i> (2017)	Not Supported	
Feminism has a significant moderating effect on the direct effect of Habit on Behavioral Intention		New Finding	
Decisions on Uncertainty Avoidance as a moderating effect		Effect for Lower UA	Effect for higher UA
Uncertainty Avoidance has not a significant moderating effect on the direct effect of Social Influence on Behavioral Intention		Small, Positive, Not Statistically significant	Small, Positive, Not Statistically significant
Uncertainty Avoidance has a significant moderating effect on the direct effect of Hedonic Motivation on Habit		Small, Positive, Not Statistically significant	Medium, Positive, Statistically significant
H9d: Uncertainty Avoidance has a significant moderating effect on the direct effect of Social Influence on Behavioral Intention	Tarhini <i>et al.</i> (2017)	Not Supported	
Uncertainty Avoidance has a significant moderating effect on the direct effect of Hedonic Motivation on Habit		New Finding	

From Table 18, it is concluded that:

- For Age: The moderating effect of Age only exists on the direct causal effect of Habit on Behavioral Intention (**H7d -> Supported**).

2. For Gender: The moderating effect of Gender exists on the direct causal effect of Habit on Behavioral Intention (**H8b -> Supported**) and on Hedonic Motivation on Habit (**new finding**).
3. For Power Distance: The moderating effect of Power Distance did not exist on the causal effects of Social Influence on Behavioral Intention (**H9a -> not supported**).
4. For Individualism: The moderating effect of Individualism did not exist on the direct causal effect of Social Influence on Behavioral Intention (**H9b -> not supported**) and the moderating effect only exists on the direct causal effect of Hedonic Motivation on Behavioral Intention (**new finding**).
5. For Feminism: The moderating effect of Feminism did not exist on the direct causal effect of Social Influence on Behavioral Intention (**H9c -> not supported**) and the moderating effect only exists on the direct causal effect of Habit on Behavioral Intention (**new finding**).
6. For Uncertainty Avoidance: The moderating effect of Uncertainty Avoidance did not exist on the direct causal effect of Social Influence on Behavioral Intention (**H9d -> not supported**) and the moderating effect only exists on the direct causal effect of Hedonic Motivation on Habit (**new finding**).

7. Discussion

The result of this research has confirmed findings from previous research related to direct causal effects on Behavioral Intention as summarized in Table 18. The hypotheses H2 and H5 that states Hedonic Motivation and Social Influence have a statistically direct effect on Habit are supported. These findings are in accordance with the research by Chen *et al.* (2022) and Rahmiati & Susanto (2022). The other hypotheses H3 and H6 are also supported. The Habit has statistically direct effect on Behavioral Intention to use online entertainment (H3). This finding is in accordance with the research by Baabdullah *et al.* (2019), Chen *et al.* (2022), and Venkatesh (2012). The Price Value has statistically direct effect on Behavioral Intention to use online entertainment (H6), and this finding is in accordance with the research by Almaiah *et al.* (2022), Farah *et al.* (2019), Baabdullah *et al.* (2019), and Venkatesh (2012).

Hypotheses H1 and H4 is partially supported regarding to the result of correlation analysis and statistically causal effect analysis. Hedonic Motivation correlates with Behavioral Intention but has no statistically direct effect on Behavioral Intention to use online entertainment (H1). Therefore, hypothesis H1 is partially support. This finding is opposite with the research by Akbar (2013), Alshare & Mousa (2014), Chen (2018), Harnadi (2017), Wei & Lu (2014), Wang & Sun (2016), and Lee (2009). Other finding states that Social Influence correlates with Behavioral Intention but has no statistically direct effect on Behavioral Intention to use online entertainment (H4). Therefore, hypothesis H4 is partially support. This finding is opposite with Akbar (2013), Wei & Lu (2014), Wang & Sun (2016), and Tarhini *et al.* (2017), and Venkatesh (2012).

The findings from the moderating effect analysis are described in Table 18. Conforming to Table 18, age, gender, and feminism factors have moderating effect on the direct causal effect of Habit on Behavioral Intention. Similarly, individualism, uncertainty avoidance, and gender factors have moderating effect on the direct causal effect of Hedonic Motivation on Habit. Nevertheless, power distance has no moderating effect on all causal effects in the research model.

Hypothesis H7d of this research is supported and the finding is confirming the research by Venkatesh (2012). Age has a significant moderating effect on the direct effect of Habit on Behavioral Intention. For Z and Y generation, the effect of Habit on Behavioral Intention is large, positive, and statistically significant. Other hypotheses (H7a, H7b, and H7d) related to moderating effect of age are not supported. Nevertheless, these results are opposite to the researches by Lee (2009), Venkatesh (2003), Venkatesh (2012), and Akbar (2013).

In the findings related with Gender as moderating effect, there is hypothesis H8b with the supporting result, and hypotheses H8a, H8c, and H8d with no supporting result. The supporting hypothesis H8b is in accordance with the research by Venkatesh (2012). Gender has a significant moderating effect on the direct effect of Habit on Behavioral Intention. For males and females, the effect of Habit on Behavioral Intention is large, positive, and statistically significant. The no supporting hypotheses H8a, H8c, and H8d are in contrast with the researches by Lee (2009) and Venkatesh (2012). The new finding of gender which is not reported on the previous related literatures has a significant moderating effect on the direct effect of Hedonic Motivation on Habit. For males, the effect of Hedonic Motivation on Habit is medium, positive, statistically significant, and for females, the effect is large, positive, and statistically significant.

Regarding the findings on cultural factors as moderating effect, results on all hypotheses are not supported (*H9a, H9b, H9c, and H9d*). The findings are in contrast with the research by Tarhini *et al.* (2017), Alshare & Mousa (2014). However, the new findings not reported on the previous related researches state that: 1). Power Distance has not a significant moderating effect on the all-causal effect on the theoretical model; 2). Individualism has a significant moderating effect on the direct effect of Hedonic Motivation on Behavioral Intention. For Individualism, the effect of Hedonic Motivation on Behavioral Intention is medium, positive, and not statistically significant, and for collectivism, the effect is small, negative, and not statistically significant; 3). Feminism has a significant moderating effect on the

1
2
3 direct effect of Habit on Behavioral Intention. For Feminism, the effect of Habit on Behavioral Intention is medium,
4 positive, and not statistically significant; and for Masculinity, the effect is large, positive, and statistically significant;
5 and 4). Uncertainty Avoidance has a significant moderating effect on the direct effect of Hedonic Motivation on Habit.
6 For lower Uncertainty Avoidances the effect of Hedonic Motivation on Habit is small, positive, and not statistically
7 significant, and for higher Uncertainty Avoidances, the effect is medium, positive, and statistically significant.
8

9 **8. Conclusions and Implications**

10 The objective of this research is to investigate the acceptance of online entertainment technology based on age,
11 gender, and cultural factors as moderators on the acceptance. In conclusion the research provides insight into two
12 findings: 1) the positive and direct effect of habit and price value on behavioral intention and hedonic motivation, and
13 social influence on habit; 2) this is new findings derived from the moderating effect analysis showing that age,
14 individualism, and feminism moderated the effects on the individual's intention due to habit. Moreover, gender and
15 uncertainty avoidance moderated the effects on the individual's habits due to hedonic motivation.

16 The findings have implications in practice. For business practitioners, those who want to intensify the adoption of
17 online entertainment; for the government and educators, those who want to restrict their usage because of their
18 behavioral impact on the social lives of the users; and the consumers who are concerned to the benefit from the
19 monetary cost they paid.

20 Business practitioners who incorporate online media entertainment application developers, resellers of the
21 application, and who are apprehensive about the economic matters of enhancing the adoption of the applications need
22 to know about the acceptance of online entertainment technology including online music, online gaming, video
23 streaming, online comics, and online news in Indonesia is affected by habit in using the technology and the tradeoff
24 between the perceived gains of the technology by consumers and the monetary cost for using them. Furthermore, the
25 habit of using technology is affected by hedonic motivation in using technology and the influence of important others
26 in recommending technology use.

27 The application developers need the information to design the application and encourage their adoption among
28 specific users. The factors determining the consumers' adoption must be known as necessary to design good
29 applications and increase their adoption. Developers and resellers must be concerned with the age and gender, the
30 ideas, meanings, beliefs, and values they learn as members of society, their emotional feelings when using an
31 application, and the extent to which they intend to continue to use the application. Developers and resellers need also
32 to be updated with the location and devices frequently use and the number of times and hours per week users spent
33 using online media entertainment.

34 The government and educators apprehensive about the behavioral impact of online media entertainment on the
35 social lives of the users make efforts to restrict the usage. They usually make an effort to educate society about the
36 impact of online media on their social lives. To educate society, they must know that the user acceptance of online
37 media entertainment must be influenced by the user's habit in usage, and the habit was influenced by hedonic
38 motivation and social influence. They also need to be aware that age and feminism factors moderate the impact of
39 habit on an individual's intention. Additionally, the effects of hedonic motivation on a person's habits are moderated
40 by their gender, individualism, and their tendency to avoid uncertainty.

41 The reality that the users most often watch video streaming, listening online music, and play online games in their
42 homes with their mobile phones can encourage the government and educators to issue policies that can be assisting
43 parents to involve in their children's growth with respect to online media entertainment.

44 Those who wish to restrict online media entertainment need to know about hedonic motivation and social influence
45 on the adoption of online media. The findings in this study reveal that the adoption is strongly affected by the extent
46 to which user tend to perform behaviors automatically because of learning and their behaviors was the result of prior
47 experience. The effect of Habit on Behavioral Intention was more important for both females and males; both Z and
48 Y generations and masculinity than feminism. The findings also reveal that users' habits in using online media
49 entertainment are strongly affected by the extent to which an individual perceives that using online media is fun or
50 pleasure and the degree to which an individual perceives that important others believe that they should use online
51 media entertain. The effect of Hedonic Motivation on Habit was important for those females and those with higher
52 uncertainty avoidance. Interestingly, the findings suggest that the adoption of online media entertainment is not
53 strongly affected by the degree to which an individual perceives that important others believe that they should use
54 online media entertainment and the extent to which an individual perceives that using online media entertainment is
55 fun or pleasure. The effect of Hedonic Motivation on Behavioral Intention was not important for both individualism
56 and collectivism. The other practical importance of the findings is the usage rates for online media entertainment. This
57 research reveals that almost all of the respondents use for 15 hours or more per week with almost half of them using

more than 15 hours per week. Based on this finding, the government, educators, and parents may assist online media entertainment users to manage their time better in their social life, family, study, and using online media.

The users of online media entertainment or the consumer who are concerned to the benefit from the monetary cost they paid also have information from this finding. The findings of the research suggest that their adoption of online media entertainment is also strongly affected by the extent to which 'consumers' cognitive tradeoff between the perceived benefits of the applications and the monetary cost for using them.

In the context of Indonesia, this research on the user acceptance of online media entertainment appears to be first conducted. In consequence, the repeating the research is strongly suggested because the limitation of the research on its external validity. Finally, this research suggests that the upcoming research may be expanded the theoretical model with other construct such as Performance Expectancy and Effort Expectancy as proposed in UTAUT2 model by Venkatesh (2012).

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Appendix

Questionnaire

A. Latent Variables**Hedonic Motivation**

- While playing online entertainment, I feel happy.
- I feel that playing online entertainment makes me relax.
- Playing online entertainment, keep me entertained.

Price Value

- In my opinion, the price of using online entertainment is still reasonable.
- The benefits of using online entertainment are equivalent to the money I have spent.
- With the price incurred, the use of online entertainment still benefits me.

Social Influence

- People who are influential to me, think that it is not a problem for them if I play entertainment online.
- People who are important to me think that it is not a problem for them if I play online entertainment media.
- People whom I respect for their opinions suggest that I keep playing the online entertainment media.

Habit

- Playing online entertainment has become a habit for me.
- I have to play online entertainment.
- I feel addicted to online entertainment.

Behavioral Intention

- I intend to continue playing online entertainment in the future.
- I predict that I will continue to play online entertainment.
- I plan to continue playing online entertainment.

B. Cultural Variables**Power Distance**

- Teachers/Lecturers must make most decisions without consulting students.
- Teachers/Lecturers should not ask students' opinions too often.
- Students must agree with the decisions made by the Teacher/Lecturer and the school/university management.

Individualism

- It is better to study/work in groups than alone.
- Group success is more important than individual success.
- Awards for individuals are less important than rewards for groups.

Feminism

- It is important for me to appreciate outstanding academic achievements.
- It is important for me to focus more on achieving superior academic achievements.
- It's important for me to outperform my classmates.

Uncertainty Avoidance

- Rules and regulations are important because they tell students what to expect from the school/university.
- It's important to know the specific requirements and instructions spelled out in detail so I always know what to do.
- Standardized operational work instructions and procedures are very helpful for my learning.

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Berdi <bharnadi@unika.ac.id>

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17-Mar-2024

Dear Harnadi, Bernardinus; Widiantoro, Albertus; Prasetya, FX; Sanjaya, Ridwan; Sihombing, Ranto Partomuan,

"Role of Age, Gender, and Cultural Factors as Moderator on Technology Acceptance of Online Entertainment" - IDD-02-2023-0017.R4

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Berdi <bharnadi@unika.ac.id>

Information Discovery and Delivery - Decision on Manuscript ID IDD-02-2023-0017.R4

Information Discovery and Delivery <onbehalf@manuscriptcentral.com>

Mon, Mar 18, 2024 at 5:00 AM

Reply-To: hewu@yahoo.com

To: bharnadi@unika.ac.id, yoga@unika.ac.id, hendra@unika.ac.id, ridwan@unika.ac.id, ranto@unika.ac.id

17-Mar-2024

Dear Harnadi, Bernardinus; Widiantoro, Albertus; Prasetya, FX; Sanjaya, Ridwan; Sihombing, Ranto Partomuan

It is a pleasure to accept your manuscript IDD-02-2023-0017.R4, entitled "Role of Age, Gender, and Cultural Factors as Moderator on Technology Acceptance of Online Entertainment" in its current form for publication in Information Discovery and Delivery. Please note, no further changes can be made to your manuscript.

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Thank you for your contribution. On behalf of the Editors of Information Discovery and Delivery, we look forward to your continued contributions to the Journal.

Sincerely,
Dr. Wu He
Editor, Information Discovery and Delivery
hewu@yahoo.com

**9. Bukti Konfirmasi Artikel Published Online
(26 April 2024)**

IDD - Role of Age, Gender, and Cultural Factors as Moderator on Technology Acceptance of Online Entertainment, is now published online.

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Apr 26, 2024, 11:30 PM



26-Apr-2024

IDD - Information Discovery and Delivery

Emerald Insight Date: 26-Apr-2024

I am pleased to inform you that Role of Age, Gender, and Cultural Factors as Moderator on Technology Acceptance of Online Entertainment of Information Discovery and Delivery has been published on Emerald Insight.

Should you have any queries please do not hesitate to contact the Production Department.

Best Wishes,

S.Pandey

Emerald Production Department

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