

EFFECT OF FIRM- AND USER-GENERATED CONTENT ON LOKAPALA DOWNLOAD INTENTION

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Abstract

The rapid growth of Indonesia's digital entertainment industry has intensified competition among mobile games, particularly within the Multiplayer Online Battle Arena (MOBA) genre. Lokapala: Sage of the Six Realms, a local MOBA game featuring Nusantara cultural themes, faces a notable problem: low search interest and download numbers compared to its main competitors. This study aims to examine and analyze the influence of firm-generated content (FGC) and user-generated content (UGC) on download intention toward the Lokapala game, using the theory of reasoned action (TRA) as the theoretical framework. A quantitative approach with a causal-associative design was applied. Data were collected through questionnaires distributed to 100 respondents in Denpasar City who are MOBA players and have been exposed to Lokapala-related content. The data were analyzed using descriptive statistics and multiple linear regression. The results show that both FGC and UGC have a positive and significant influence on download intention. These findings indicate that the more attractive, informative, and high-quality the content produced by the developer (Anantarupa Studios) and by fellow players, the higher consumers' intention to download the Lokapala game.

Keywords: firm-generated content; user-generated content; download intention, theory of reasoned action, Lokapala.

INTRODUCTION

Technological development in Indonesia has shown rapid growth, particularly in the gaming sector. Indonesian society has demonstrated a strong enthusiasm for games, as reflected in the number of gamers in 2024, which reached more than 150 million people by Ministry of Communication and Digital Affairs (Komdigi, 2024). This growth has broadened business opportunities for game companies, as seen in the diversity of popular game genres in Indonesia, ranging from console and personal computer (PC) games to mobile games, which in turn has intensified competition within the gaming industry. In 2020, Anantarupa Studios launched a locally produced game named Lokapala in the Indonesian market.

Lokapala is a Multiplayer Online Battle Arena (MOBA) game released on 20 May 2020, featuring themes and characters drawn from Indonesian history and culture. In this game, players can select characters called "Ksatriya," inspired by historical figures, mythology, and the culture of the Nusantara (Indonesian archipelago). The use of these local elements is intended to introduce Indonesian culture into a gaming market that is still dominated by foreign companies. Since its launch, Anantarupa Studios has employed various marketing strategies, including advertisements and social media content, aimed at introducing Lokapala to the Indonesian market and encouraging consumers to try the game. These strategies have also included collaborations with well-known influencers and the organization of tournaments to strengthen the player community.

To assess Lokapala's position in the Indonesian market, a comparison with its main competitors is necessary, using the average Google search interest index and download numbers as indicators of popularity and market acceptance. In 2023, Lokapala's average Google search interest index reached only 5 out of 100, considerably lower than League of Legends: Wild Rift, which reached 57 out of 100, although still higher than MARVEL: Super War, which stood at only 2 out of 100 (Google Trends, 2023). This low search interest index indicates that Lokapala has not yet been able to attract sufficient consumer interest in Indonesia to seek further information about the game, suggesting that its marketing content has not been operating effectively in stimulating consumer curiosity.

This condition is also reflected in Lokapala's download numbers, which remain behind other MOBA games in Indonesia. In 2023, Lokapala recorded only around 271,000 downloads, considerably lower than MARVEL: Super War with more than 396,000 downloads and League of Legends: Wild Rift with more than 466,000 downloads (Nurhayati, 2024). This gap indicates that the expected download performance has not yet been achieved through the marketing strategies implemented by Anantarupa Studios, and that these strategies have not been effective in generating strong consumer interest.

One indication of the limited reach of these marketing strategies can be seen in the scale of Lokapala's official social media audience. To date, Lokapala's official Instagram account has reached only around 31,000 followers (Instagram Lokapala, 2026), a considerably smaller number compared to its main competitor, League of Legends: Wild Rift Indonesia, whose official account has reached around 95,000 followers (Instagram Wild Rift Indonesia, 2026), nearly three times as many. This relatively limited social media following, despite the game having been on the market since 2020, indicates that firm-generated content (FGC) alone may not be sufficient to build broad awareness and interest among potential consumers. Consequently, the role of user-generated content (UGC), content voluntarily produced by fellow players on social media becomes increasingly relevant as an additional source of

information capable of reaching potential consumers beyond the company's official audience. In the context of digital marketing, particularly through social media, both FGC and UGC represent important elements that can influence the consumer purchasing process and encourage specific decisions (Al-Abdallah & Jumaa, 2022).

Firm-generated content can be defined as content that is directly designed and controlled by a company as part of its marketing communication strategy, aimed at customer relationship management and business promotion, and disseminated through company-owned channels such as official websites and social media accounts, commonly referred to as owned media (Bai & Yan, 2020; Belch & Belch, 2018). Through FGC, companies can utilize social media content to interact with their audience, and such content can influence audience intentions and decisions in specific contexts. Research by Wijaya et al. (2024) shows that FGC has a significant influence on consumer intention, as it is regarded as a more credible and structured source of information capable of conveying appealing visuals and narratives. Meanwhile, user-generated content refers to any form of digital content voluntarily created and uploaded by users, such as videos, images, or other social media posts, representing a form of earned media generated organically through user activity rather than paid promotion (Rajamma et al., 2020; Belch & Belch, 2018). The success of a content strategy also depends on the engagement it generates within the community through UGC. Schreiner et al. (2021) found that firm-generated content can influence user engagement, which in turn encourages users to produce their own content; thus, the better the quality of a company's social media content, the greater the volume of UGC generated in return. Consumers' download intention itself is formed once they have evaluated the available alternatives and tend to select the option they prefer most, a process that remains susceptible to change under the influence of external factors such as the opinions of others (Kotler et al., 2024).

This phenomenon can be theoretically explained through the theory of reasoned action (TRA), first introduced by Fishbein and Ajzen (1975). TRA is a behavioral theory that explains and predicts human behavior under the assumption that such behavior is under an individual's volitional control, meaning individuals are free to decide whether or not to perform a particular action. According to TRA, an individual's behavioral intention is the primary predictor of the actual occurrence of behavior, and this intention is determined by two main factors: attitude toward the behavior and subjective norms. This two-factor structure continues to be applied in contemporary digital consumer behavior research, including recent studies examining AI-driven online purchasing decisions (Beyari & Garamoun, 2022), reinforcing its relevance beyond the original context in which it was formulated. Attitude toward behavior reflects an individual's positive or negative evaluation of a particular behavior, shaped by factors such as prior knowledge, past experience, and personal judgment. Subjective norms, on the other hand, reflect an individual's

perception of social pressure that encourages or discourages the performance of a particular behavior; when individuals perceive pressure from others, whether to act or not to act, this pressure influences their behavioral intention.

In the context of this study, FGC and UGC are positioned as representations of these two core TRA components. FGC is positioned as a representation of attitude, since content published by the company is essentially the object that consumers directly evaluate in forming a judgment of liking or disliking, positive or negative, toward the promoted product. Informative and persuasive official content helps consumers understand a product's benefits, quality, and value, and this evaluative process itself constitutes the formation of a positive attitude toward the promoted object (Wijaya et al., 2024). Meanwhile, UGC is positioned as a representation of subjective norms, as content created by fellow users, such as reviews, recommendations, and shared experiences. Carries a high degree of credibility and is capable of significantly shaping audience attitudes. Reviews, recommendations, and experiences shared by other players fundamentally reflect consumers' perception of how fellow consumers view a product (Wijaya et al., 2024), which lies at the very core of the subjective norm concept.

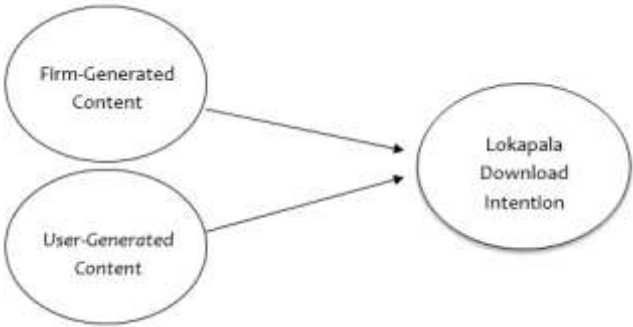


Figure 1. Conceptual Framework

The conceptual framework of this study illustrates that firm-generated content and user-generated content, as independent variables, each exert an influence on Lokapala download intention as the dependent variable. Firm-generated content is positioned within this framework as a representation of attitude, while user-generated content is positioned as a representation of subjective norms, consistent with the two core components of the theory of reasoned action. Since intention occupies the position of the predictor most directly linked to actual behavior within the TRA structure, intention essentially represents the outcome of an individual's evaluative process regarding attitude and subjective norms, and expresses a person's willingness to perform a given behavior (Pham et al., 2024). This study therefore limits its scope to intention as the most direct and valid point of measurement for capturing the influence of FGC and UGC, without examining consumers' actual behavior.

Various prior studies have examined the influence of FGC and UGC on consumer behavioral intention across different consumption contexts, though findings remain inconsistent. Rachman et al. (2021) and Zulfa et al. (2024) found that FGC and UGC positively influence consumers' visit intention in tourism destination contexts, while Anggasari and Ferdinand (2024) found that FGC and UGC significantly influence purchase intention. In contrast, Tardin et al. (2020) found that the direct influence of FGC and UGC on purchase intention became insignificant when brand equity was included as a mediating variable, while De Costa and Aziz (2021) and Safwat et al. (2025) similarly found that UGC showed no significant positive relationship with consumer intention. This inconsistency in prior findings points to a research gap regarding the role of FGC and UGC in shaping consumer intention, particularly within the context of local game products carrying distinctive Indonesian cultural elements, such as Lokapala, which has not yet been widely examined from a theory of reasoned action perspective.

Based on the discussion above, firm-generated content is positioned as a representation of attitude, while user-generated content is positioned as a representation of consumers' subjective norms, with both jointly contributing to shaping consumers' intention to download the Lokapala game. This study is expected to contribute theoretically to the development of digital marketing and consumer behavior literature by applying the theory of reasoned action within the context of the technology and digital gaming industry, and to offer practical insights for business practitioners in the gaming industry regarding the factors examined in this study. This study aims to examine and explain the influence of firm-generated content and user-generated content on the intention to download the Lokapala game, and proposes the following hypotheses:

H1: Firm-generated content has a positive and significant influence on download intention.

H2: User-generated content has a positive and significant influence on download intention.

RESEARCH METHOD

This study employs a quantitative approach with a causal-associative method to examine the influence of firm-generated content (X₁) and user-generated content (X₂) on download intention (Y) toward the Lokapala game (Kurniawan & Puspitaningtyas, 2016). The research was conducted in Denpasar City, selected based on data from the Bali Provincial Central Bureau of Statistics (2023), which recorded that 93 percent of its population are mobile phone users and 87 percent are internet users, making the city relevant for examining download intention toward mobile-based digital products. The object of the study is download intention among MOBA

game players who have never played Lokapala but have been exposed to content related to the game.

Download intention was measured using four indicators adapted from Saputra & Widagda K. (2020), Vahdat et al. (2021), and Peña-García et al. (2020), namely interest in searching for product information, interest in downloading the product, the likelihood of downloading in the near future, and the anticipation of downloading in the future. Firm-generated content was measured using four indicators adapted from Anggasari & Ferdinand (2024), Safwat et al. (2025), Perera et al. (2022), and Fernandes et al. (2022), covering the usefulness and relevance of company content information, content attractiveness, company responsiveness to customer content, and clarity of language in conveying information. User-generated content was measured using four indicators adapted from Al-Abdallah & Wright (2025), Kitsios et al. (2022), and Fernandes et al. (2022), namely the credibility of content uploaders, clarity of language in user-generated content, relevance of product information, and the volume of content created by users on social media.

The study population comprises MOBA game players who have never played Lokapala but have previously seen content related to it, with an unknown exact number (infinite population). The sample size was determined using a multivariate analysis approach, namely 5–10 times the number of indicators (Roscoe, 1982, as cited in Sugiyono, 2019), yielding a range of 60–120 samples based on 12 indicators; this study used a sample of 100 respondents. The sampling technique applied non-probability sampling with a purposive sampling approach (Sugiyono, 2019), with respondent criteria as follows: residing in Denpasar City, aged at least 17 years, having played MOBA games such as Mobile Legends: Bang Bang, having seen Lokapala-related content from either the company or other users on social media, and never having played Lokapala.

Data were collected through an online questionnaire in the form of a Google Form, distributed to prospective respondents who met the criteria via WhatsApp and Line messages from June to July. The questionnaire consisted of a research introduction, screening questions to select respondents meeting the criteria, respondent demographic information, and statements corresponding to the indicators of each variable, measured using a 1–5 Likert scale (1 = strongly disagree, 5 = strongly agree) (Sugiyono, 2019). The instrument's validity was tested using product moment correlation (considered valid if r -calculated > 0.3), and its reliability was tested using Cronbach's alpha (considered reliable if $\alpha > 0.60$) (Sugiyono, 2019; Utami et al., 2023).

The data were analyzed using descriptive statistics to describe the frequency and mean of respondents' answers, as well as cross-tabulation to map respondent characteristics against download intention (Sugiyono, 2019; Malhotra et al., 2017). The influence between variables was tested using multiple linear regression analysis

with standardized beta coefficients (Ghozali, 2018), which was preceded by classical assumption tests, including normality (Kolmogorov-Smirnov test, significant if Asymp. Sig. > 0.05), multicollinearity (tolerance value > 0.1 and VIF < 10), and heteroscedasticity (Glejser method) (Utama, 2016). Model feasibility was tested using the F-test (the model is considered feasible if significance < 0.05), while hypothesis testing was conducted through a partial t-test, with the influence considered significant if the significance value < 0.05 (Utama, 2016).

RESULT AND DISCUSSION

Findings

Lokapala: Saga of the Six Realms is a Multiplayer Online Battle Arena (MOBA) game that has been marketed in Indonesia since 20 May 2020. The game is produced by Anantarupa Studios, a company founded by Ivan Chen in Jakarta in 2011, and is specifically designed for mobile devices. As a MOBA title, Lokapala offers a classic five-versus-five (5v5) battle mechanism on a symmetrical map with three main lanes, in which players are tasked with progressively destroying the opponent's defensive turrets in order to breach the enemy's core defense (base core/Ancient).

To differentiate itself from other MOBA games, Anantarupa Studios has embedded several unique features into Lokapala, including Vahana (a mount feature that boosts movement speed), Lingam (a contestable map object providing temporary combat or utility bonuses), Rakshasa (a neutral monster that grants a powerful transformation to whoever defeats it), and the Awakened Ancient mechanism, which forces both teams' core defenses to clash directly once a match passes the 25-minute mark, keeping matches under 30 minutes.

In introducing and sustaining its presence amid intense competition with global MOBA titles, Anantarupa Studios has employed marketing strategies such as organizing esports competitions ranging from school-level to professional tournaments. To build two-way communication with its community, the company utilizes social media platforms including Instagram, Facebook, and YouTube, while also using Discord as a platform for player coordination, collecting feedback and suggestions, reporting technical issues, and instantly announcing internal promotional events.

The study involved 100 respondents. In terms of gender, the sample was dominated by male respondents (69%), compared to female respondents (31%). By age, the majority fell within the 22–30 age range (81%), followed by the 17–21 age range (18%), while respondents older than 30 accounted for only 1%. By occupation, students constituted the largest group (81%), followed by private employees (12%), self-employed individuals (5%), and those who were unemployed or in other occupations such as police work (1% each), as presented in Table 1. This profile indicates that the majority of respondents belong to a younger generation with high

exposure to social media and online games, making them a relevant representation of Lokapala's target market in Denpasar City.

Table 1. Respondent Characteristics

Variabel	Classification	Total (person)	Percentage (%)
Gender	Male	69	69
	Female	31	31
	Total	100	100
Age (Year)	17-21	18	18
	22-30	81	81
	>30	1	1
	Total	100	100
Occupation	Student	81	81
	Employee	12	12
	Self-employee	5	5
	Unemployed	1	1
	Other	1	1
	Total	100	100

Source: primary data processed, 2026

Descriptive analysis shows that all three variables, download intention, firm-generated content (FGC), and user-generated content (UGC), fall into the high category, with overall mean scores of 4.10, 4.02, and 4.13, respectively (Table 2).

For the download intention variable, the highest mean score (4.18) was found in the statement "I intend to download the Lokapala game when I need digital entertainment in the future," an indicator of anticipation of downloading in the future, suggesting that MOBA players in Denpasar City hold a genuine desire to download Lokapala at some point going forward. The second-highest score (4.14) was found in "After seeing content about Lokapala, I want to explore its features and advantages further," an indicator of interest in searching for product information, showing that Lokapala-related content successfully stimulates curiosity to explore the game more deeply. A score of 4.08 was found in "The content I have seen makes me consider trying the Lokapala game," an indicator of interest in downloading the product, indicating that the content has succeeded in generating a genuine desire to download. The lowest score (3.99) was found in "I am highly likely to download the Lokapala game in the near future," an indicator of the likelihood of downloading in the near future. Still classified as high, but suggesting that the content has been only reasonably, rather than overwhelmingly, successful in prompting an immediate download decision.

For the FGC variable, the highest mean score (4.07) was found in "Lokapala's promotional content on social media is creatively packaged and visually appealing to me," an indicator of content attractiveness, indicating that the company's content is regarded as creative and appealing by MOBA players in Denpasar City. A score of 4.05

was found in "Captions and spoken explanations in Lokapala's social media content are presented in simple language that I can easily understand," an indicator of clarity of language, showing that the company's content is easy for respondents to comprehend. A score of 3.98 was found in "Lokapala's official social media content provides relevant information (such as features or game updates) that helps me understand the game better," an indicator of the usefulness and relevance of company content information, indicating that the content is perceived as informative. The lowest score (3.96) was found in "Lokapala actively provides good responses or solutions to audience questions and input in their social media comment sections," an indicator of company responsiveness to customer content, suggesting that while still high, this aspect of the company's content management is perceived as comparatively less strong than its other content dimensions.

For the UGC variable, the highest mean score (4.18) was found in "I see a lot of user-generated content about the Lokapala game on social media, which helps me search for information before deciding to download it," an indicator of the volume of user-generated content, indicating that content created by fellow players is perceived as plentiful and helpful for respondents seeking to learn about the game. A score of 4.17 was found in "Content or opinions about the Lokapala game from other users are presented in clear language that I can easily understand," an indicator of clarity of language in user-generated content, showing that peer-generated content is easy to follow. A score of 4.10 was found in "Content created by other users provides relevant and useful information that matches what I want to know about the Lokapala game," an indicator of relevance of product information, indicating that such content is considered pertinent to respondents' informational needs. The lowest score, still high at 4.06 was found in "I feel that Lokapala content uploaders know relevant information about the game," an indicator of the credibility of content uploaders, suggesting that fellow players who create content are regarded as knowledgeable, though marginally less so than the other dimensions of UGC.

Table 2. Description of Research Variables

Variabel	Indicator	Mean	Category
Download Intention	Interest in searching for product information	4.14	High
	Interest in downloading the product	4.08	High
	likelihood of downloading in the near future	3.99	High
	Anticipation of downloading in the future	4.18	High
	Total mean	4.10	High
<i>Firm Generated Content</i>	Usefulness and relevance of company content information	3.98	High
	Content attractiveness	4.07	High
	Company responsiveness to customer content	3.96	High
	Clarity of language	4.05	High
	Total Mean	4.02	High
<i>User Generated Content</i>	Credibility of content uploaders	4.06	High
	Clarity of language in user-generated content	4.17	High
	Relevance of product information	4.10	High
	Volume of user-generated content	4.18	High
	Total Mean	4.13	High

Source: primary data processed, 2026

Cross-tabulation analysis was conducted by categorizing respondents into low and high groups based on each variable's overall sample mean as the cut-off point (it should be noted that this cut-off is relative to the sample distribution rather than an absolute Likert scale category, so the "low" label does not necessarily indicate a negative perception). For download intention, 40 of 69 male respondents (58%) fell into the high category compared to 14 of 31 female respondents (45%), indicating slightly stronger appeal among male MOBA players. By age, the 17–21 group recorded a marginally higher proportion (55.6%) than the 22–30 group (53.1%), suggesting comparably strong intention across both younger segments. By occupation, students led in absolute numbers (42 of 81, 51.9%) versus employees (6 of 12, 50%), suggesting students' greater time flexibility may correspond with stronger intention to try new MOBA games.

For FGC, male respondents again dominated the high category (35 of 69, 50.7%) versus female respondents (11 of 31, 35.5%), suggesting Anantarupa Studios' content aligns more closely with male players' preferences. The 22–30 age group showed higher acceptance (46.9%) than the 17–21 group (38.9%), indicating the younger segment may need more attention in future content strategy. By occupation, students again led (36 of 81, 44.4%) over employees (4 of 12, 33.3%), reflecting alignment between the company's content style and students' media

consumption habits. For UGC, male respondents again showed a higher proportion in the high category (40 of 69, 58%) than female respondents (15 of 31, 48.4%), suggesting peer-generated content is perceived as more credible among male players. The 22–30 group recorded the highest proportion (55.6%), while the 17–21 group was evenly split (50%), indicating UGC is more readily trusted by the older group. By occupation, employees showed a slightly higher proportion (58.3%, 7 of 12) than students (51.9%, 42 of 81), suggesting working respondents particularly value the practical, quick reviews shared by fellow players before deciding to download a game.

Table 3. Cross-Tabulation of Respondent Demographics with Research Variables

Demographic Variable	Download Intention (High)	FGC (High)	UGC (High)
Male (n=69)	40 (58.0%)	35 (50.7%)	40 (58.0%)
Female (n=31)	14 (45.2%)	11 (35.5%)	15 (48.4%)
Age 17–21 (n=18)	10 (55.6%)	7 (38.9%)	9 (50.0%)
Age 22–30 (n=81)	43 (53.1%)	38 (46.9%)	45 (55.6%)
Student (n=81)	42 (51.9%)	36 (44.4%)	42 (51.9%)
Employee (n=12)	6 (50.0%)	4 (33.3%)	7 (58.3%)

Source: primary data processed, 2026

The regression analysis testing the influence of FGC (X_1) and UGC (X_2) on download intention (Y), conducted using SPSS version 25.0, produced the equation $Y = 0.398X_1 + 0.361X_2$, with standard errors of 0.112 and 0.118, t-values of 3.535 and 3.202, and significance values of 0.001 and 0.002, respectively (adjusted $R^2 = 0.503$; $df = 97$; $F = 51.004$; $Sig. = 0.000$), as presented in Table 4. The regression coefficient of 0.398 for FGC indicates a positive influence on download intention, meaning that the better the quality of Lokapala's firm-generated content, the higher respondents' intention to download the game. Similarly, the regression coefficient of 0.361 for UGC indicates a positive influence on download intention, meaning that the better the quality of user-generated content related to Lokapala, the higher respondents' intention to download the game.

The model met all classical assumption requirements. The normality test using the Kolmogorov-Smirnov Monte Carlo method produced a significance value of 0.052 (> 0.05), indicating that the residual data were normally distributed. The multicollinearity test showed a tolerance value of 0.396 and a VIF of 2.528 for both predictors, both within acceptable thresholds (tolerance > 0.1 ; VIF < 10), indicating the model was free from multicollinearity. The heteroscedasticity test using the Glejser method produced significance values of 0.240 for FGC and 0.952 for UGC, both above 0.05, indicating the model was free from heteroscedasticity.

The F-test confirmed the overall model's feasibility (Sig. = 0.000 < 0.05), indicating that FGC and UGC jointly and significantly influence download intention. The adjusted R² value of 0.503 indicates that FGC and UGC jointly explain 50.3% of the variance in download intention, while the remaining 49.7% is attributable to factors outside the model. The partial t-test results show that FGC has a significant influence on download intention (t = 3.535; Sig. = 0.001 < 0.05), leading to the acceptance of H1. Similarly, UGC has a significant influence on download intention (t = 3.202; Sig. = 0.002 < 0.05), leading to the acceptance of H2.

Table 4. Multiple Linear Regression Analysis

Variabel	Beta coefficient	t-test	Sig.	Remarks
<i>Firm Generated Content (X1)</i>	0.398	3.535	0.001	Significant
<i>User Generated Content (X2)</i>	0.361	3.202	0.002	Significant

Source: primary data processed, 2026

Analysis/Discussion

The findings confirm that FGC has a positive and significant influence on download intention ($\beta = 0.398$), supporting the acceptance of H1. This finding is consistent with the theory of reasoned action (TRA), in which FGC is positioned as a representation of attitude. That is consumers' evaluation of a game's benefits, quality, and attractiveness formed through official content published by the company (Fishbein & Ajzen, 1975). In this study, the social media content produced by Anantarupa Studios was found to shape a positive consumer attitude toward Lokapala while also providing consumers with a sense of having sufficient information to proceed with downloading the game. This is reflected in the particularly high score for the content attractiveness indicator, suggesting that visual elements, character design creativity, and game trailers uploaded by Anantarupa Studios were seen as highly appealing and useful by MOBA players in Denpasar. This result is consistent with prior studies confirming FGC's positive influence on consumer purchase or usage intention across various contexts, including sports brands and other product categories (Mobayen et al., 2023; Soekotjo et al., 2025; Zhang et al., 2021; Antony et al., 2025; Sutariningsih & Widagda K., 2021; Putri & Sijabat, 2021; Elwitrinasafitri & Ariyanti, 2023; Taufik et al., 2024). This finding also helps explain the inconsistency noted in prior literature, unlike Tardin et al. (2020) and De Costa and Aziz (2021), who found FGC's influence became insignificant when a mediating variable was included, this study finds FGC exerts a direct, unmediated, positive influence on download intention, suggesting the effect may depend on product category and cultural context. Notably, the company responsiveness indicator scored lowest among the FGC dimensions, pointing to a gap between the

visual appeal of Lokapala's content and Anantarupa Studios' engagement with consumer input, an area that, if strengthened, could reinforce the positive attitude already being built through visual and informational content.

The findings also confirm that UGC has a positive and significant influence on download intention ($\beta = 0.361$), supporting the acceptance of H2. Within the TRA framework, UGC is positioned as a representation of subjective norms. That is, consumers' perception of the views and experiences of other consumers deemed relevant in determining whether a particular action is socially acceptable (Fishbein & Ajzen, 1975). In this study, content and reviews created by fellow players were perceived as more objective and independent, and MOBA players' trust in the credibility of this content fostered the perception that downloading and playing Lokapala is a trend or behavior that is socially accepted and encouraged within the community, thereby strengthening their intention to download the game. This is reflected in the notably high score for the volume of user-generated content indicator, indicating that respondents found Lokapala-related content on social media to be abundant and easy to find, which facilitated their search for information about the game. This finding is consistent with prior studies confirming UGC's positive influence on purchase or visit intention across tourism, hospitality, and social commerce contexts (Pasaribu et al., 2024; Panopoulos et al., 2023; Anisa & Marlana, 2022; Ghaly, 2023; Sharif & Mura, 2019; Rosnani et al., 2023; Zakaria et al., 2024; Aulia et al., 2025).

This result also departs from De Costa and Aziz (2021) and Safwat et al. (2025), who found no significant UGC effect. The present findings, indicate that UGC carries meaningful weight, likely because prospective players seek peer opinions to reduce the perceived risk of trying an unfamiliar local title. The slightly lower UGC coefficient compared to FGC (0.361 vs 0.398) also differs from contexts where UGC dominates consumer intention (Sang et al., 2024), suggesting that for games, which involve high technical engagement, consumers rely on official sources as their primary reference before treating community reviews as secondary, confirmatory input. This study reinforces the theory of reasoned action in explaining consumer behavior, particularly among MOBA players in Denpasar City. The finding that both FGC and UGC exert a positive and significant influence on download intention strengthens the core premise of TRA that behavioral intention is shaped by two primary factors: attitude toward behavior and subjective norms (Fishbein & Ajzen, 1975). By empirically demonstrating that FGC, positioned as a representation of attitude, and UGC, positioned as a representation of subjective norms, both drive consumers' download intention, this study confirms that social media content related to Lokapala whether produced by the company or by fellow players serves as a tangible manifestation of these TRA components working jointly to shape download intention. This study also extends TRA's application to the context of the local digital

gaming industry, contributing new empirical evidence on a Nusantara-culture-themed game product that has not been extensively examined in the digital marketing literature, while also offering a more nuanced picture of how the relative strength of attitude- and subjective-norm-based influences may vary across product categories.

These findings suggest that industry practitioners should recognize the importance of understanding how both FGC and UGC shape consumer intention as a strategic foundation for designing effective marketing programs. For Anantarupa Studios specifically, this implies a continued focus on refining the visual quality and informational clarity of official content, while also improving responsiveness to consumer comments and inquiries on social media, given that this dimension currently lags behind the company's other content strengths. At the same time, the company should actively facilitate and encourage the production of UGC through its existing Discord community and social media channels. For instance, by highlighting player-created reviews or gameplay tips. Given that both content pathways, official and peer-generated, have been shown to complement one another in shaping consumers' positive perceptions and driving their intention to download the game.

CONCLUSION

This study aimed to examine and explain the influence of firm-generated content and user-generated content on download intention toward the Lokapala game among MOBA players in Denpasar City. The results of multiple linear regression analysis on 100 respondents show that firm-generated content has a positive and significant influence on download intention toward the Lokapala game, and the same holds true for user-generated content, such that both research hypotheses are accepted. These findings confirm that the better the quality of official content published by Anantarupa Studios and the content voluntarily produced by fellow players, the higher consumers' intention to download the Lokapala game, with the influence of firm-generated content being relatively more dominant than that of user-generated content.

Theoretically, this study extends the application of the theory of reasoned action to the context of the local digital gaming industry by demonstrating that firm-generated content, as a representation of attitude, and user-generated content, as a representation of consumers' subjective norms, are both empirically shown to drive consumers' download intention, while also providing new empirical evidence on a Nusantara-culture-themed game product that has not been extensively examined in the digital marketing literature. Practically, these findings provide empirical evidence for game industry practitioners that investment in the quality of marketing content, whether controlled by the company or generated by the user community is an effective strategy for driving download rates of game products in the local market.

This study has several limitations that should be noted when interpreting its findings. The research scope, limited to Denpasar City, along with the cross-sectional design that captures consumer intention at only a single point in time, restricts the generalizability of the results to broader demographic and temporal contexts. The coefficient of determination of 50.3 percent also indicates that nearly half of the variation in download intention remains explained by other factors outside the model. Based on these findings, Anantarupa Studios is advised to continue improving the quality of its official social media content, particularly in terms of content attractiveness, through content that is informative, visually appealing, and consistently published, in order to strengthen prospective players' positive attitude toward the Lokapala game. In addition, Anantarupa Studios is advised to actively encourage existing players to create and share Lokapala-related content on social media, for example through player ambassador programs, content competitions, or reward systems, in order to increase the volume of user-generated content, which is the indicator with the highest mean score within the user-generated content variable. Based on the cross-tabulation results, students aged 22–30 years and male consumers showed proportionally higher download intention; targeted market segmentation toward these groups can be pursued without neglecting the potential to expand the female player base through more inclusive content. As for future researchers, it is recommended that additional variables such as brand trust, perceived product quality, or influencer marketing be incorporated to yield broader and more in-depth research findings.

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