

# Analisis faktor-faktor yang memengaruhi intention to engage in gamification dan pengaruhnya terhadap brand attitude dan continuance intention pada mobile shopping application: studi kasus: Daily Games Shopee, Shopee = Understanding the intention to engage in gamification and its influence on brand attitude and continuance intention of mobile shopping application: case study: Daily Games Shopee, Shopee

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## Abstrak

Di Indonesia, ketatnya persaingan antar m-commerce membuat m-commerce berlomba-lomba menerapkan strategi pemasaran terbaik dan menarik demi meningkatkan gross merchandise value (GMV), dan menciptakan repeat purchase. Terlebih, konsumen Indonesia yang tergolong shifters menjadikannya ingin menikmati layanan berbelanja tidak hanya dari satu m-commerce. Retensi dan kontinuitas menjadi tantangan sendiri, sementara daily active users (DAU) menjadi faktor penting untuk mendorong GMV, yakni metrik yang krusial bagi kelangsungan m-commerce. Gamifikasi sebagai penerapan desain game ke dalam konteks non-game, menjadi strategi terkini bagi para m-commerce. Gamifikasi dalam m-commerce yang didesain memiliki insentif, memberi motivasi khusus untuk pengguna menggunakan kembali aplikasi berbelanja, sehingga memengaruhi DAU yang dapat menstimulasi tingginya GMV m-commerce. Untuk itu, penelitian ini dilakukan demi mengetahui faktor-faktor yang memengaruhi intention to engage in gamification, dan pengaruhnya terhadap brand attitude dan continuance intention dalam menggunakan aplikasi berbelanja. Penelitian didasari oleh technology acceptance model (TAM) dengan menambahkan variabel perceived social influence, satisfaction, dan continuance intention. Survei terhadap 590 responden dilakukan melalui kuesioner terstruktur, dan data dianalisis menggunakan Structural Equation Method (SEM). Hasil yang diperoleh adalah perceived usefulness, perceived social influence, perceived enjoyment dari gamifikasi memiliki pengaruh terhadap intention to engage in gamification dan brand attitude serta intention to engage in gamification dan brand attitude memiliki pengaruh terhadap satisfaction dan continuance intention.

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M-commerce competition in Indonesia is heating up, thus pushing m-commerce firms to redefine their strategies, make the best and the most interesting offering in order to acquire new customers, boost repeat purchase, and achieve desired gross merchandise value (GMV). Its no surprise that in Indonesia, customers tend to be shifters, means they enjoy shopping and interacting with several m-commerce, hence making them to be less-engage. With ever-expanding presence of m-commerce, the importance of engagement and continuity have never been greater. Engagement and continuity metrics vary, but in m-commerce, GMV metric provides insight into companys growth and sustainability. And measuring daily active users (DAU), represents how frequent shoppers using the m-commerce app that will affect its GMV valuation. Gamification is the application of game-thinking in non-game contexts, and has become a strategic imperative for business and marketing. Shopee using gamification to incentivize and indulge shoppers through structural rewards, that will drive engagement and re-usage (DAU) of the app. Therefore, this study

aims to find out factors that affect intention to engage in gamification, and its influence on brand attitude and continuance intention in using Shopee as a gamified m-commerce app. This study extends a technology acceptance model (TAM) with the addition of perceived social influence and perceived enjoyment to the original model. While intention to engage in gamification, brand attitude, and satisfaction predict continuance intention. Data is collected through a structured questionnaire, and 590 valid responses are analyzed using validity and reliability test, continued by Structural Equation Method (SEM). Findings of this study reveal that perceived usefulness, perceived social influence, perceived enjoyment of gamification have influence on the intention to engage in gamification and brand attitude. Furthermore, intention to engage in gamification and brand attitude has an influence on satisfaction and continuance intention in using Shopee.