

# Exploring the role of gamification towards consumer engagement and intention to buy through mobile app: case study: Shopee = Mengeksplorasi peran gamifikasi terhadap keterlibatan konsumen dan niat membeli melalui aplikasi seluler: studi kasus: Shopee

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## Abstrak

Dalam beberapa tahun terakhir, terdapat bukti meningkatnya jumlah konsumen yang memilih untuk melakukan transaksi melalui platform ritel e-commerce. Seiring dengan meningkatnya tingkat penetrasi dan kemajuan e-commerce di Indonesia, para pemain e-commerce diharuskan untuk menyusun strategi terbaik mereka memenuhi kebutuhan konsumen yang terus berkembang. Gamifikasi adalah salah satu dari beberapa taktik yang memperoleh popularitas dalam e-commerce karena menawarkan lebih banyak fungsi sosial, pengalaman belanja yang dipersonalisasi, dan akses yang lebih mudah ke berbagai produk. Penerapan komponen bermain dan sosial mengurangi upaya kognitif konsumen, menunjukkan posisi atau keuntungan bagi pemain ritel untuk unggul. Penelitian ini bertujuan untuk menganalisis bagaimana Shopee sebagai e-commerceritel dapat secara optimal menyusun gamifikasinya dan beberapa motivasi intrinsik untuk memengaruhi kesenangan dan perilaku pembelian pengguna. Studi ini selanjutnya berkontribusi untuk mengisi kesenjangan penelitian dengan menambahkan indikator perilaku pembelian impulsif. Metode sampel purposive digunakan untuk berhasil mengumpulkan 204 responden, yang kemudian dianalisis menggunakan metode Partial Least Squares – Structural Equation Modeling (PLS-SEM). Temuan memvalidasi bahwa Gamification dan motivasi intrinsik ditemukan secara positif mempengaruhi dan memotivasi pelanggan untuk meningkatkan Shopping Engagement mereka. Socialness dan Shopping Enjoyment ditemukan secara positif mempengaruhi perilaku Impulsive Buying Behaviour. Shopping Engagement secara positif mempengaruhi niat untuk Intention to Buy Using a Mobile App. Selain itu, Previous Online Shopping Experience secara positif memengaruhi niat untuk Intention to Buy Using a Mobile App. Terakhir, Previous Online Shopping Experience secara negatif memoderasi hubungan antara Shopping Engagement dengan Intention to Buy Using a Mobile App

.....We have noticed how e-commerce retailing has progressively gained acceptance in recent years, with a rising number of consumers opting to make transactions through this platform. In light of the emerging internet penetration rate and the advancement of e-commerce in Indonesia, the e-commerce players are being compelled to structure their best strategies for engaging tech-savvy consumers and satisfying their constantly evolving habits. Gamification is one of several tactics that is gaining popularity in e-commerce since it may offer more social functionalities, a personalised shopping experience, and easier access to different products. The implementation of gamified, playful, and social components diminishes the cognitive efforts of consumers, indicating this might be a favourable position or advantage for the retailers to excel. This study aims to analyse how Shopee as retail e-commerce can optimally structure its gamification and several intrinsic motivations to stimulate users' enjoyment and purchasing behaviour. This study further contributes to filling the research gap by adding the indicator of impulsive buying behaviour. Purposive sampling methods were used to successfully compile 204 respondents, who were then analysed using the Partial Least Squares – Structural Equation Modelling method (PLS-SEM). The findings validated that

gamification and intrinsic motivations are found to positively influence and motivate customers to increase their shopping engagement. Socialness and shopping enjoyment are found to positively influence individuals' impulsive buying behaviour. Whereby, shopping engagement positively influences the intention to buy using a mobile app. Additionally, previous online shopping experience positively influences the intention to buy using a mobile app. Finally, previous online shopping experiences negatively moderate the relationship between shopping engagement on intention to buy using a mobile app.