

Pengaruh pengalaman gamification marketing activities terhadap brand loyalty, positive word of mouth, dan resistance to negative information melalui utilitarian value, hedonic value, satisfaction, dan brand love: studi pada pengguna Tokopedia Games = The effect of the experience of gamification marketing activities on brand loyalty, positive word of mouth and resistance to negative information through Utilitarian Value, Hedonic Value, satisfaction, and brand love: study of Tokopedia Games users

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Abstrak

Gamifikasi pada industri e-commerce sudah menjadi tren sejak tahun 2019. Merujuk pada riset Snapcart, gamification di dalam aplikasi menjadi dasar oleh konsumen untuk mengakses ke platform e-commerce terlebih selama bulan ramadhan dan pandemi Covid-19. Skripsi ini memiliki tujuan untuk menganalisis bagaimana pengaruh dari pengalaman gamification marketing activities terhadap loyalitas merek, positive word of mouth dan resistensi terhadap informasi negatif melalui nilai utilitarian, nilai hedonik, kepuasan dan brand love pada pengguna Tokopedia Games. Penelitian ini menggunakan pendekatan kuantitatif melalui metode survei berdasarkan purposive sampling. Jumlah responden dalam penelitian ini adalah 218 responden yang didapatkan melalui online questionnaire. Dengan analisis menggunakan Structural Equation Modeling (SEM), penelitian ini menunjukkan bahwa pengalaman gamification marketing activities berpengaruh signifikan terhadap utilitarian value dan hedonic value, kemudian utilitarian value dan hedonic value berpengaruh signifikan terhadap satisfaction. Penelitian ini juga menunjukkan adanya pengaruh signifikan antara hedonic value terhadap brand love tetapi untuk utilitarian value tidak berpengaruh secara signifikan terhadap brand love, kemudian terdapat hubungan yang signifikan antara satisfaction dengan brand love yang kemudian brand love menunjukkan pengaruh yang signifikan terhadap brand loyalty, positive word of mouth dan resistance to negative information.

.....Gamification in the e-commerce industry has been a trend since 2019. According to Snapcart research, gamification in applications are the basis for consumers to access e-commerce platforms, especially during the month of Ramadan and the Covid-19 pandemic. This thesis aims to analyze how the influence of the experience of gamification marketing activities on brand loyalty, positive word of mouth and resistance to negative information through hedonic values, utilitarian values, satisfaction and brand love on Tokopedia Game users. This study uses a quantitative approach through a survey method based on purposive sampling. The number of respondents in this study were 218 respondents obtained through an online questionnaire. By analysis using structural equation modeling (SEM), this study shows that the experience of gamification marketing activities has a significant effect on utilitarian value and hedonic value, then utilitarian value and hedonic value significantly affect satisfaction. This study also shows a significant effect between hedonic value on brand love but for utilitarian value it does not have a significant effect on brand love, then there is a significant relationship between satisfaction and brand love which then brand love shows a significant influence on brand loyalty, positive word of mouth and resistance. to negative information.