

Pengaruh Gamification Feature Terhadap Brand Equity dan Brand Engagement (Studi pada pemain Shopee Games) = The effect of gamification feature toward brand equity and brand engagement (study on Shopee Games player)

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Abstrak

Gamification menjadi bentuk marketing yang mulai banyak digunakan oleh berbagai bisnis, tidak sedikit perusahaan dan bisnis di Indonesia yang mulai menerapkan sistem gamification, karena dianggap merupakan cara yang dapat meningkatkan engagement para konsumennya dan juga equity dari brand tersebut yang terdiri dari awareness dan loyalitasnya, salah satu perusahaan tersebut adalah Shopee dengan fitur gamifikasinya adalah Shopee Games. Penelitian ini dilakukan terhadap pemain Shopee Games di Indonesia, dengan tujuan untuk mengetahui pengaruh yang diberikan oleh gamification feature terhadap brand engagement dan brand equity, data dianalisis menggunakan Teknik PLS-SEM dan SPSS. Hasil penelitian ini menunjukkan gamification feature, yaitu immersion, achievement, dan social interaction related feature berpengaruh terhadap masing- masing dimensi brand engagement, yaitu emotional, cognitive, dan social brand engagement. Hasil penelitian juga menemukan emotional dan cognitive brand engagement berpengaruh terhadap brand awareness dan loyalty, namun social brand engagement tidak berpengaruh terhadap kedua dimensi brand equity, peneliti juga melakukan analisis terhadap hubungan gamification feature terhadap brand equity, dengan hasil analisis tidak adanya hubungan yang signifikan antara gamification feature terhadap brand equity. Hasil penelitian menunjukkan adanya pengaruh gamification feature terhadap brand engagement yang juga berpengaruh terhadap brand equity.

.....Gamification became a marketing technique that many businesses already using, there's a lot of companies and businesses in Indonesia that start using gamification, because it can increase the engagement of their customer and the equity of their brand that consists of awareness and loyalty. one of the companies that used gamification are Shopee with their gamification feature known as Shopee Games. this research was conducted on Shopee Games players, to know the effect of gamification features on brand engagement and brand equity. data were analyzed using PLS-SEM and SPSS, this research has shown gamification features that consist of immersion, achievement, and social interaction-related feature had a significant effect on each brand engagement dimension, that is emotional, cognitive, and social brand engagement. this research also shows there's a significant effect of emotional and cognitive brand engagement on brand awareness and brand loyalty, but social brand engagement doesn't have any significant effect on brand awareness and brand loyalty. the researcher also analyzed the effect of gamification features on brand equity, the result showed no significant effect of gamification features on brand equity. this research study showed the effect of gamification features on brand engagement was significant and consequently affecting brand equity.