

Pengaruh Gamification Terhadap Customer Brand Engagement Game Farm Traveloka = The Impact Of Gamification On Customer Brand Engagement Of Game Farm Traveloka

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Abstrak

Perusahaan Traveloka ditantang untuk mempertahankan customer brand engagement dalam era transisi digital, salah satu caranya adalah melalui gamification dengan fitur Game Farm. Tujuan penelitian ini adalah untuk menganalisis pengaruh gamification terhadap customer brand engagement pada pengguna Traveloka Game Farm. Metode yang digunakan adalah pendekatan kuantitatif dengan kuesioner 177 responden yang memenuhi kriteria dengan teknik penarikan sampel secara purposive sampling yang merupakan bagian dari non-probability sampling. Pengolahan data menggunakan analisis statistik deskriptif dan analisis statistik inferensial dalam bentuk regresi sederhana serta regresi berganda untuk menentukan dimensi yang paling kuat dalam pengujian variabel. Hasil dari penelitian menunjukkan bahwa terdapat pengaruh gamification terhadap customer brand engagement pada pengguna Traveloka yang memakai fitur Game Farm. Penelitian ini juga menunjukkan hasil bahwa dimensi game components memiliki pengaruh yang paling kuat daripada dimensi game mechanics dan game dynamics.

.....Companies like Traveloka are challenged to retain customer brand engagement within the competitive digital transition era between other similar companies, one of which is through gamification in the form of Game Farm. The purpose of this research is to analyze how gamification affects customer brand engagement towards Traveloka Game Farm users. Within this research, the method used is a quantitative approach through a questionnaire spread towards 177 Traveloka respondents who have fulfilled the sampling criteria. The data collected from the survey is analyzed using descriptive statistical analysis as well as inferential statistical analysis through a simple regression analysis and multiple regression analysis to determine which dimension of the variable has the largest impact with the SPSS 20 software. The result of this research shows that gamification does affect customer brand engagement. Between gamification's three dimensions, game components are the most significant compared to game mechanics and game dynamics dimensions.