

# Analisis Pengaruh Elemen-Elemen Gamification terhadap Brand Loyalty dimediasi Customer Engagement: Survei pada Pengguna Aplikasi Mobile Shopee Indonesia = Analysis of Influence of Gamification Elements on Brand Loyalty Mediated by Customer Engagement: A Survey on Shopee Indonesia Mobile App Users

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## Abstrak

Penelitian ini bertujuan untuk meneliti pengaruh dari gamification elements, yaitu reward elements, challenge elements, points elements, dan enjoyment elements terhadap brand loyalty yang dimediasi oleh customer engagement. Penelitian ini menggunakan desain penelitian deskriptif dengan pengambilan data secara cross-sectional melalui penyebaran kuesioner kepada responden menggunakan Google Form. Responden yang disasar pada penelitian ini adalah pengguna Shopee yang pernah bermain games Shopee dalam 3 bulan terakhir dengan usia 18-34 tahun dan berdomisili di Jabodetabek. Data yang didapatkan diolah menggunakan metode Structural Equation Modeling (SEM) dengan bantuan software Smart PLS 3.0. Hasil penelitian menunjukkan bahwa challenge elements dan enjoyment elements memiliki pengaruh positif dan signifikan terhadap brand loyalty dengan dimediasi oleh customer engagement. Di sisi lain, customer engagement tidak dapat memediasi pengaruh reward elements dan points elements terhadap brand loyalty. ....This study uses a descriptive research design with cross-sectional data collection through distribution questionnaires to respondents using Google Form. The target respondents in this study are the Shopee users that have played Shopee games in 3-month period with age 18 – 34 years old and domiciled in Jabodetabek area. The number of respondents obtained in this study was 163 respondents. The data obtained is processed using Structural Equation Modelling (SEM) method with the help of Smart PLS 3.0 software, The result of this study indicate that only challenge elements and enjoyment elements has a significant influence towards brand loyalty mediated by customer engagement. Customer engagement cant mediate the influence of reward elements and points elements towards brand loyalty.