

**THE INFLUENCE OF GAMIFICATION AND
CUSTOMER EXPERIENCE ON CUSTOMER
LOYALTY IN THE SHOPEE E-COMMERCE
PLATFORM MEDIATED BY CUSTOMER
ENGAGEMENT**

THESIS



To Fulfill the Requirements for Obtain a Bachelor's Degree

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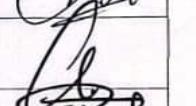
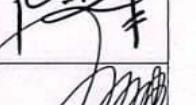
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**PENGARUH GAMIFIKASI DAN PENGALAMAN PELANGGAN
TERHADAP LOYALITAS PELANGGAN DI PLATFORM E-
COMMERCE SHOPEE DENGAN DIMEDIASI OLEH KETERLIBATAN
PELANGGAN**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh gamifikasi dan pengalaman pelanggan terhadap loyalitas pelanggan yang dimediasi oleh keterlibatan pelanggan pada platform e-commerce Shopee. Metode penelitian yang digunakan adalah survei kuantitatif dengan Teknik pengumpulan data melalui kuesioner yang disebarluaskan kepada 300 responden namun, yang memenuhi kriteria hanya 287 responden pengguna Shopee di Indonesia. Analisis data dilakukan menggunakan SEM-PLS melalui software SmartPLS 4.0. Hasil penelitian menunjukkan bahwa gamifikasi tidak berpengaruh langsung terhadap loyalitas pelanggan, namun memiliki pengaruh positif dan signifikan terhadap keterlibatan pelanggan. Sementara itu, pengalaman pelanggan memiliki pengaruh positif terhadap keterlibatan pelanggan dan loyalitas pelanggan. Keterlibatan pelanggan secara signifikan memediasi hubungan antara gamifikasi dan loyalitas pelanggan, serta antara pengalaman pelanggan dan loyalitas pelanggan.

Kata Kunci: Gamifikasi, Pengalaman Pelanggan, Keterlibatan Pelanggan, Loyalitas Pelanggan, Shopee, E-commerce

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ABSTRACT

This study aims to analyze the effect of gamification and customer experience on customer loyalty mediated by Customer Engagement in The Shopee E-commerce Platform. The Research method used is a quantitative survey with data collection techniques through questionnaires distributed to 300 respondents, however, only 287 Shopee user respondents in Indonesia met the criteria. Data analysis was carried out using SEM-PLS through SmartPLS 4.0 software. The results showed that gamification has no direct effect on customer loyalty but has a positive and significant effect on customer engagement. Meanwhile, customer experience has a positive influence on customer engagement and customer loyalty. Customer engagement significantly mediated the relationship between gamification and customer loyalty, as well as between customer experience and customer loyalty.

Keywords: Gamification, Customer Experience, Customer Engagement, Customer Loyalty, Shopee, E-commerce

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RINGKASAN SKRIPSI

1. Pendahuluan

a. Latar Belakang

Perkembangan teknologi informasi dan internet telah mengubah pola hidup Masyarakat, termasuk dalam aktivitas berbelanja yang kini beralih ke platform digital seperti e-commerce. Di Indonesia, penggunaan internet yang terus meningkat telah mendorong pertumbuhan pesat sektor e-commerce, terutama selama pandemi Covid-19 (Badan Pusat Statistik, 2023). Shopee muncul sebagai platform e-commerce dominan dengan jumlah kunjungan tertinggi dibandingkan pesaingnya seperti Tokopedia dan Lazada.

Dalam menghadapi persaingan pasar digital, strategi seperti gamifikasi dan peningkatan pengalaman pelanggan menjadi penting dalam menarik dan mempertahankan pelanggan. Gamifikasi, yaitu penerapan elemen permainan dalam konteks non-gaming, mampu menciptakan pengalaman yang menyenangkan dan meningkatkan interaksi pengguna. Sementara itu, pengalaman pelanggan yang mencakup seluruh interaksi pelanggan dari awal hingga akhir transaksi juga memengaruhi kepuasan dan loyalitas (Molinillo et al., 2022).

Keterlibatan pelanggan menjadi variable mediasi penting dalam hubungan antara pengalaman pelanggan dan loyalitas pelanggan, karena keterlibatan emosional dan kognitif pelanggan dengan platform berkontribusi terhadap retensi dan pembelian ulang (Sharma & Singh, 2023; Tsou, 2023). Fitur interaktif seperti game, reward, serta personalisasi terbukti dapat meningkatkan keterlibatan dan menciptakan komunitas merek yang kuat (Gao & Zhao, 2023).

Namun demikian, meskipun gamifikasi terbukti efektif dalam meningkatkan keterlibatan jangka pendek, efektivitasnya dalam membangun loyalitas jangka Panjang masih perlu diteliti lebih lanjut (Suraña-Sánchez & Aramendia-Muneta,

2024). Maka dari itu, penelitian ini bertujuan untuk menganalisis pengaruh gamifikasi dan pengalaman pelanggan terhadap loyalitas pelanggan, yang dimediasi oleh keterlibatan pelanggan, dalam konteks pengguna Shopee di Indonesia.

b. Pertanyaan Penelitian

Berdasarkan latar belakang yang telah diuraikan sebelumnya, maka rumusan masalah yang akan dikaji dalam penelitian ini adalah sebagai berikut:

1. Apakah gamifikasi berpengaruh terhadap loyalitas pelanggan pada platform e-commerce Shopee?
2. Apakah pengalaman pelanggan berpengaruh terhadap loyalitas pelanggan pada platform e-commerce Shopee?
3. Apakah gamifikasi berpengaruh terhadap keterlibatan pelanggan pada platform e-commerce Shopee?
4. Apakah pengalaman pelanggan berpengaruh terhadap keterlibatan pelanggan pada platform e-commerce Shopee?
5. Apakah keterlibatan pelanggan berpengaruh terhadap loyalitas pelanggan pada platform e-commerce Shopee?
6. Apakah keterlibatan pelanggan secara signifikan memediasi hubungan antara gamifikasi dan loyalitas pelanggan?
7. Apakah keterlibatan pelanggan secara signifikan memediasi hubungan antara pengalaman pelanggan dan loyalitas pelanggan?

c. Tujuan Penelitian

Penelitian ini berusaha untuk menguji dan meningkatkan pemahaman tentang:

1. Untuk menguji dan menganalisis pengaruh gamifikasi terhadap loyalitas pelanggan pada platform e-commerce Shopee.
2. Untuk menguji dan menganalisis pengaruh pengalaman pelanggan terhadap loyalitas pelanggan pada platform e-commerce Shopee.

3. Untuk menguji dan menganalisis pengaruh gamifikasi terhadap keterlibatan pelanggan pada platform e-commerce Shopee.
4. Untuk menguji dan menganalisis pengaruh pengalaman pelanggan terhadap loyalitas pelanggan pada platform e-commerce Shopee.
5. Untuk menguji dan menganalisis pengaruh keterlibatan pelanggan terhadap loyalitas pelanggan pada platform e-commerce Shopee.
6. Untuk menguji dan menganalisis pengaruh keterlibatan pelanggan dalam memediasi pengaruh gamifikasi terhadap loyalitas pelanggan pada platform e-commerce Shopee.
7. Untuk menguji dan menganalisis pengaruh keterlibatan pelanggan dalam memediasi pengaruh pengalaman pelanggan terhadap loyalitas pelanggan.

2. Metode Penelitian

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei untuk mengetahui pengaruh gamifikasi dan pengalaman pelanggan terhadap loyalitas pelanggan dengan keterlibatan pelanggan sebagai variabel mediasi. Jenis penelitian yang digunakan adalah penelitian asosiatif kausal. Populasi dalam penelitian ini adalah seluruh pengguna platform e-commerce Shopee di Indonesia. Sampel ditentukan menggunakan Teknik nonprobability sampling dengan metode purposive sampling. Jumlah sampel ditentukan menggunakan rumus Slovin, jumlah sampel sebanyak 300 responden. Namun yang memenuhi kriteria hanya 287 responden. Hipotesis dalam penelitian ini adalah H1: Diduga gamifikasi berpengaruh positif terhadap loyalitas pelanggan pada pengguna platform e-commerce Shopee. H2: Diduga customer experience berpengaruh positif terhadap customer loyalty pada platform e-commerce Shopee. H3: Diduga gamification berpengaruh positif terhadap customer engagement pada platform e-commerce Shopee. H4: Diduga customer experience berpengaruh positif terhadap customer engagement pada platform e-commerce Shopee. H5: Diduga customer engagement berpengaruh positif terhadap loyalitas pelanggan pada platform e-commerce Shopee. H6: Diduga gamification berpengaruh positif terhadap loyalitas pelanggan melalui customer engagement pada platform e-commerce

Shopee. H7: Diduga customer experience berpengaruh positif terhadap customer loyalty melalui customer engagement pada platform e-commerce Shopee.

3. Hasil dan Pembahasan

Berdasarkan hasil pengujian hipotesis, penelitian ini menemukan bahwa gamifikasi (X1) tidak memiliki pengaruh langsung yang signifikan terhadap loyalitas pelanggan (Y), tetapi berpengaruh positif jika melalui variable perantara. Pengalaman pelanggan (X2) terbukti secara langsung berpengaruh positif terhadap loyalitas pelanggan (Y), sekaligus meningkatkan keterlibatan mereka dalam menggunakan platform Shopee. Pelanggan merasakan bahwa Shopee menawarkan tampilan web yang menarik, kreativitas, efisiensi, personalisasi, privasi, dan keberagaman produk, yang memberikan pengalaman berbelanja menyenangkan dan relevan dengan kebutuhan mereka.

Keterlibatan pelanggan (Z) memiliki pengaruh terhadap loyalitas pelanggan (Y). Pelanggan yang lebih aktif dalam menyimpan produk favorit, memberikan ulasan, serta menggunakan berbagai fitur interaktif Shopee cenderung menunjukkan loyalitas yang lebih tinggi. Keterlibatan pelanggan (Z) memediasi secara signifikan hubungan antara gamifikasi (X1) dan loyalitas pelanggan (Y), serta antara pengalaman pelanggan (X2) dan loyalitas pelanggan (Y).

4. Kesimpulan dan Saran

Berdasarkan hasil analisis yang telah dilakukan, dapat disimpulkan bahwa gamifikasi tidak memiliki pengaruh langsung yang signifikan terhadap loyalitas pelanggan pada platform e-commerce Shopee, namun tetap memperoleh respons positif dari respondee, terutama pada aspek reward, otonomi, dan waktu pemberian hadiah. Sementara itu, pengalaman pelanggan terbukti memiliki pengaruh positif dan signifikan terhadap loyalitas, yang mencakup kemudahan navigasi, rekomendasi produk yang dipersonalisasi, serta jaminan keamanan data. Kedua variabel gamifikasi dan pengalaman pelanggan juga berpengaruh signifikan terhadap keterlibatan pelanggan, yang mendorong aktivitas seperti menyimpan produk, memberikan ulasan, dan berinteraksi melalui fitur Shopee. Selain itu, keterlibatan pelanggan berperan penting dalam memperkuat pengaruh

gamifikasi dan pengalaman pelanggan terhadap loyalitas pelanggan. Berdasarkan temuan tersebut, Shopee disarankan untuk terus meningkatkan kualitas pengalaman pengguna, terutama dalam aspek perlindungan data pribadi, serta mengembangkan fitur gamifikasi agar lebih menarik dan membangun ikatan emosional dengan pengguna, misalnya melalui sistem level, penghargaan, dan insentif loyalitas berbasis aktivitas. Bagi pemasar, hasil penelitian ini dapat menjadi dasar dalam merancang strategi komunikasi yang berfokus pada peningkatan keterlibatan pelanggan, seperti konten interaktif, ulasan produk, live streaming, dan promosi yang dipersonalisasi, untuk mendorong keterlibatan aktif serta menciptakan hubungan jangka panjang dengan pelanggan yang loyal.

THE INFLUENCE OF GAMIFICATION AND CUSTOMER EXPERIENCE ON CUSTOMER LOYALTY IN THE SHOPEE E-COMMERCE PLATFORM MEDIATED BY CUSTOMER ENGAGEMENT

SUMMARY

1. Introduction

a. Background

The development of information technology and the internet has changed people's lifestyles, including shopping activities, which have now shifted to digital platforms such as e-commerce. In Indonesia, the continuous increase in internet usage has driven the rapid growth of the e-commerce sector, especially during the Covid-19 pandemic (Central Statistic Agency, 2023). Shopee has emerged as the dominant e-commerce platform with the highest number of visits compared to its competitors such as Tokopedia and Lazada.

In facing digital market competition, strategies such as gamification and enhancing customer experience are crucial in attracting and retaining customers. Gamification, which involves applying game elements in non-gaming contexts, can create enjoyable experience and increase user interaction. Meanwhile, customer experience, which encompasses all customer interactions from the beginning to the end of a transaction, also influence satisfaction and loyalty (Molinillo et al., 2022).

Customer engagement serves as an important mediating variable in the relationship between customer experience and customer loyalty, as customers' emotional and cognitive engagement with the platform contributes to retention and repeat purchases (Sharma & Singh, 2023; Tsou, 2023). Interactive feature such as games, rewards, and personalization have been proven to increase engagement and create a strong brand community (Gao & Zhao, 2023).

However, while gamification has been shown to be effective increasing short-term engagement, its effectiveness in building long-term loyalty still needs further research (Suraña-Sánchez & Aramendia-Muneta, 2024). Therefore, this study

aims to analyze the influence of gamification and customer experience on customer loyalty, mediated by customer engagement, in the context of Shopee users in Indonesia.

b. Research Questions

Given the previously outlined backdrop, the problem formulations to be examined in this research are as follows:

1. Does Gamification affect Customer Loyalty on the Shopee e-commerce platform?
2. Does Customer Experience affect Customer Loyalty on the Shopee e-commerce platform?
3. Does Gamification affect Customer Engagement on the Shopee e-commerce platform?
4. Does Customer Experience affect Customer Engagement on the Shopee e-commerce platform?
5. Does Customer Engagement affect Customer Loyalty on the Shopee e-commerce platform?
6. Does Customer Engagement significantly mediate the relationship between gamification and Customer Loyalty?
7. Does Customer Engagement significantly mediate the relationship between Customer Experience and Customer Loyalty?

c. Research Objectives

This research seeks to examine and enhance comprehension of:

1. To test and analyze the effect of Gamification on Customer Loyalty in the Shopee e-commerce platform.
2. To test and analyze the effect of Customer Experience on Customer Loyalty in the Shopee e-commerce platform.
3. To test and analyze the effect of Gamification on Customer Engagement in the Shopee e-commerce platform.
4. To test and analyze the effect of Customer Experience on Customer Engagement in the Shopee e-commerce platform.

5. To test and analyze the effect of Customer Engagement on Customer Loyalty in the Shopee e-commerce platform.
6. To test and analyze the effect of Customer Engagement in mediating the effect of Gamification on Customer Loyalty in the Shopee e-commerce platform.
7. To test and analyze the effect of Customer Engagement in mediating the effect of Customer Experience on Customer Loyalty in the Shopee e-commerce platform.

2. Research Method

This study uses a quantitative approach with a survey method to determine the influence of gamification and customer experience on customer loyalty with customer engagement as a mediating variable. The type of research used is causal associative research. The population in this study is all users of the Shopee e-commerce platform in Indonesia. The sample was determined using non-probability sampling techniques with purposive sampling. The sample size was determined using the Slovin formula, with a total of 300 respondents. However, only 287 respondents met the criteria. The hypotheses in this study are H1: It is suspected that gamification has a positive effect on customer loyalty in the Shopee e-commerce platform. H2: It is suspected that customer experience has a positive effect on customer loyalty in the Shopee e-commerce platform. H3: It is suspected that gamification has a positive effect on customer engagement in the Shopee e-commerce platform. H4: It is suspected that customer experience has a positive effect on customer engagement in the Shopee e-commerce platform. H5: It is suspected that customer engagement has a positive effect on customer loyalty in the Shopee e-commerce platform. H6: It is suspected that gamification has a positive effect on customer loyalty through customer engagement in the Shopee e-commerce platform. H7: It is suspected that customer experience has a positive effect on customer loyalty through customer engagement in the Shopee e-commerce platform.

3. Result and Discussion

Based on the results of hypotheses testing, this study found that Gamification (X1) does not have a significant direct effect on Customer Loyalty

(Y), but has a positive effect through a mediated variable. Customer Experience (X2) was found to have a direct positive effect on Customer Loyalty (Y), while also increasing their engagement in using the Shopee platform. Customers perceive that Shopee offers appealing platform interface, creativity, efficiency, personalization, privacy, and product diversity, which provide a pleasant and relevant shopping experience tailored to their needs.

Customer engagement (Z) influences Customer Loyalty (Y). Customers who are more active in saving favourites products, leaving reviews, and using various interactive features on Shopee tend to show higher loyalty. Customer engagement (Z) significantly mediates the relationship between Gamification (X1) and Customer Loyalty (Y), as well as between Customer Experience (X2) and Customer Loyalty (Y).

4. Conclusion and Recommendations

Based on the results of the analysis, it can be concluded that gamification does not have a significant direct effect on customer loyalty on the Shopee e-commerce platform, but it still receives positive responses from respondents, especially in terms of rewards, autonomy, and timing of rewards. Meanwhile, customer experience has been proven to have a positive and significant impact on loyalty, including ease of navigation, personalized product recommendations, and data security guarantees. Both gamification and customer experience variables also significantly influence customer engagement, driving activities such as saving products, leaving reviews, and interacting through Shopee features. Additionally, customer engagement plays a crucial role in strengthening the influence of gamification and customer experience on customer loyalty. Based on these findings, Shopee is advised to continue improving the quality of the user experience, particularly in terms of data privacy protection, and to develop gamification features that are more engaging and build emotional connections with users, such as through level systems, rewards, and activity-based loyalty incentives. For marketers, the results of this study can serve as a foundation for designing communication strategies focused on increasing customer engagement, such as interactive content, product reviews, live streaming, and personalized

promotions, to encourage active engagement and create long-term relationships with loyal customers.

LIST OF CONTENTS

STATEMENT OF ORIGINALITY	i
JURIDICAL BASIS	iii
ABSTRAK	vii
ABSTRACT	viii
RINGKASAN SKRIPSI	ix
SUMMARY	xiv
LIST OF CONTENTS	xix
LIST OF TABLE	xxii
LIST OF FIGURE	xxiii
APPENDIX	xxiv
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation	8
1.2.1 Problem Statement	8
1.2.2 Problem Questions	9
1.3 Research Objectives	10
1.4 Research Contribution	10
1.4.1 Theoretical Contribution	10
1.4.2 Practical Contribution	11
1.5 Conceptual Overview of Research	11
CHAPTER II LITERATURE REVIEW	15
2.1 Theoretical foundation	15
2.1.1 Gamification	15
2.1.2 Customer Experience	18
2.1.3 Customer Engagement	19
2.1.4 Customer Loyalty	20
2.2 Empirical Studies	22
2.3. Conceptual Framework and Research Hypothesis	47
2.3.1 Research Hypothesis	47
2.3.2 Conceptual Framework	53

CHAPTER III RESEARCH METHOD	54
3.1 Types of Research.....	54
3.2 Place and Time of Research	54
3.3 Data	54
3.3.1 Data Collection Technique.....	55
3.4 Population and Sample	56
3.4.1 Population	56
3.4.2 Sample.....	57
3.5 Research Variables and Research Operations.....	58
3.5.1 Research Variables.....	58
3.5.2 Variable Operational Definition.....	59
3.6 Analysis Methods.....	71
3.6.1 SEM-PLS Analysis	71
3.6.2 Hypothesis Testing.....	76
CHAPTER IV RESULT AND DISCUSSION	77
4.1 Descriptive Analysis	77
4.1.1 Respondent's Characteristic.....	77
4.1.2 Respondents' Responses to Research Variables.....	84
4.1.2.1 Respondents' Responses to Gamification Variables	85
4.1.2.2 Respondents' Responses to Customer Experience Variables.....	88
4.1.2.3 Respondents' Responses to Customer Engagement	90
4.1.2.4 Respondents' Responses to Customer Loyalty.....	93
4.1.3 SEM-PLS Analysis	95
4.1.3.1 Evaluation of the Measurement Model (Outer Model).....	96
4.1.3.1.1 Validity Test.....	96
4.1.3.2 Structural Model (Inner Model).....	102
4.1.3.3 Hypothesis Testing (Bootstrapping)	105
4.2 Discussion	109
4.2.1 Gamification on Customer Loyalty.....	109
4.2.2 Customer Experience on Customer Loyalty	110
4.2.3 Gamification on Customer Engagement	111

4.2.4 Customer Experience on Customer Engagement.....	113
4.2.5 Customer Engagement on Customer Loyalty	114
4.2.6 Gamification on Customer Loyalty through Customer Engagement.....	115
4.2.7 Customer Experience on Customer Loyalty through Customer Engagement ...	116
CHAPTER V CONCLUSIONS AND RECOMMENDATION	118
5.1 Conclusions.....	118
5. 2 Recommendation.....	119
BIBLIOGRAPHY	122
APPENDIX	131

LIST OF TABLE

Table 2. 1 Previous Research	22
Table 3. 1 Levels of questionnaire research answers.....	56
Table 3. 2 Operational Research Variables.....	59
Table 4. 1 Respondents Based on Gender.....	77
Table 4. 2 Grouping of Respondents by Age.....	78
Table 4. 3 Respondents by Domicile	79
Table 4. 4 Respondents Based on Education	80
Table 4. 5 Respondents by Job Type	81
Table 4. 6 Respondents Based on Income Per Month	82
Table 4. 7 Respondents Based on Monthly Allowance	83
Table 4. 8 Interpretation of Mean Value.....	85
Table 4. 9 Respondents' Responses to the Gamification Variable (X1).....	86
Table 4. 10 Respondents' Responses to Customer Experience Variable (X2)....	88
Table 4. 11 Respondents' Responses to Customer Engagement Variable (Z)....	91
Table 4. 12 Respondents' Responses to Customer Loyalty (Y)	93
Table 4. 13 The Result of Outer Loading (Measurement Model).....	97
Table 4. 14 The Resul of Cross Loading Test.....	99
Table 4. 15 The Result of Average Variance Extracted (AVE).....	101
Table 4. 16 The Result of Composite Reliability.....	101
Table 4. 17 The Result of Cronbach's Alpha.....	102
Table 4. 18 The Result of R-square Test.....	103
Table 4. 19 The Results of F-square Test	104
Table 4. 20 The Results of T-statistic dan P-values Test.....	105
Table 4. 21 The Result of Indirect Effect.....	108

LIST OF FIGURE

Figure 1. 1 Data on the number of internet users in Indonesia (January 2013-January 2023).....	1
Figure 1. 2 Shopee e-commerce platform visitor data	2
Figure 1. 3 Number of Monthly Visits to Shopee Indonesia Sites (Q4 2024)	3
Figure 1. 4 Games Display in Shopee App	4
Figure 1. 5 Shopee website engagement summary data	6
Figure 1. 6 Front view of Shopee app and Shopee Live features	12
Figure 1. 7 Payment features on the Shopee app	13
Figure 1. 8 Display of product recommendations, Shopee video chatbots, on the Shopee app, and vouchers offered by shopee	14
Figure 2. 1 Conceptual Framework.....	53
Figure 4. 1 The Result of Inner Model Test.....	103

APPENDIX

Appendix 1: Research Questionnaire.....	131
Appendix 2: Result of Questionnaire Data	140
Appendix 3: Characteristic of Respondent	191
Appendix 4: Respondents Responses on Variable.....	196
Appendix 5: The Result of Outer Model Test.....	202
Appendix 6: The Result of Inner Model Test	207
Appendix 7: The Result of Bootstrapping	209

CHAPTER I INTRODUCTION

1.1 Background

The rapid development of technology has affected almost every aspect of human life today. The development of information technology is also followed by the emergence of the internet. The internet is defined in terms of hardware and software. The Internet as a global system of interconnected computer networks that use the internet protocol suite. The trend of internet usage shows an increasing development from year to year throughout the world. Internet users in Indonesia have also increased over time, it can be seen in the figure below which from 2013 there were more than 60 million users, in 2023 there were more than 200 internet users who almost reached 300 users. This shows a large increase in the number of internet users from year to year.

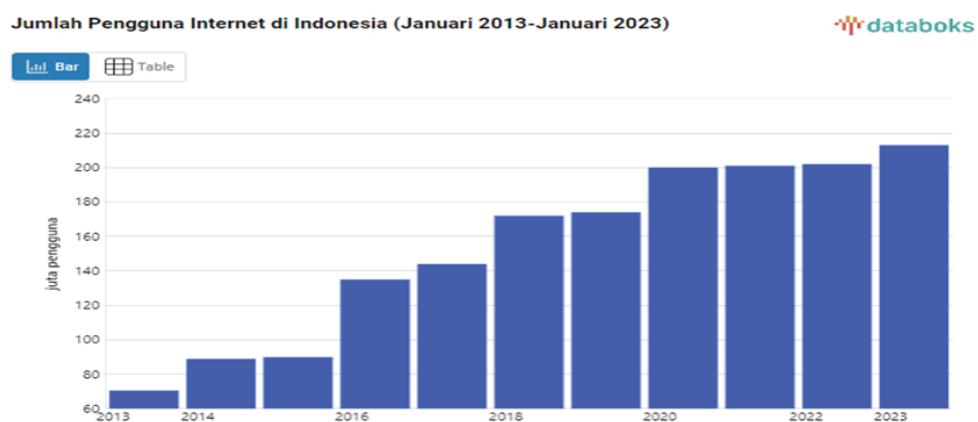


Figure 1. 1 Data on the number of internet users in Indonesia (January 2013-January 2023)

Source: *databoks.katadata.co.id* (2023)

The phenomenon of increasing internet users in Indonesia itself also has an impact on every activity carried out daily. Digital technology and the internet in the current era are familiar to the public, almost every life activity requires technology, be it work, education, or shopping. Just as in the past people only

shop conventionally now just by using a smartphone or device that people have, they can easily shop online to buy what they need and want.

This change has also changed the paradigm in the business world, one of which is e-commerce. Businesses are required to adapt with existing changes in order to compete with other businesses. In recent years, e-commerce has experienced a significant increase. E-commerce has become one of the most dynamic economic sectors and has the potential for significant growth.

The current growth of e-commerce is also an impact of the Covid-19 pandemic which accelerated the adoption of e-commerce, leading to an increase in site visits and online transactions on platforms such as Shopee and Tokopedia. Derived from the results of the Indonesian Central Bureau of Statistics in 2023, the number of e-commerce businesses experienced a growth of 4.46%. These platforms are not only revolutionizing online shopping but also providing opportunities for small businesses to thrive in the digital economy, of the various e-commerce platforms that exist, Shopee has become one of the dominant ones used in Southeast Asia, Shopee offers a variety of products and services to users. At the beginning of 2020, Shopee has occupied the top position, Shopee is one of the popular e-commerce platforms with more than two billion visitors in 2020.

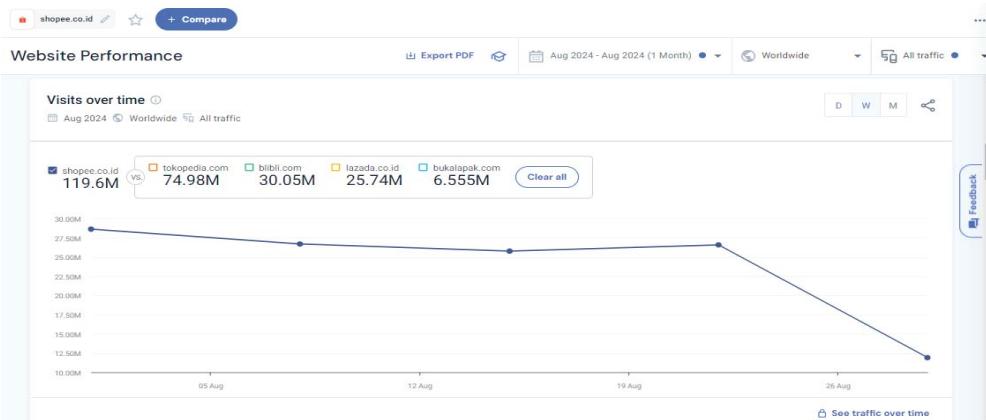


Figure 1. 2 Shopee e-commerce platform visitor data
Source: *Similarweb* (August 2024)

In Figure 1.2 is data on visitors to the Shopee e-commerce platform in August 2024. On the Similarweb website, Shopee visitors were recorded 119.6M times, greater than Tokopedia which received visitors 74.99M times, followed by Bibli

30.05M times, Lazada 25.74M times, and Bukalapak 6.555M times. This indicates that Shopee has become the dominant e-commerce platform favored by users, especially in Indonesia.

The growth of e-commerce in Asia, particularly in Indonesia has shown considerable growth and evolution over the years. Since the beginnings of internet service providers in the 1990s to the rapid growth of e-commerce platforms today, such as Shopee, Tokopedia, Lazada, Shopee, Bibli, Amazon, and others.

With the rapid development of e-commerce businesses, loyal customers are crucial to business success and growth. By focusing on building customer loyalty, it helps e-commerce platforms reduce the marketing costs associated with acquiring new customers and instead invest in strategies to retain and satisfy the current customer base. This is because loyal customers often act as brand advocates, promoting the e-commerce platform to their social circles and networks. Platforms such as Shopee and Lazada have introduced innovative features such as live streaming, gamification, and other features that can create a pleasant consumer shopping experience to support the development of the platform as well as increase customer engagement and ultimately can make consumers loyal. The success of e-commerce platforms is also influenced by factors such as user experience, service quality, and customer satisfaction, which are important for retaining customers and driving repeat purchase intentions.

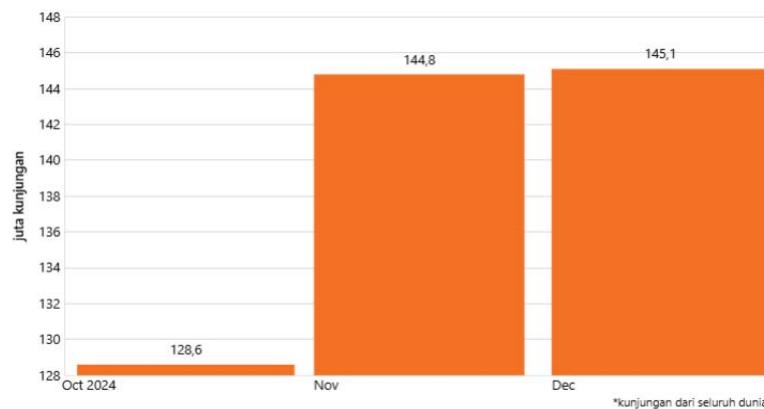


Figure 1. 3 Number of Monthly Visits to Shopee Indonesia Sites (Q4 2024)
Source: Databoks.katadata.co.id (2024)

According to the data presented in figure 1.3, the monthly visits on the Shopee Indonesia website shows a significant upward trend from October to December 2024. In October 2024, the number of visits was recorded at 128.6 million, then increased to 144.8 million in November, and continued to grow to 145.1 million in December. This rise in visits indicates a growth in customer interest and engagement with the Shopee e-commerce platform. Factors such as the efficacy of digital marketing methods, the implementation of gamification, as well as an optimized customer experience may contribute to this increase. Furthermore, this trend may also signify a substantial degree of customer loyalty, which allows Shopee to maintain and expand their user base in the face of competition in the e-commerce industry.

Various new strategies have been created and carried out to continue to dominate the market, amidst the many competing e-commerce businesses such as Tokopedia, Lazada, Bibli, and so on. One of the strategies carried out is the application of gamification, this can enhance consumer engagement and loyalty on the Shopee platform as well as other features that help foster more delightful customer experience on Shopee. Gamification is a business strategy where the application of game design in non-gaming applications contexts and environments. Gamification could be used as a strategy to increase customer engagement when using the platform and maintain loyalty. Gamification provides the means for fun and interactive customer experience.



Figure 1.4 Games Display in Shopee App

Source: Shopee App (2025)

Figure 1.4 display the game feature integrated in the Shopee platform, which is one form of gamification implementation in the electronic commerce ecosystem. This gamification aims to enhance user engagement through interactive mechanisms, such as rewards, challenges, or a points system that can be redeemed for various benefit. With this strategy, Shopee seeks to cultivate a more engaging and enjoyable shopping experience, so that users are encouraged to access the platform more frequently. Furthermore, the implementation of gamification also contributes to increasing customer loyalty by building a closer relationship between users and the platform through repeated interactions and a more fulfilling experience.

Conversely, customer experience also contributes to establishing a robust link between customers and e-commerce platforms. Customer experience includes all customer interactions with the platform, from site navigation to the purchase process, and after-sales service (Molinillo et al., 2022). A good and satisfying experience will increase customer engagement and the likelihood of return purchases.

Creating a pleasant customer experience will have a good impact on the e-commerce business. Customers who feel the experience when shopping is pleasant will potentially become loyal customers. Customer experience includes all interactions that customers have with a brand, and substantially influences their satisfaction and loyalty. Customer satisfaction is an important measure of the effectiveness of a company's offerings, which is directly correlated with customer loyalty (Sanjaya, 2023). In e-commerce, important elements of customer experience include ease of use, speed of service response, personalization, and transaction security.

Customer engagement is an essential mediator in the relationship between customer experience and customer loyalty. Customer engagement is described as the emotional and psychological relationship that customers develop with a brand or service, which significantly affects their loyalty. There exists a positive relationship between customer satisfaction and customer engagement, indicating that satisfied customers are more likely to engage with the brand, which in turn

fosters loyalty (Sharma & Singh, 2023). Customer engagement is an important element in business strategies that aim to foster customer loyalty and retention. It involves the customers actively engaging with a brand or firm, creating a relationship more than a transaction. Prior research has highlighted various factors that influence customers and their impact on loyalty. Factors such as usability, design, content quality, interactive, personalization and social presence. Interactive features, such as quizzes and games, have been shown to increase customer engagement with active participation (G. Liu et al., 2023). Gamification and social values within e-commerce also help such platforms enhance their user engagement initiatives (Ammalia & Sumar, 2024). Customer experience factors can also have a significant impact in increasing customer engagement in e-commerce, which in turn contributes to customer loyalty. In e-commerce, where physical interaction is absent, providing a positive and seamless digital experience becomes very important. Various factors such as website or app usability, payment process, product variety, delivery speed, and responsive customer service play a crucial role in shaping the customer experience (Paramita et al., 2021), creating a more personalized experience can increase customer loyalty and create a powerful brand community.

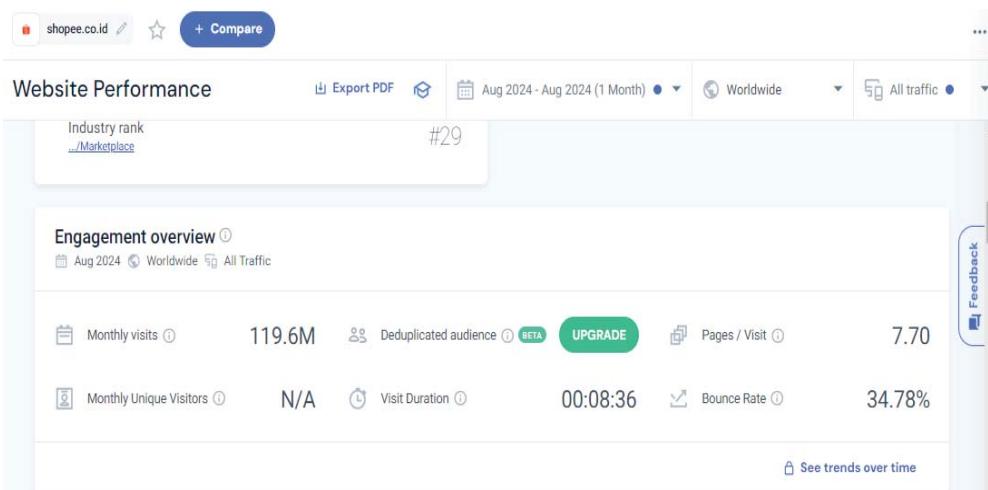


Figure 1. 5 Shopee website engagement summary data
Source: Similarweb (August 2024)

Figure 1.5 recorded a summary of customer engagement on the Shopee website. The average web visit as of August 2024 was 119.6M. The average visit

duration of customers spent as much as 8 minutes and 36 seconds. Based on pages, 7.70 pages were recorded for each customer visiting the Shopee website. Meanwhile, the bounce rate was recorded at 34.78%.

Shopee as a well-known e-commerce platform, offers various functions that enhance the shopping experience for users. Shopee's primary advantage is its intuitive interfaces, which streamline browsing and purchasing of products. This user-friendliness is essential in fostering an enjoyable shopping experience, as it allows consumers to efficiently navigate the platform and find their desired products without any hassle (Rizano & Salehudin, 2023). In addition, Shopee's implementation of gamification elements also contributes to user engagement and satisfaction. By incorporating features such as rewards, points, and challenges, Shopee not only makes shopping more fun but also encourages repeat visits and purchases (Andreea, Ioana Alexandru, Eduard Radu, Mircea Elena, 2023). Customer experience is further strengthened through gamification strategies and features, thus driving customer engagement. Research shows that gamification enhances consumer involvement by creating a more immersive online shopping environment (Aprilia & Alfansi, 2024). For example, elements such as daily login rewards and interactive games encourage users to return to the platform regularly, thus increasing their overall shopping frequency (Gao & Zhao, 2023). This interactive approach does more than just increase user satisfaction, as they can also share achievements and rewards with friends, which can then encourage user engagement on the e-commerce platform (Tsou, 2023).

This research is based on the lack of understanding of how customer experience and gamification can effectively increase customer engagement and loyalty. Creating an enjoyable shopping experience for consumers is important to consider in order for boosting customer loyalty and engagement, and particularly while the concept of gamification is relatively novel, companies may not fully understand its mechanics or the best methods to implement it. It is difficult to measure customer engagement accurately and precisely. Traditional metrics such as clicks or time spent on the platform may not fully reflect the level of emotional or cognitive engagement that customers experience while interacting with

gamification elements and the perceived customer experience when shopping (Suraña-Sánchez & Aramendia-Muneta, 2024).

Based on the data that show, indicates that Shopee has emerged as the preeminent e-commerce platform in Indonesia, rendering it an appropriate and strategic object for research on gamification, customer experience, customer engagement, and customer loyalty within the Indonesian digital market. Shopee's extensive penetration and user base offers a strong representative sample to assess the efficacy of various techniques in the Indonesian e-commerce sector. Previous studies that examine gamification and customer experience in e-commerce are often not fully relevant to the Shopee platform, so a more in-depth study of Indonesian users is needed. While gamification has been shown to efficacy in enhancing short term engagement with customers, its effectiveness in sustaining long-term loyalty is still questionable, making it a significant area of research, especially as Shopee is still the top-ranked most-used e-commerce platform in Indonesia today. This raises the question of whether the adoption of gamification in e-commerce and consumer experience to foster a positive interactive experience for users that leads to customer engagement and loyalty.

1.2 Problem Formulation

1.2.1 Problem Statement

In today's era of intense competition among e-commerce platforms, customer loyalty is one of the factors of an organization's long-term success. E-commerce platforms that can maintain and increase customer loyalty have a competitive advantage over other competitors. This form of customer loyalty also provides other benefits for the company, even though there are many other choices, especially now that e-commerce platforms can be easily chosen to be used as a place to buy goods and services, for example, e-commerce platforms in Indonesia besides Shopee, there are Lazada, Tokopedia, Bibli, Bukalapak, and others. Consequently, executing the appropriate approach is essential for sustaining long-term customer loyalty.

One of the strategies that e-commerce platforms can use to maintain customer loyalty is gamification strategy and creating a fun customer experience. Gamification that applies game elements into a non-game context can provide an interesting and fun shopping experience for consumers. The application of gamification in e-commerce platforms such as Shopee can encourage customers to interact more frequently with the platform. For example, through points programs, quizzes, or daily challenges, this creates a deeper sense of accomplishment and engagement for consumers. A positive customer experience for consumers also plays an important role. Customer experience either before or after making a transaction on an e-commerce platform can be in the form of relevant product recommendations, easy and varied payments and fast customer service. Customers who feel that they are served with satisfaction and get recommendations that match their personal preferences will feel interested in continuing to visit the platform and make repeat purchases.

1.2.2 Problem Questions

Given the previously outlined backdrop, the problem formulations to be examined in this research are as follows:

1. Does Gamification affect Customer Loyalty in the Shopee e-commerce platform?
2. Does Customer Experience affect Customer Loyalty in the Shopee e-commerce platform?
3. Does Gamification affect Customer Engagement in the Shopee e-commerce platform?
4. Does Customer Experience affect Customer Engagement in the Shopee e-commerce platform?
5. Does Customer Engagement affect Customer Loyalty in the Shopee e-commerce platform?
6. Does Customer Engagement significantly mediate the relationship between gamification and customer loyalty?

7. Does Customer Engagement significantly mediate the relationship between Customer Experience and customer loyalty?

1.3 Research Objectives

This research seeks to examine and enhance comprehension of:

1. To test and analyze the effect of Gamification on Customer Loyalty in the Shopee e-commerce platform.
2. To test and analyze the effect of Customer Experience on Customer Loyalty in the Shopee e-commerce platform.
3. To test and analyze the effect of Gamification on Customer Engagement in the Shopee e-commerce platform.
4. To test and analyze the effect of Customer Experience on Customer Engagement in the Shopee e-commerce platform.
5. To test and analyze the effect of Customer Engagement on Customer Loyalty in the Shopee e-commerce platform.
6. To test and analyze the effect of Customer Engagement in mediating the effect of Gamification on Customer Loyalty in the Shopee e-commerce platform.
7. To test and analyze the effect of Customer Engagement in mediating the effect of Customer Experience on Customer Loyalty in the Shopee e-commerce platform.

1.4 Research Contribution

1.4.1 Theoretical Contribution

This research is intended to contribute to the existing literature that discusses how gamification and customer experience on the Shopee e-commerce platform affect customer behavior. Although gamification and customer experience have been widely discussed in previous studies, this research will be specific to the Shopee platform, which is an e-commerce sector, which is still rarely discussed in depth. Utilizing customer engagement as a mediating variable, this research will provide new insights into how customer engagement acts as a variable that strengthens the relationship between gamification and customer experience

regarding customer loyalty on the Shopee platform. Through a focus on customer experience, this research will focus on assessing how services and features can be useful in increasing customer engagement and loyalty in e-commerce. The results of this research are expected to help as a reference for further research on the same research topic.

1.4.2 Practical Contribution

1. For e-commerce platform developers

The results of the study are expected to provide guidance for developers and managers of e-commerce platforms, especially Shopee, which is the object of research on how to optimize gamification strategies and customer experience for consumers to increase customer engagement and loyalty.

2. For Marketers

This research can also assist marketers in designing more effective strategies by understanding the role of gamification and customer experience in attracting customers and building long-term loyalty.

1.5 Conceptual Overview of Research

Shopee is a leading platform for online shopping platform in the Southeast Asian region that was founded in 2015. The platform provides access for users to purchase types of goods, ranging from daily necessities to electronic products, fashion, and other needs. Shopee offers a marketplace model that includes services that allow sellers from different backgrounds to market their products on the platform. Shopee operates in countries such as Indonesia, Singapore, Thailand, Taiwan, Vietnam, Malaysia and the Philippines. In 2019, Shopee also entered the country of Brazil, thus making it the first country in South America and outside of Asia to be visited. Shopee continues to grow rapidly and has developed become one of the most widely used e-commerce platforms. Shopee also offers unique features such as Shopee Games, Shopee Live, and Flash Sale that provide a more interactive and entertaining shopping experience for consumers.



Figure 1.6 Front view of Shopee app and Shopee Live features

Source: Shopee website (2025)

Shopee works with various logistics partners to ensure fast and safe delivery. In addition, Shopee also has various payment features, such as Shopeepay, payment via Bank transfer, Credit/Debit Card, Cash Pay at Partners/Agents such as Shopee Partners, BRILink Agents, BNI Agent46, Alfamart/Alfamidi, and Indomaret, which make digital transactions easier. Shopee also provides payment by COD (Cash on Delivery) method, so consumers can pay for goods when they arrive at the buyer's address. Shopee provides spaylater for consumers, which Shopee provides loans for users if they want to buy needs, but the buyer does not have the money to pay right away, the buyer can pay in the next month after confirmation of receiving the purchased goods. With these various features, Shopee has made it easier for consumers when they want to shop, Shopee has also built a positive strategy to increase customer engagement with the platform so that consumers will continue to return and make repeat transactions.

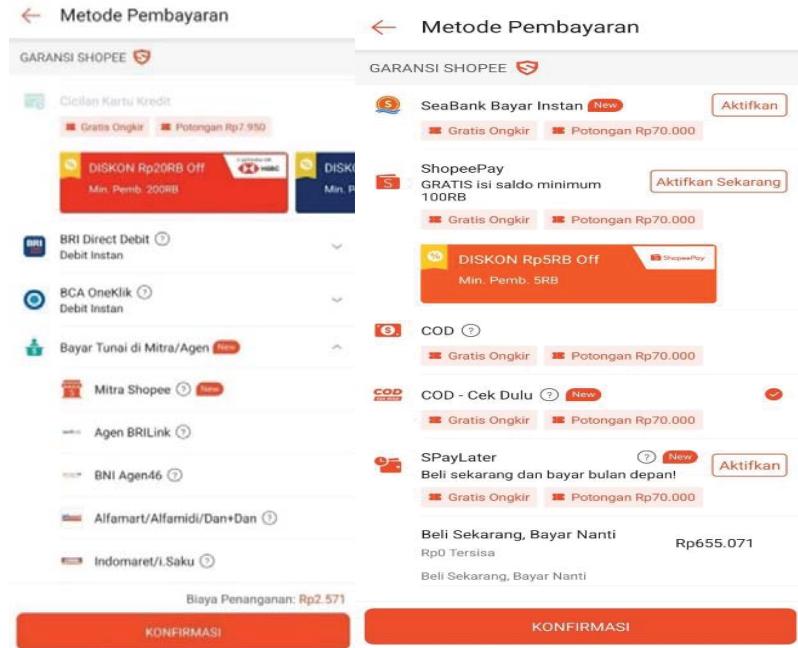


Figure 1. 7 Payment features on the Shopee app

Source: Shopee App (2025)

To maintain user convenience, Shopee continues to innovate by adopting the latest technology to improve user experience, such as personalized product recommendations and automated chatbot services for customer service. Shopee also focuses on implementing gamification, for example through Shopee Games that provide opportunities for consumers to earn rewards and points that can be used to get discounts on purchases. This makes the Shopee shopping experience more fun and interactive.

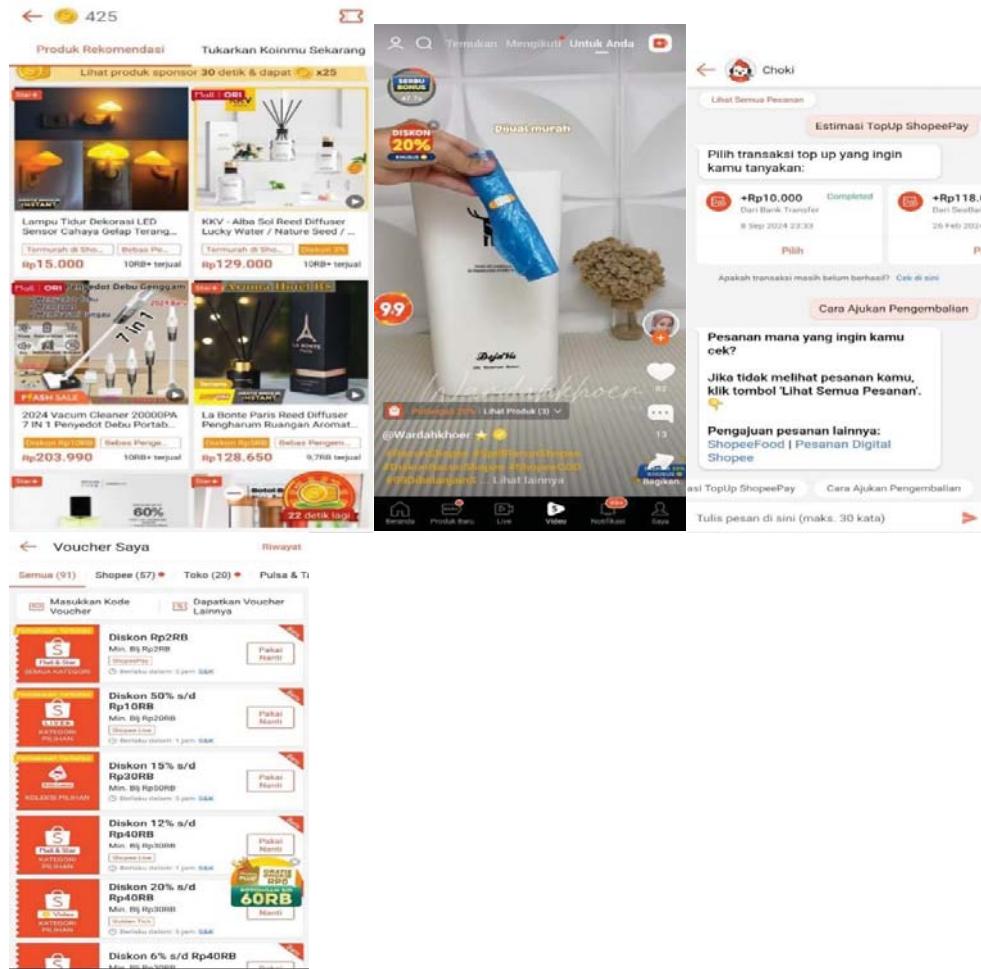


Figure 1.8 Display of product recommendations, Shopee video chatbots on the Shopee app, and vouchers offered by Shopee

Source: Shopee App (2025)

In Figure 1.8, it can be seen that by viewing recommended products for 25 seconds, customers will get 25 coins. Similarly, by watching shopee videos, shopee games, and shopee live, customers will be offered various rewards, such as free shipping vouchers, discounts, and coins that can be redeemed when making purchases.