

## Abstrak

Dalam konteks e-commerce, gamification dilakukan dengan tujuan untuk menawarkan nilai jual pembeda dalam layanan mereka. Meski gamification sudah banyak diteliti, namun terdapat kekurangan pengetahuan terhadap pengaruh yang dihasilkan dari gamification tersebut. Tujuan penelitian ini adalah untuk memahami dampak gamification terhadap platform purchase intention serta continuance use intention serta persepsi value konsumen pada sebuah platform e-commerce. Objek penelitian ini adalah salah satu platform e-commerce di Indonesia yakni Shopee khususnya Shopee Cocoki. Penelitian menggunakan metode kuantitatif dengan analisis SEM-CB dan melibatkan 340 pengguna aktif Shopee yang pernah memainkan Shopee Cocoki. Hasil penelitian menunjukkan adanya pengaruh positif gamification terhadap niat membeli dan penggunaan jangka panjang. Namun, beberapa temuan tidak sepenuhnya konsisten dengan penelitian sebelumnya. Beberapa saran yang tercipta bagi perusahaan adalah dapat lebih memperhatikan game use intention sebagai perantara untuk terjadinya keputusan akhir konsumen. Perusahaan perlu memperhatikan aspek perceived value yang memiliki pengaruh besar terhadap purchase intention yakni utilitarian dan social value, serta aspek yang berpengaruh terhadap continuance use intention berupa hedonic dan utilitarian value. Hasil penelitian ini dapat digunakan sebagai basis untuk keputusan marketing dan pengembangan kepuasan dalam platform yang lebih tepat melalui pengetahuan value apa yang lebih diutamakan konsumen.

**Kata Kunci:** Continuance Use Intention, e-commerce, game use intention, gamification, marketing, perceived value, platform purchase intention

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## Abstract

*In the context of e-commerce, gamification is done with the aim of offering a unique selling point in their services. Although gamification has been widely researched, there is still a lack of knowledge about the effects it produces. The purpose of this study is to understand the impact of gamification on platform purchase intention and continuance use intention as well as consumer perceived value on an e-commerce platform. The object of this research is one of the e-commerce platforms in Indonesia, namely Shopee, specifically with Shopee Cocoki. The research employs a quantitative method with SEM-CB analysis and involves 340 active Shopee users who have played Shopee Cocoki. The results show a positive impact of gamification on purchase intention and continuance use intention. However, some findings are not entirely consistent with previous research. Several recommendations for the company are to pay more attention to game use intention as an intermediary for consumer final decisions. Companies need to focus on the aspects of perceived value that significantly influence purchase intention, namely utilitarian and social value, as well as aspects influencing continuance use intention, namely hedonic and utilitarian value. The results of this study can be used as a basis for marketing decisions and the development of more accurate platform satisfaction through knowledge of which values are prioritized by consumers.*

**Keywords:** *Continuance use intention, e-commerce, game use intention, gamification, marketing, perceived value, platform purchase intention*