

ABSTRACT

E-commerce competition in Indonesia has forced e-commerce companies to create new strategies in order to maintain consumer loyalty. Gamification is believed to have a strong influence on being able to attract and engage consumers so that they are loyal to an e-commerce. This study aims to find out how gamification influences brand loyalty through customer engagement as an intervening variable in e-commerce in Indonesia.

The population in this study were Lazada e-commerce users in Semarang City who use the gamification feature and have shopped at the e-commerce site. The sample used in this study amounted to 205 respondents and was selected by purposive sampling. The method used in data collection is a questionnaire. The data obtained from the results of the questionnaire were then processed and analyzed using the Structural Equation Model (SEM) technique using the AMOS software tool.

The results of this study indicate that the principles of gamification consisting of social interaction, sense of control, goals, rewards, and prompts have a positive and significant impact on customer engagement, progress tracking has a negative impact on customer engagement, and customer engagement has a positive and significant impact on brand loyalty. In its implementation, e-commerce can apply gamification by utilizing the principles of gamification to increase customer loyalty and help businesses compete and develop. In addition, respondent segmentation can be seen as a way to measure the characteristics of gamification users so that businesses can use it as a reference for implementing the right type of gamification.

Keywords : Gamification, Customer Engagement, Brand Loyalty.