

ABSTRACT

Significant changes in consumer purchasing patterns are influenced by the increasing accessibility to digital technology and internet networks. This impact can be seen in the massive use of e-commerce or shopping platforms in the retail industry, which has also led to an increasingly competitive market. A trend that many retail companies are currently adopting is the concept of gamification in shopping platforms to increase the frequency of consumer use or purchase. One of the modern retail companies in Indonesia that applies the concept of gamification to its sales strategy is Alfamart, which uses Alfagift as an online shopping platform. This study aims to determine the effect of gamification on Alfagift consumer purchasing decisions through customer experience and customer brand involvement as intervening variables.

The population in this study are consumers or Alfagift users who have made purchases through the application. The number of samples used was 102 people who were selected using a purposive sampling approach. Data processing was carried out using structural equation modeling (SEM) analysis operated with SmartPLS 4.0 software.

The results of this study show that gamification has a positive effect on customer experience and customer brand engagement, customer experience and customer brand involvement have a positive effect on purchasing decisions. Customer experience and customer brand engagement are proven to be able to mediate the influence of gamification on Alfagift consumer purchasing decisions in Semarang City. Customer brand engagement is the variable that has the highest influence, followed by gamification, customer experience, and purchase decision.

Keywords: Gamification, customer experience, customer brand engagement, purchase decision.