

ABSTRACT

The high level of competition in the Indonesian e-commerce industry has forced businesses to develop new strategies to maintain customer loyalty. Gamification is considered an effective solution to face the intense competition in the Indonesian e-commerce world. This strategy is believed to be able to increase brand engagement and customer loyalty.

This study aims to determine the influence of gamification principles on brand engagement in brand loyalty. The sample used in this study consisted of 173 respondents who met the criteria as users of Tokopedia services in the Semarang area. The method used in data collection was a questionnaire. The data obtained from the questionnaire was then processed and analyzed using the Structural Equation Model (SEM) technique using SmartPLS software. The analysis process includes testing the validity and reliability of the research instruments, as well as testing hypotheses through bootstrapping techniques.

The results of this study show that the principles of gamification, consisting of immersion, achievement, and social interaction, have a positive and significant impact on brand engagement, and brand engagement has a positive and significant impact on brand loyalty.

Keywords: *Gamification, Brand Engagement, Brand Loyalty, E-commerce*