

## **ABSTRACT**

*The growth of e-commerce in Indonesia has encouraged platforms like Shopee to implement gamification strategies to enhance user engagement and satisfaction, particularly among Generation Z. However, Shopee's lower average pages per visit and average visit duration compared to its competitors, the emergence of complaints related to game features, and a slowdown in order volume indicate potential declines in engagement, satisfaction, and repurchase intention. This study aims to analyze the influence of gamification on repurchase intention, with customer engagement and customer satisfaction as intervening variables among Gen Z users of the Shopee application in Indonesia.*

*This research uses a quantitative approach with a survey method through questionnaires distributed to 160 Gen Z respondents who met specific criteria, namely having used Shopee Games features and made purchase transactions. The data analysis technique used is Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), supported by SmartPLS 4 software.*

*The results show that gamification has a significant positive effect on customer engagement and customer satisfaction. Furthermore, both customer engagement and customer satisfaction significantly influence repurchase intention and mediate the relationship between gamification and repurchase intention. These findings highlight the importance of optimizing gamification elements in e-commerce marketing strategies to boost engagement, satisfaction, and consumers' repurchase intentions.*

**Keywords:** *Gamification, Customer Engagement, Customer Satisfaction, Repurchase Intention, E-Commerce, Gen Z, Shopee.*