

## **ABSTRACT**

*Although the establishment of virtual brand communities is increasingly seen as strategic in brand management, many official brand-owned community platforms face challenges, namely low member engagement and the shift of consumer interactions to general social media. Based on the Uses and Gratifications (U&G) theory, consumers are seen as active in choosing media that they believe can meet their needs and provide higher value. Therefore, understanding the perceived value of the platform is a key factor in driving sustained engagement and brand loyalty. To create an enjoyable experience and increase engagement, a number of platforms have adopted gamification, particularly brand-owned communities such as HoYoLAB, whose influence will be further examined in this study.*

*The framework in this study involves the variables of perceived value, gamification, customer brand engagement, and brand loyalty, which are arranged based on U&G theory and previous studies. The research was conducted using quantitative methods through an online questionnaire of 188 active HoYoLAB account owners. Data analysis was performed with PLS-SEM using SmartPLS version 4.0.9.9.*

*While previous literature has been limited in its understanding of perceived value in the context of brand-owned communities, this study conducts a more in-depth analysis of how perceived value is formed and what influence it has. This study shows that perceived value has a significant effect on customer brand engagement and has a direct influence on brand loyalty. In addition, customer brand engagement acts as a mediator in the relationship between perceived value and brand loyalty. Meanwhile, the presence of gamification has not been proven to influence the effect of perceived value on customer brand engagement. This study emphasizes the importance of understanding consumer value perception to increase engagement and loyalty through brand-owned communities.*

**Keyword:** *Perceived Value, Customer Brand Engagement, Brand Loyalty, Virtual Brand Community, Gamified Brand Platform, Online Gaming Community.*