

## ABSTRACT

*Shopee as one of the largest e-commerce platforms in Southeast Asia, continues to develop various gamification features to enhance user experience and promote higher levels of engagement. Elements such as daily rewards, point collection, and interactive games are designed to strengthen user interaction with the application, which may ultimately influence repurchase intention.*

*This study examines the effect of gamification on repurchase intention by incorporating customer experience and customer engagement as mediating variables. A quantitative approach was applied using Structural Equation Modeling (SEM) with AMOS 26.0. Data were collected from 120 Shopee users through an online survey and analyzed to assess both the direct and indirect effects through the mediators.*

*The findings indicate that gamification has a positive and significant effect on repurchase intention. Furthermore, customer experience and customer engagement partially mediate this relationship. These results suggest that gamification not only increases repurchase intention directly but also strengthens it indirectly by improving users' experiential and engagement responses. This study provides empirical evidence regarding the strategic role of gamification in e-commerce ecosystems to foster sustained user loyalty.*

**Keywords:** *Gamification, Customer Experience, Customer Engagement, Repurchase Intention*

