

ABSTRACT

The rapid advancement of digital technology has significantly transformed health maintenance practices, as reflected in the increasing adoption of mobile-based fitness applications, particularly through the emergence of self-tracking behavior. Despite this growth, high adoption rates have not been accompanied by stable user retention, highlighting the need for effective strategies to sustain user engagement and long-term loyalty. In this regard, gamification has emerged as a relevant approach, as it enhances intrinsic motivation through the fulfillment of basic psychological needs. Accordingly, this study aims to examine the influence of achievement-based gamification and social-based gamification on consumer loyalty, with consumer engagement serving as a mediating variable among Strava users, particularly Generation Z in Semarang.

This study adopts a quantitative approach employing a survey method through the distribution of questionnaires to 120 respondents who are active Strava users and meet the established research criteria. The sampling technique utilized is purposive sampling. Data were analyzed using Covariance-Based Structural Equation Modeling (CB-SEM) with the assistance of AMOS software to assess the causal relationships among latent reflective constructs. The variables examined in this study include achievement-based gamification, social-based gamification, consumer engagement, and consumer loyalty.

The findings reveal that both achievement-based gamification and social-based gamification exert a positive and significant influence on consumer engagement. Furthermore, consumer engagement is found to have a positive and significant effect on consumer loyalty and functions as a full mediating variable in the relationship between gamification and consumer loyalty. These results indicate that the impact of gamification on loyalty is not direct, but rather operates through consumer engagement as the underlying mechanism linking gamified experiences to the formation of sustained user loyalty.

Keywords: Achievement-Based Gamification, Social-Based Gamification, Consumer Engagement, Consumer Loyalty, Strava.