ABSTRACT

This study aims to analyze the effects of gamification in a mobile banking application on millennial customer engagement and loyalty in the BRImo application. It also explores millennial customers' experiences in using gamification features and identifies the motivations and factors that encourage customers to remain engaged with and loyal to BRImo.

This study employed a mixed-methods approach with a sequential explanatory design, beginning with quantitative and qualitative analysis. Quantitative data were collected through questionnaires distributed to 150 BRImo users and analyzed using PLS-SEM. Qualitative data were subsequently collected through semi-structured interviews.

Results demonstrate that gamification has a positive and significant effect on customer engagement, with path coefficient value 0.896, t-statistic value 38.725, and p-value 0.000. Customer engagement has positive and significant effect on customer loyalty, with path coefficient value 0.520, t-statistic value 4.090, and p-value 0.000. Gamification also has direct, positive, and significant effect on customer loyalty, with path coefficient value 0.394, t-statistic value 3.080, and p-value 0.002. Research model explains 80.3% the variance in customer engagement and 79.2% of the variance in customer loyalty. The interview findings reinforce the quantitative results by indicating that features such as rewards, points, missions, and challenges create a more engaging, interactive, and less monotonous user experience. These features encourage customers to explore the application more actively, increase their interactions, and continue using BRImo. Customer loyalty is also supported by ease of use, comprehensive features, relevant benefits, convenience, and habitual use of the application in daily banking activities. Therefore, gamification that is relevant, easy to understand, and capable of providing tangible benefits can serve as an effective strategy for enhancing millennial customer engagement and loyalty in BRImo application.

Keywords: gamification, customer engagement, customer loyalty, millennial customers, mobile banking, BRImo.

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