
The Effectiveness of Perceived Enjoyment and Brand Engagement in Correlating Gamification Marketing with Online Repurchase Intention in Shopee Game Users

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Abstract:

This study was conducted with the aim of knowing how much influence and effectiveness of perceived enjoyment and brand engagement in mediating the relationship between gamification marketing on online repurchase intention in shopee games users. The research method used in this research is descriptive causal method with a quantitative approach. This research was conducted by distributing questionnaires online to 250 respondents. The data analysis technique in this study is the Structural Equational Modeling (SEM) technique using IBM SPSS AMOS 24 software. The results of this study indicate that the role of perceived enjoyment and brand engagement has a positive and significant effect and is effectively used in the gamification marketing relationship to increase online repeat purchase intention for shopee games users.

Keywords: *Gamification Marketing, Perceived Enjoyment, Brand Engagement, Online Repurchase Intention*

1. Introduction

Digital economic transformation is developing and experiencing rapid growth along with the development of information technology in the era of the industrial revolution 4.0 and society 5.0 which has a significant impact on the dynamics of the world economy, especially in Indonesia (Prastyaningtyas, 2020). The digital economy in its implementation uses internet technology-based concepts (Asnawi, 2022). The internet is a product of the development and advancement of science, technology and information that supports and facilitates activities in various sectors of people's lives (Yusup et al., 2019) and has become a common consumption of society that provides communication benefits without time limits (D. L. Putri & Fithrie, 2019).

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The technological revolution is fundamentally able to change the way people live, work and interact in society (Restu et al., 2020). The technological revolution has made changes in people's behaviour to switch to things based on using internet technology. Changes in people's behaviour support the development and growth of the internet in every period of time which is accelerating rapidly (Yusup et al., 2019). This is supported by data quoted from the [cnbcindonesia.com](https://www.cnbcindonesia.com) page (2022) which states that internet users in Indonesia in 2022 were recorded at around 210 million people based on the latest data from APJII (Association of Indonesian Internet Service Providers). [Databoks.katadata.co.id](https://databoks.katadata.co.id) (2021) also states that Indonesia occupies the third position with the most internet users in Asia.

The digital economy massively brings complex and interrelated influences on society and the economy which results in business actors to make approaches with good strategies in order to be superior to other competitors (Asnawi, 2022). The increasing interest in buying online makes e-commerce in Indonesia continue to compete to provide a unique differentiation strategy, in order to increase consumer transactional interest and increase the number of users so that one does not move to other e-commerce (Ratnasari & Dwujayanti, 2022). Visitor traffic is something that e-commerce needs to pay attention to (Wicaksono & Subari, 2021). Visitor traffic is related to consumer satisfaction and interest in buying repeatedly on the services provided by the e-commerce so that it makes consideration of consumer satisfaction and the occurrence of online repurchase intention in consumers.

Shopee is one of the e-commerce that has many visitors in Indonesia and is a subsidiary of the Sea Group with a company based in Singapore, and has succeeded in becoming an e-commerce with high customer engagement compared to other e-commerce (Chan et al., 2021). In increasing the number of monthly active visitors and consumers' interest in buying repeatedly, shopee provides various entertainment features and In-App Games that engage consumers to create a good impression of shopee so that consumers have the intention to buy repeatedly at shopee.

This is evident in the third quarter of 2019 shopee for the first time managed to occupy the first position with the highest number of monthly visitors in Indonesia (Hilao, 2019). Increased consumer attractiveness for online shopping does not guarantee an increase in online transactions (Annur, 2022). This is supported by data taken through databoks.katadata.co.id (2022) which shows that the level of online shopping is increasing, but the transaction value is still low. Based on this, to increase the transactional value of consumers, other factors such as consumer comfort and trust in e-commerce and brand involvement are needed so that consumers can decide to make transactions. This is supported by research (Kumalasari, 2021 and Widnarko, 2015).

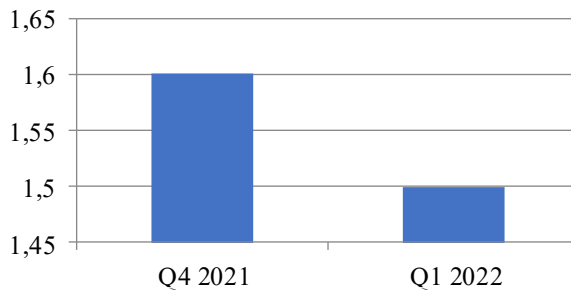


Figure 1. Shopee Transactional Revenue in US\$ Billion
Source: databoks.katadata.co.id, (2022)

Based on Figure 1, it explains that shopee experienced a decrease in transactional revenue in the first quarter of 2022 compared to revenue in the fourth quarter of 2021. The decline in transactional revenue indicates that there has been a decrease in transactional interest or interest in repeated purchases from shopee consumers. This also shows that there have been problems with the indicators of consumer consideration for making purchases at shopee compared to its e-commerce competitors.

The decline in transactional interest is also influenced by the decline in consumer preferential interest. However, in the next quarter shopee experienced a decrease in online repeat purchase interest due to a decrease in preferential interest in the shopee indicator not being the first choice of consumers. According to the results of research conducted by databoks.katadata.co.id (2022) shopee is less competitive with other e-commerce brands, such as the data below:

Table 1. E-Commerce with the Largest Visitors

No	4 th Quarter, 2020	Million	4 th Quarter, 2021	Million	1 st Quarter, 2022	Million
1	Shopee	129,3	Tokopedia	149,6	Tokopedia	157,2
2	Tokopedia	114,7	Shopee	131,9	Shopee	132,8
3	Bukalapak	38,6	Bukalapak	29,9	Lazada	24,7
4	Lazada	36,3	Lazada	28,6	Bukalapak	23,1
5	Blibli	22,4	Blibli	17,5	Orami	20

Source: databoks.katadata.co.id (2022)

From Table 1, it can be seen that Shopee has experienced a consistent decline in visitor rankings in the last two years compared to its e-commerce competitors. The decline in the ranking of the number of visitors is related to the dimension of preferential interest in the indicator of interest in choosing shopee as a place to shop online repeatedly compared to other e-commerce. The decline in visitors indicates a decrease in the preferential interest of consumers who do not make shopee their first choice for repeated online shopping. Although the number of shopee visitors has

increased, it is not directly proportional to the ranking of consumers' top choices which makes shopee in second place. The data shows that shopee has decreased online repurchase intention in preferential interest based on the ranking of the number of visitors to e-commerce.

In the fourth quarter of 2020, shopee managed to occupy the first position with the highest number of visitors due to a strategy through the games feature in shopee, but even though the games feature was maintained, shopee in the first quarter of 2022 experienced a decline by occupying the second position in e-commerce with the most visitors. The decline in the position of the most visitors was caused by a decrease in repurchase intention and a decrease in online repurchase intention due to a decrease in the performance of the games feature in shopee, as well as a decrease in perceived enjoyment and brand engagement (Ratnasari & Dwujayanti, 2022). This shows that shopee is not always the first choice of consumers in choosing e-commerce where to shop.

The increasing number of visitors does not ensure that consumer transactional interest will also increase. This can be seen in the losses experienced by shopee at some time this year (Pahlevi, 2022). The losses experienced by shopee swelled to 115% directly proportional to the increasing burden faced by shopee. Many visits are not necessarily widely used to make transactions.

Online repurchase intention can be influenced by gamification marketing through consumer experiences that give a positive impression of using the game. Research conducted by Chrisnathaniel et al. (2021) and Lin (2022) suggest that gamification marketing affects perceived enjoyment. Gamification marketing can also affect brand engagement. Based on previous research conducted by Setiawan & Kartikawangi (2022) and Wulandari et al. (2022) state that gamification marketing affects brand engagement.

Online repurchase intention is influenced by perceived enjoyment. This is supported by Puspitasari & Briliana's research (2017) and Ratnasari & Dwujayanti's research (2022) which states that perceived enjoyment has a direct and significant effect on online repurchase intention. Online repurchase intention is also influenced by brand engagement. This is supported by previous research conducted by Fonny & Tandijaya (2022) and Widnarko (2015), which states that brand engagement has a direct and significant effect on online repurchase intention.

Research conducted by Ratnasari & Dwujayanti (2022) on shopee mobile application users in Indonesia and research conducted by Chrisnathaniel et al. (2021) states that the gamification marketing variable has a direct and significant effect on online repurchase intention. Meanwhile, the results of research in international journals conducted by Susilo (2022) state that gamification marketing has no direct

and significant effect on online repurchase intention. Based on this research gap, researchers place perceived enjoyment and brand engagement as mediating variables.

Based on the explanation and description of these phenomena, researchers are interested in conducting research with the title "The Effectiveness of Perceived Enjoyment and Brand Engagement in Correlating Gamification Marketing with Online Repurchase Intention in Shopee Games Users".

2. Theoretical Background

Gamification Marketing

Gamification marketing according to Chan et al. (2021) has the attraction to attract customers to buy repeatedly in a fun way and can be used to achieve company goals in the long term due to behavioural changes in customers who have a pleasant feeling when using a platform with gamification features.

Meanwhile, Eisingerich et al. (2019) defines gamification as the use of game design elements intended to improve goods and services that are not games through increasing customer value and motivating customers to perform value-creating behaviours. Eisingerich et al. (2019) also explained that "gamification might also create value for customers directly, by guiding and motivating them to change their behaviour and achieve meaningful, long-term objectives." Which has a definition of "gamification may also create value for customers directly, by guiding and motivating them to change their behaviour and achieve meaningful, long-term objectives".

This study aims to measure the relationship between gamification marketing, brand engagement, and online repurchase intention. Although the relationship between gamification marketing and brand engagement is difficult to find, research conducted by Ratnasari & Dwujayanti (2022) and Chrisnathaniel et al. (2021) explain that gamification marketing has a significant relationship with online repurchase intention. Meanwhile, the positive relationship between gamification marketing and brand engagement is explained in the research of Setiawan & Kartikawangi (2022) and Wulandari et al. (2022).

Perceived Enjoyment

Li (2016) explains that "The emotional and cognitive reactions of customers under the network environment are very important, as they are necessary in online shopping. Emotional reactions are induced by the interaction process between people and the environment and perceived enjoyment is proposed to conceptualise emotional reactions". Perceived enjoyment is related to the positive impression given to consumers, so that consumers can feel a sense of comfort and positive

feelings. Li (2016) in his research explains the main dimensions contained in perceived enjoyment and these dimensions are as follows: (1) Pleasure, (2) Enjoyable, (3) Fun. Perceived enjoyment is related to the positive impression given to consumers, so that consumers can feel a sense of comfort and positive feelings. Research on perceived enjoyment is not only influenced by gamification marketing, but can directly and significantly affect online repurchase intention as explained in the research of Puspitasari & Briliana (2017) and Ratnasari & Dwujayanti (2022).

H1 : Perceived enjoyment has a positive and significant influence and is effective as a mediating variable in the relationship between gamification marketing and online repurchase intention.

Brand Engagement

Ratuzzahrah et al., (2021) state that brand engagement is a process of forming emotional attachments that have a positive influence between consumers and brands so that there is interest in purchasing. Widnarko (2015) explains that "Brand engagement is the psychology of the consumer's mind (the strength of the brand in oneself and has feelings for a brand) which has an intensity towards behaviour that is maintained with brand relationships". Brand engagement is an emotional attachment between consumers and brands so as to create behaviour that is maintained towards the brand. The dimensions used to measure brand engagement So et al., (2014) are as follows Ethusiasm, Attention, Absorption, Interaction, Identification.

Hollebeek (2011) in Asmoro (2021) argues that "brand engagement is defined as the level of individual motivation of a consumer, which is related to brands and context-dependent thinking characterised by specific stages, namely cognitive, emotional and behavioural that interact directly with the brand".

Previous research conducted by Fonny & Tandijaya (2022) and Widnarko (2015), suggested that brand engagement has a direct and significant effect on online repurchase intention.

H2: Brand engagement has a positive and significant influence and is effective as a mediating variable in the relationship between gamification marketing and online repurchase intention.

Online Repurchase Intention

Marina et al., (2020) define that online repurchase intention is a repeated purchase process carried out by consumers with a purchase experience at least once and has the intention to buy again. According to Tokgoz & Saylan (2019), repurchase intention is the tendency of consumers to buy a product repeatedly in fulfilling wants

and needs. The dimensions of online repurchase intention according to Marina et al., (2020) are as follows:

1. Transactional Interest; have an interest in doing transactions repeatedly
2. Referential Interest; have an interest in recommending to others
3. Preferential Interest; has an interest in making the first choice
4. Explorative Interest; has an interest in looking more deeply

Based on the explanation of the definitions of repurchase intention above, it can be concluded that online repurchase intention is the behaviour of consumers who have an interest in making repeated online purchases of products or services based on consumer experience. If consumers have a good impression, then repeated purchase interest in the product or service will arise and vice versa, if consumers have a bad impression, there will be no interest in buying repeatedly.

3. Methodology

This research was conducted using a Marketing Management approach. The objects in this research are gamification marketing, perceived enjoyment, brand engagement, and online repurchase intention. The research method used by researchers is a quantitative research method with a causal descriptive approach. Researchers used variable operationalisation in this study. This study uses probability sampling technique with simple random sampling type. The sample size that has been determined is 250 samples based on the theory put forward by (Malhotra, 2020). This study uses the Structural Equation Modeling (SEM) technique as a data analysis technique with the help of IBM SPSS AMOS 24 software in data processing.

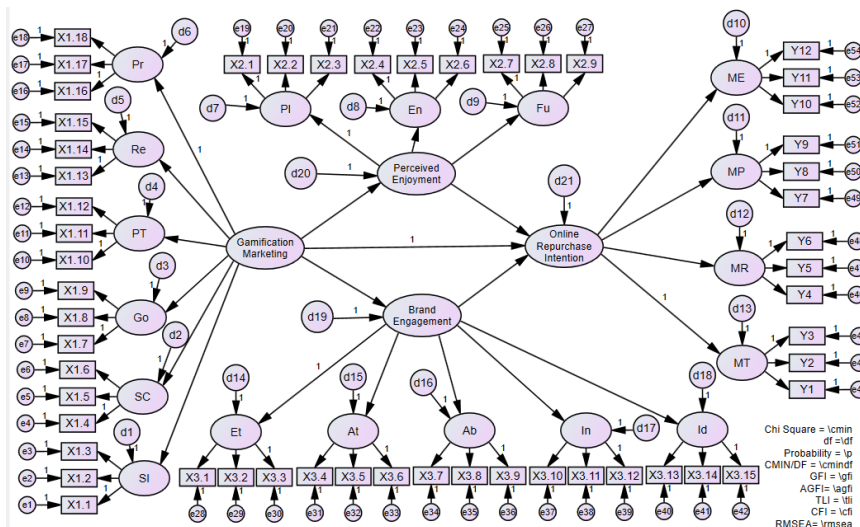


Figure 2. Full Structural Model
Source: Processed by Researchers, (2023)

4. Empirical Findings/Result

The participation of respondents in this study varied, out of 250 shopee games users, the majority of respondents in this study were women with 64.8% or 162 respondents compared to men by 35.2% or 88 respondents. The number of respondents varies based on age criteria, namely 30.8% or 77 respondents aged 16-21 years, 52.4% or 131 respondents aged 21-26 years, 14% or 35 respondents aged 26-31 years, and 2.8% or 7 respondents aged 31-49 years.

Based on the explanation in the methodology, this study conducted two stages of testing, namely the validation stage and testing the relationship between variables. The results of validation testing show the results as presented in table 2.

Table 2. Measurement of Validity and Reliability

Variable	Indicator	Dimensions		Loading Factor	CR	AVE
<i>Gamification Marketing</i>	X1.1	SI	0,946	0.915	0,994	0,913
	X1.2			0.917		
	X1.3			0.937		
	X1.4			0.936		
	X1.5	SC	0,960	0.942		
	X1.6			0.912		
	X1.7			0.922		
	X1.8	Go	1,007	0.941		
	X1.9			0.909		
	X1.10			0.919		
	X1.11	PT	0,976	0.918		
	X1.12			0.896		
	X1.13			0.925		
	X1.14	Re	0,928	0.912		
	X1.15			0.905		
	X1.16			0.888		
	X1.17	Pr	0,928	0.931		
	X1.18			0.924		
<i>Perceived Enjoyment</i>	X2.1	Pl	0,991	0.926	0,982	0,879
	X2.2			0.920		
	X2.3			0.915		
	X2.4			0.917		
	X2.5	En	0,992	0.949		
	X2.6			0.931		
	X2.7			0.936		
	X2.8	Fu	0,998	0.930		
	X2.9			0.931		
<i>Online</i>	Y1	MT	0,996	0.950		
	Y2			0.908		
	Y3			0.937		

Variable	Indicator	Dimensions		Loading Factor	CR	AVE
Repurchase Intention	Y4	MR	0,984	0,905	0,987	0,867
	Y5			0,928		
	Y6			0,939		
	Y7			0,943		
	Y8	MP	0,978	0,959		
	Y9			0,951		
	Y10			0,918		
	Y11	ME	0,997	0,897		
	Y12			0,939		

Source: Measurement results through the AMOS application (2023)

Based on Table 2. it can be seen and concluded that all questionnaires in this study are declared valid and ideal because the Loading Factor value shows a value of > 0.50 and > 0.70 which means that it meets the requirements that have been determined in accordance with the theory (Malhotra, 2020). The results of the reliability test in this study using the Construct Reliability (CR) and Variance Extracted (AVE) formulas state that all variables are reliable. This can be seen from the gamification marketing variable which is declared reliable with a Construct Reliability (CR) value of $0.990 \geq 0.70$ and a Variance Extracted (AVE) value of $0.847 \geq 0.50$. The perceived enjoyment variable is declared reliable with a Construct Reliability (CR) value of $0.984 \geq 0.70$ and Extracted (AVE) of $0.875 \geq 0.50$, the brand engagement variable is declared reliable with a Construct Reliability (CR) value of $0.983 \geq 0.70$ and Extracted (AVE) of $0.803 \geq 0.50$ and the online repurchase intention variable is declared reliable with a Construct Reliability (CR) value of $0.990 \geq 0.70$ and Extracted (AVE) of $0.892 \geq 0.50$.

The next step is that researchers will conduct a normality test in this study, to determine whether the data is normally distributed or not. The results of the normality test using the AMOS version 24 application are declared normally distributed with multivariate normality worth 2.862, with the value of all indicators being between ± 2.58 .

AMOS version 24 software assists researchers in data processing to conduct model fit tests. The Goodness of Fit (GOF) index criteria carried out for testing the research model are as follows:

Table 3. Model Fit Measurement Results

Hypothesis Test							
Hypothesis	Standard Estimate	Estimate	S.E.	C.R.	P	Conclusion	
Gamification Marketing → Perceived Enjoyment	0,894	0,895	0,050	17,847	***	Supported	
Gamification Marketing → Brand Engagement	0,853	0,650	0,050	12,896	***	Supported	
Perceived Enjoyment → Online Repurchase Intention	0,786	0,917	0,114	8,057	***	Supported	
Brand Engagement → Online Repurchase Intention	0,243	0,373	0,119	3,135	***	Supported	
Gamification Marketing → Online Repurchase Intention	0,092	0,107	0,092	1,972	***	Supported	
Gamification Marketing → Perceived Enjoyment → Online Repurchase Intention	Uji Mediasi	Z VALUE = 6,433 > 1,96				Part Mediasi	
Gamification Marketing → Brand Engagement → Online Repurchase Intention	Uji Mediasi	Z VALUE = 2,027 > 1,96				Part Mediasi	
Goodness of Fit (GOF)							
	Cut of Value		Results		Conclusion		
Chisquare	Expected Low		1086,893		Fit		
Probabilitas	≥0,05		0,072		Fit		
CMIN/DF	≤2,00		1,066		Fit		
RMSEA	≤0,08		0,016		Fit		
GFI	≥0,090		0,873		Marginal		
AGFI	≥0,090		0,815		Marginal		
TLI	≥0,095		0,996		Fit		
CFI	≥0,095		0,997		Fit		
Effect Test							
	Direct		Indirect		Total		
Gamification Marketing → Perceived Enjoyment	0,899		0,000		0,899		
Gamification Marketing → Brand Engagement	0,858		0,000		0,858		
Perceived Enjoyment → Online Repurchase Intention	0,818		0,000		0,818		
Brand Engagement → Online Repurchase Intention	0,225		0,000		0,225		
Gamification Marketing → Online Repurchase Intention	-0,109		0,929		0,820		

Source: Results of data processing using AMOS software version 24 (2023)

Based on the results of testing the suitability of the research model in Table 3, it can be concluded that almost the entire model is declared fit (good), except for

Chisquare and AGFI. The results of Chisquare data processing are stated to be not good because they are not in accordance with the Cut of Value on the Goodness of Fit Index which is expected to be a small value, namely ≤ 67.50481 and GFI and AGFI are also stated to be not good because they are not in accordance with the Cut of Value on the Goodness of Fit Index which should be ≥ 0.90 (Augusty, 2014).

5. Discussion

The indirect effect between gamification marketing on online repurchase intention has a value of 0.929 which is greater than the indirect effect of -0.109. For this reason, to increase online repurchase intention, a mediating variable is needed.

The first hypothesis (H1) is proven and acceptable, this can be seen based on Daniel Soper's sobel test calculator which is used to test the effect of mediation in this study. It can be seen and known in table 4.10 that the results of the t count statistical data show a value of $6.433 > 1.96$ with a significance level of 5%. This shows that in this study perceived enjoyment mediates the relationship between gamification marketing and online repurchase intention. For this reason, it can be concluded that the relationship between gamification marketing and online repurchase intention will be more effective if mediated by perceived enjoyment.

Based on this, it can be concluded that perceived enjoyment is strong enough to mediate the relationship between gamification marketing and online repurchase intention. "To build recurring online buying interest in shopee, the company first builds good perceived enjoyment in the eyes of shopee game users, after that the gamification marketing activities carried out by shopee on its features will be more effective in attracting consumers' recurring buying interest.

Perceived enjoyment as a mediating variable in the relationship between gamification marketing and online repurchase intention is a new finding in this study. In previous studies, perceived enjoyment has never been placed as a mediating variable in the relationship between gamification marketing and online repurchase intention. The perceived enjoyment in the same research object is placed as an exogenous variable as in the research conducted (Ratnasari & Dwujayanti, 2022).

The second hypothesis (H2) is proven and acceptable, this can be seen based on Daniel Soper's sobel test calculator which is used to test the mediating effect in this study. It can be seen and known in table 3. the results of the t count statistical data show a value of $2.027 > 1.96$ with a significance level of 5%. This shows that in this study brand engagement mediates the relationship between gamification marketing and online repurchase intention. For this reason, it can be concluded that the relationship between gamification marketing and online repurchase intention will be more effective if mediated by brand engagement.

Based on this, it can be concluded that brand engagement is strong enough to mediate the relationship between gamification marketing and online repurchase intention. To build recurring online buying interest in shopee, the company first builds good brand engagement in the eyes of shopee game users, after that the gamification marketing activities carried out by shopee on its features will be more effective in attracting consumers' recurring buying interest.

Brand engagement as a mediating variable in the relationship between gamification marketing and online repurchase intention is a new finding in this study. In previous studies, brand engagement has never been placed as a mediating variable in the relationship between gamification marketing and online repurchase intention. The brand engagement in the same research object is placed as an exogenous variable as in the research conducted (Widnarko, 2015).

6. Conclusions

Based on the research that has been conducted, it can be concluded that this study that perceived enjoyment mediates the relationship between gamification marketing and online repurchase intention in shopee game users. This shows that to build recurring online buying interest in shopee, the company first builds good perceived enjoyment in the eyes of shopee game users, after that the gamification marketing activities carried out by shopee on its features will be more effective in attracting consumers' recurring buying interest. Brand engagement has a significant effect on online repurchase intention in shopee game users. This can be interpreted that shopee in an effort to attract repeat purchase interest in shopee game users must be able to create brand engagement that can be felt by shopee game users, so that shopee game users will be interested in making repeat purchases at shopee.

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