

## ABSTRAK

Kemunculan dan perkembangan teknologi telah mempengaruhi berbagai aspek serta gaya hidup masyarakat di manapun mereka berada. Salah satu contoh penggunaan teknologi dan internet yang sudah menjadi bagian dari kebutuhan masyarakat adalah *e-commerce*. Hal tersebut membuat *e-commerce* terus berkompetisi memberikan penawaran dan pelayanan yang terbaik bagi setiap konsumen dengan terus mengembangkan inovasi. Salah satu inovasi yang dilakukan dan dikembangkan adalah menerapkan *gamification* dalam aplikasi. Penelitian ini mempunyai tujuan untuk mengetahui bagaimana strategi *gamification* dapat mempengaruhi *brand love*, *customer engagement*, dan *repurchase intention*. Terdapat 216 responden pengguna *Shopee Games* berusia 12-43 tahun yang termasuk generasi milenial dan generasi z. Data dianalisis menggunakan *Partial Least Squares Structural Equation Modeling (PLS-SEM)* dan diolah menggunakan *software SPSS* dan *SmartPLS*. Temuan memvalidasi bahwa *Gamification* signifikan mempengaruhi *brand love*, *customer engagement*, dan *repurchase intention*. Selain itu, *brand love* juga signifikan mempengaruhi *customer engagement*, dan *customer engagement* signifikan mempengaruhi *repurchase intention*. *Customer engagement* mempunyai tingkat pengaruh mediasi yang signifikan pada *brand love* dan *gamification* terhadap *repurchase intention*. Terakhir, *gamification* tidak signifikan memoderasi hubungan antara *brand love* dan *customer engagement*.

**Kata Kunci:** *E-Commerce, Gamification, Brand Love, Customer Engagement, Repurchase Intention, Partial Least Squares Structural Equation Modeling*

## ABSTRACT

*The emergence and development of technology has influenced various aspects and lifestyles of people wherever they are. One example of the use of technology and the internet that has become part of the needs of society is e-commerce. This makes e-commerce continue to compete to provide the best offers and services for every consumer by continuing to develop innovation. One of the innovations carried out and developed is to implement gamification in applications. This study aims to determine how gamification strategies can affect brand love, customer engagement, and repurchase intention. There are 216 respondents of Shopee Games users aged 12-43 years including millennials and Generation Z. The Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) and processed using SPSS and SmartPLS software. The findings validate that Gamification significantly affects brand love, customer engagement, and repurchase intention. In addition, brand love also significantly affects customer engagement, and customer engagement significantly affects repurchase intention. Customer engagement has a significant degree of mediating influence on brand love and gamification on repurchase intention. Finally, gamification did not significantly moderate the relationship between brand love and customer engagement.*

**Keywords:** *E-Commerce, Gamification, Brand Love, Customer Engagement, Repurchase Intention, Partial Least Squares Structural Equation Modeling*