

## **ABSTRACT**

*The increasingly competitive e-commerce environment requires marketplace platforms to better understand the factors influencing Consumer Engagement and channel choice behavior. Shopee, as one of the leading marketplaces in Indonesia, relies heavily on price advantages and reward systems to attract and retain consumers, particularly university students who are highly price-sensitive and digitally active. This study aims to examine the effects of Channel Price Advantage and Self Connection With The Reward on Consumer Engagement and Channel Choice Intention among Shopee users in Semarang City.*

*This study employs a quantitative approach using a survey method. The research data were collected through the distribution of an online questionnaire to 189 respondents who met the predetermined criteria, namely individuals who reside in Semarang City, are at least 17 years old, and have made transactions through the Shopee application within the last six months. Furthermore, the collected data were analyzed using the Structural Equation Modeling (SEM) technique with the assistance of AMOS software to examine the direct relationships among the variables included in the research model.*

*The findings indicate that all proposed hypotheses are supported. Both Self Connection With The Reward and Channel Price Advantage have positive and significant effects on Consumer Engagement. Furthermore, these variables also positively and significantly influence Channel Choice Intention, either directly or indirectly through Consumer Engagement. The results highlight that emotional factors and price-related benefits jointly play a crucial role in shaping Consumer Engagement and channel preference in the Shopee marketplace context.*

**Keywords:** *Channel Price Advantage, Self Connection With The Reward, Consumer Engagement, Channel Choice Intention, Marketplace, Shopee*

