ABSTRACT

Along with the increasing number of e-commerce in Indonesia, it creates unavoidable competition in the e-commerce industry. This causes the marketplace in Indonesia have to compete to dominate the market. One of the strategies that the marketplace can do to win the competition is to increase their brand engagement which will then increase brand equity. This study was conducted with the aim to analyze the effect of gamification implementation on brand engagement and brand equity at Shopee Indonesia.

This is a quantitative research that uses purposive sampling technique with a total 255 samples. The population used in this study are Shopee Games feature users who are domiciled in the city of Jakarta. The analytical method used in this research is Structural Equation Model (SEM) using the AMOS 26.0 application program. The results obtained in the study indicate that the application of gamification has a positive and significant effect on brand engagement and brand equity at Shopee Indonesia, and brand engagement partially mediates the relationship between gamification and brand equity.

Keywords: *Gamification, Brand Engagement, Brand Equity, e-commerce*

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