

ABSTRACT

This research aims to evaluate the factors that influence e-commerce gamification on Brand Equity mediated by WOM on Shopee e-commerce in Indonesia. Quantitative research method was chosen to examine the data using PLS-SEM analysis techniques. 172 respondents who are active users who play games on Shopee e-commerce were collected by distributing online surveys via social media. The research results found that Perceived Enjoyment, Perceived Usefulness, and Perceived Ease of Use had a significant positive influence on WOM. Furthermore, WOM was found to have a significant positive influence on Brand Equity. The findings in this study provide empirical evidence of the use of gamification in e-commerce applications in developing countries. This underscores the importance of using gamification to shape intent for word of mouth which ultimately leads to brand equity.

Keywords: *Gamification; Gamification of e-commerce; WOM; Brand Equity; TAM*

