

ABSTRACT

Shopee is one of the leading e-commerce platforms in Southeast Asia, including Indonesia. Despite being known for its continuous innovations through engaging and personalized app features, recent data indicates a decline in Shopee's performance starting in 2023 and continuing into 2024. This decline is evident in the annual number of app downloads, total monthly visits, mobile visit percentage, and average visit duration. This phenomenon highlights the need for stronger strategies to maintain user loyalty. Moreover, prior studies have shown inconsistent results regarding the influence of gamification on brand loyalty.

In response to this issue, this study aims to analyze the effects of gamification, mobile app design, and personalized recommendations on brand loyalty, with customer engagement as a mediating variable. The research adopts the Stimulus-Organism-Response (S-O-R) framework to understand users' psychological mechanisms in responding to digital stimuli. A quantitative approach was employed, involving 222 active Shopee users residing in Semarang City, with the requirement that they had used the Shopee Games feature at least once. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM) with AMOS 24.

The results reveal that all stimulus variables—gamification, mobile app design, and personalized recommendations—have a positive and significant impact on customer engagement. Furthermore, each also directly influences brand loyalty. A key finding of this study is the significant mediating role of customer engagement in strengthening the influence of digital features on user loyalty. This research contributes to the development of user experience-based digital marketing strategies in the e-commerce context and offers strategic insights for Shopee's management to enhance customer engagement and loyalty amid increasing industry competition.

Keywords: *Gamification, Mobile App Design, Personalized Recommendations, Customer Engagement, Brand Loyalty, Shopee, S-O-R, SEM*