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Analysis Of The Role Of Gamification In Influence Shopping Engagement : Shopee E-Commerce Case Study

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Abstract

This research is a study that examines the gamification features in Shopee E-Commerce which are designed to provide new experiences for users in playing games available on Shopee E-commerce. This research aims to examine the influence of gamification on shopping engagement in consumers which will ultimately lead to buying interest. This research uses a quantitative approach with analysis tools using Smart-PLS. The data used is primary data with data collection tools using a questionnaire and data obtained from 210 respondents. The findings in this research are: 1) Shopping gamification, focused attention, shopping enjoyment, and socialness have a positive and significant effect on shopping engagement, 2) shopping engagement has a positive and significant effect on intention to buy.

Keywords: Gamification, Focus Attention, Shopping Enjoyment, Shopping Engagement, Socialness, Intention to Buy

INTRODUCTION

In today's digital era, without realizing it, the internet has become an important part of society's life for anyone. The internet today is not a medium for information and communication. However, with the internet we can practically fulfill people's needs and desires. The number of internet users currently continues to grow rapidly, this is one of the driving factors for companies in developing their businesses, one of which is digital marketing as a practice for promoting products and services through digital distribution channels via digital media such as smartphones, computers which includes digital advertising. or online so that messages can be conveyed to users and digital marketing

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strategies are carried out by means of advertising, social media marketing, content marketing, email marketing and website marketing which are already widely known by consumers in this rapidly developing technology (Karen & Imanuel Zai, 2022). An effective business strategy is to use digital marketing to increase awareness of their e-business and attract customers to increase awareness to make purchases at the store.

This phenomenon is a fact that our world is connected through information and communication, both wired and wireless technology, making communication easier and faster and resulting in changes in lifestyle and creating electronic commerce (e-commerce), especially marketplaces. e-commerce is an electronic-based trading practice in any form of channel, including the internet, cell phones, computer networks, etc. The integration of human intelligence and artificial intelligence into e-stores has enabled businesses to take advantage of this. E-commerce is not just about websites, but about running a business with real results. Then, customers experience the company, brand, product line, service when shopping online. E-commerce is a big component that has a big influence on today's digital economy, because the business market continues to grow day by day based on digital competition and business people continue to develop their innovations (Hendricks et al., 2023). The increasing emergence of e-commerce, especially marketplaces and strategies that continue to be updated so that the company's goals are achieved and become at the forefront, makes business players compete with each other to be at the forefront.

Increasingly tight competition between companies makes customers increasingly selective in choosing the e-commerce that is most suitable and most profitable for them. Therefore, e-commerce business players compete in building good relationships with the aim of retaining existing consumers. Customer Engagement is an activity oriented to customer behavior and psychology. When this happens well, consumers no longer consider rationally and price is no longer a consideration factor when purchasing to fulfill their desires and needs because consumers have their own perception of the product available as a worthy product and can fulfill their needs and desires. In the process of attracting shopping customers, companies must understand that consumers prioritize quality, ease of navigation and website content and good service. Then, things like good reviews, good logistics, clear restrictions, and return policies are more important when shopping on e-commerce sites, which can be a factor in getting consumer satisfaction (Nalluri & Rao, 2023). Therefore, companies need to create strategies that are well

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planned and implemented so that supporting factors and being at the forefront can be realized.

Shopee is a subsidiary of the Sea Group which is based in Singapore and is expanding to several ASEAN countries. Shopee's development until mid-2023 has succeeded in becoming an e-commerce with the highest level of customer engagement compared to its competitors. Compiling data from Similar Web reported by databoks, the % of e-commerce sites in the marketplace category with the most visitors in Indonesia in the third quarter of 2023 are Shopee, Tokopedia, Lazada, Blibli and Bukalapak. From this data, Shopee recorded very significant growth compared to the other 4 e-commerce, Shopee was visited by 216 million visitors/month during the third quarter of 2023. This achievement increased by around 30% from the second quarter of 2023. Meanwhile in the same period, in e In other businesses, average visits to the Blibli site rose 5% (qoq), while Tokopedia fell 9% (qoq), Lazada fell 30% (qoq), and Bukalapak fell 21% (qoq). This e-commerce dominance will continue and increase for Shopee.

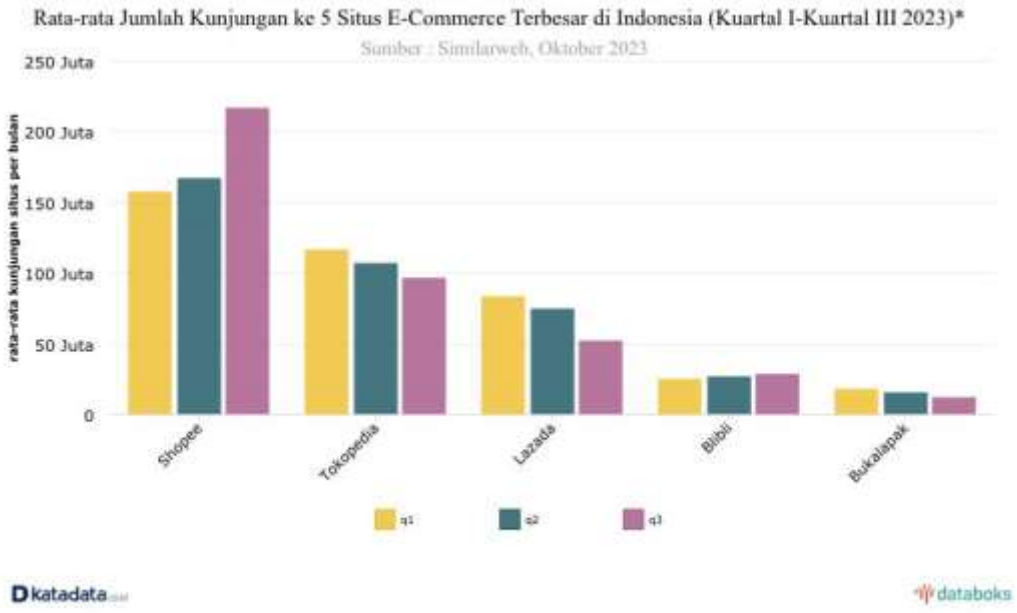


Figure 1. Analytical Data E-Commerce

The high level of customer engagement on Shopee can be seen from the increase in the number of visitors, this can happen because users unconsciously invite other users

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to use the Shopee application to fulfill their needs and desires. As for the goal, because at Shopee itself they definitely carry out transactions and relationships between consumers and sellers well, the formation of customer engagement is one that is carried out well and has the impact of improving performance, researching insights about customer behavior, so that consumers can contribute resources. This is to support the efforts made by the company (Lena Steinhoff et al., 2023) so that Shopee becomes superior compared to other e-commerce.

To create good customer engagement in companies, there are many strategies and certain steps that companies can take, one of which is Gamification. Gamification is a strategy that combines elements and principles of games, such as scores, levels and rewards into a context that is not directly related to the game. In the process, gamification becomes a more interactive and interesting means for consumers to achieve company goals. Shopee strives to continue to innovate, especially regarding customer engagement and entertainment, to encourage its users to continue shopping and using related business services. Consumers will be more connected and interested in increasing their loyalty to companies that implement this gamification strategy. Gamification is certainly the latest model of innovation in digital marketing strategy, making it an ideal means to increase consumer motivation and engagement (Minh et al., 2022). . Shopee has released several gamification features, including Shopee Goyang, Shopee Matchi, Shopee Plant, Shopee Bubble, Guess the Word, Shopee Claw and Shopee Pets.

The gamification launched by Shopee is very diverse, consumers can choose one or several and even all of them can be played. This feature is entertainment that is well packaged by Shopee as a digital marketing strategy. When someone is playing a game, their attention will definitely focus on completing the game. With focused attention, it has been proven to be effective in motor performance, when someone is carrying out an activity, they will certainly be very motivated to complete the activity, just like playing a game. If completed well, they will get benefits in the form of points that can be exchanged, Badges as an award for achieving certain targets, and leaderboard as a ranking between consumers to increase the competitive spirit (Masahiro Yamada et al., 2022). This feature can make consumers addicted because of the benefits provided by Shopee after successfully solving or completing the game. So, the profits obtained can be used to discount the price of a product from Shopee and customer engagement is created because of this.

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These benefits make consumers feel pleasure and have a passion for shopping, then this can provide enjoyment in making purchases on Shopee. Some consumers are usually not interested in buying something on Shopee at first, the impact of this gamification can build consumer interest. When consumers benefit from Shopee's gamification features, consumers will feel happy about their achievements. Perceptions of online shopping enjoyment arise when benefits, service and convenience can significantly influence online shopping activities (Hasan et al., 2021). Using the Shopee application is usually done using a smartphone/mobile app. This technological device makes communication and social interaction both physical and digital, so that social values are supported because of this technology.

This technological device contains a high social aspect, the interaction between social and digital also supports social values. The opportunity for consumers to use the Shopee application provides an opportunity to socialize between consumers. Companies need to develop online interactions with consumers, this aims to maintain and strengthen consumers in supporting online commerce through social aspects (Yi Qu et al., 2023). The habits of society in general, both consumers and potential consumers of digital devices, especially smartphones, make purchasing intensity at Shopee more dominant using mobile apps.

LITERATURE REVIEW

Shopping Gamification

Gamification can be defined as "gamification refers to the use of game design in non-game context" (Eisingerich et al., 2019: 200). Eisingerich et al. defines gamification as the application of game elements to activities that are not related to games. One example is the activities carried out by the company.

According to Manuela et al (2021) supporting Eisingerich et al. by saying, " Gamification corresponds to the regular use of game elements in non-game context. Results indicate a positive impact of trust on the intention to use of e-commerce, on buy frequency and on repurchase intention. Ease of use, usefulness of e-commerce platforms affect intention to use" He also defines gamification as the application of game mechanics to activities that are not related to games. Manuela et al (2021) show that gamification can encourage several actions. Gamification in the business world is the process of integrating game elements into websites, services, online communities, content,

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marketing campaigns, or even internal business processes to encourage target audience behavior.

Focus Attention

Focus attention is part of the impact when the individual is playing a game, "Attention emerges as a wave propagation process originated by visual stimuli related to details and motion information" (Lapo Faggi et al., 2022). From this concept it can be ascertained that the absorption experienced by individuals can be narrowed to the activities being carried out. Companies certainly have a big opportunity to utilize gamification features as a marketing strategy, with this, individuals who are playing games will have their attention focused on completing the game that has been started and it is part of their task to complete it.

Shopping Enjoyment

Focus attention is part of the impact when the individual is playing a game, "Attention emerges as a wave propagation process originated by visual stimuli related to details and motion information" (Lapo Faggi et al., 2022). From this concept it can be ascertained that the absorption experienced by individuals can be narrowed to the activities being carried out. Companies certainly have a big opportunity to utilize gamification features as a marketing strategy, with this, individuals who are playing games will have their attention focused on completing the game that has been started and it is part of their task to complete it.

Socialness

The spread of technology has enabled digital and physical social interaction and communication. Online social interaction is supported by many mobile applications, thematic pages, blogs, social networks and online communities (Katz and Rice, 2002), which makes socialization the basis for analyzing human interactions via computers (Lazar and Preece, 2002). For example, the opportunity to interact and interact with others in online games is considered a factor that encourages participation and group membership (Holopainen, 2011). "Interaction is a natural feature of online games that allows users to be more entertained" (Lee and Tsai, 2010: 602). The opportunity to share shopping tasks with friends and family is considered important for encouraging purchases (Arnould and Reynolds, 2003).

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Wang et al. (2007) use the term “sociality” to describe the phenomenon of users treating technology or technological interfaces such as websites as social actors; users feel that the interface displays life-like features related to personality or emotions. In the same way, the term “perceived sociability of a website” refers to how customers perceive social interactions on a website; specifically, we examined perceptions of human traits such as friendliness, politeness, and helpfulness. In face-to-face market transactions, friendship, familiarity, recognition, and personal support are signs of sociality (Berry, 1995). It also emphasizes relational relationships in addition to the transactional orientation between buyers and sellers. In the same way, rich media can create the perception of a personal relationship between transacting parties by sending social signals such as friendliness and familiarity.

Shopping Engagement

Customer engagement indicates the experiential interaction between a customer and a brand, website, or other object. On the other hand, customer engagement indicates psychological and motivational relationship conditions. Customer engagement indicates the experiential interaction between a customer and a brand, website, or other object. On the other hand, customer engagement shows conditions that have a psychological and motivational relationship (Vivek et al., 2014). Consequently, we define shopping engagement as when customers engage and engage with a retailer during a transaction, able to capture their attention and make them feel close to the retailer. “The strength of engagement contributes to the intensity of the experience of motivational strength” (Higgins, 2006, p. 439). Lin (2007) found that the notions of positive attitude and commitment were correlated with web stickiness.

Intention To Buy Using Mobile Apps

Consumer purchasing intentions are measured through behavior (Eagly and Chaiken, 1993). Shared loyalty is defined by the authors as the behavioral intention to continue purchasing a brand through an app. A higher level of commitment is characterized by this state of loyalty (Hennig-Thurau et al., 2002; Janda et al., 2002). The degree to which a customer shows a desire to continue using an e-commerce application in the future is an example of genuine loyalty. It also involves the desire to overcome any obstacles that stand in the way of achieving goals, such as continuing to make purchases

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on that e-commerce site even though competing e-commerce sites may offer better value or price.

Research Framework

Based on the description and explanation of theoretical investigations and hypotheses, a research model can be created which is used in this research. This research model is shown in the following figure:

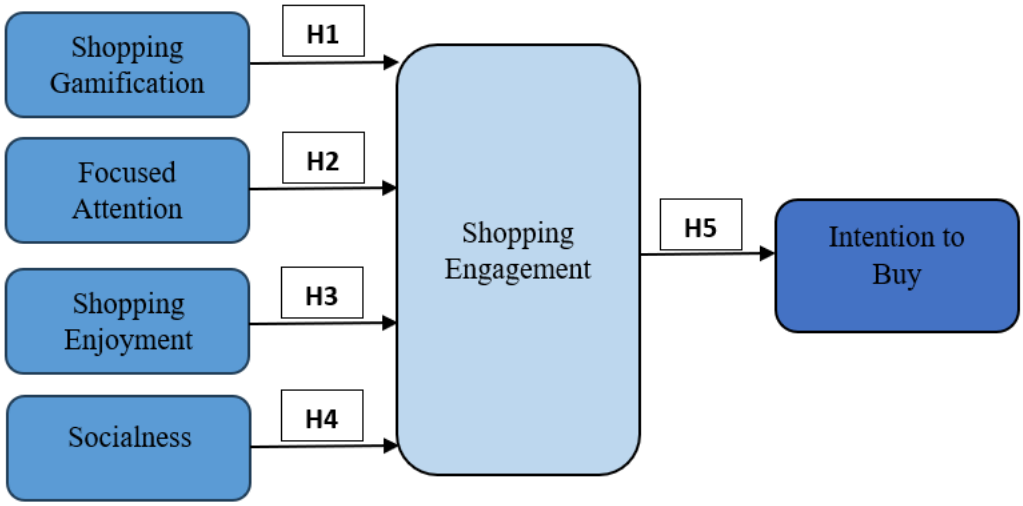


Figure 2 Research Framework

RESEARCH METHODS

This research uses a quantitative approach to analyze data, as explained by Ghozali (2018), Arikunto (2019), and Sujarweni (2014). The data collection technique was carried out through a questionnaire with a 5 point Likert scale, in accordance with Sekaran & Roger (2013) and Hertanto (2017). The research population is Shopee users aged 17-30 years and have played games on the application. The sample was selected using a convenience sampling method with a minimum number of 210 respondents, according to calculations by Hair et al. (2010). The questionnaire will be distributed online via Google Form to respondents who meet the criteria.

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RESULTS

From the results of the questionnaires distributed, 210 respondents were obtained. From a number of respondents, data analysis was then carried out using model evaluation. The evaluation of the measurement model was tested using several indicators, including: Convergent Validity, Discriminant Validity, and Reliability. The measurement model is calculated using the PLS Algorithm.

Statistics Analysis

Outer Model Testing (Measurement Model)

Convergent Validity Testing

Table 1. Convergent Validity Test Results

Variabel	Item	Loading Factor	AVE	Keterangan
Shopping Gamification	G1	0.775	0.707	Valid
	G2	0.866		Valid
	G3	0.917		Valid
	G4	0.871		Valid
	G5	0.868		Valid
	G6	0.734		Valid
Focused Attention	FA1	0.871	0.723	Valid
	FA2	0.879		Valid
	FA3	0.916		Valid
	FA4	0.866		Valid
	FA5	0.704		Valid
Shopping Enjoyment	SE1	0.902	0.704	Valid
	SE2	0.897		Valid
	SE3	0.914		Valid
	SE4	0.746		Valid
	SE5	0.714		Valid
Socialness	S1	0.819	0.643	Valid
	S2	0.838		Valid
	S3	0.758		Valid
	S4	0.790		Valid
	ENG1	0.761	0.700	Valid

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Shopping Engagement	ENG2	0.893		**Valid**
	ENG3	0.889		**Valid**
	ENG4	0.795		**Valid**
Intention to Buy	INTB1	0.892	**0.812**	**Valid**
	INTB2	0.904		**Valid**
	INTB3	0.900		**Valid**
	INTB4	0.909		**Valid**

An indicator is said to be valid if the factor loading of an indicator is positive and greater than 0.7 and the AVE value is more than 0.5. Based on table 1 above, It is known that the loading factor value produced by each indicator is more than 0.7 and the AVE value is more than 0.5. In this way, these indicators are declared valid as measures of the latent variable.

Discriminant Validity Testing

Table 2. Cross Loading Values

Item	Focused Attention	Intention to Buy	Shopping Engagement	Shopping Enjoyment	Shopping Gamification	Socialness
ENG1	0.599	0.353	**0.761**	0.473	0.539	0.523
ENG2	0.558	0.534	0.893	0.598	0.581	0.584
ENG3	0.597	0.573	0.889	0.570	0.576	0.530
ENG4	0.640	0.652	0.795	0.639	0.527	0.615
FA1	0.871	0.536	0.589	0.402	0.710	0.404
FA2	0.879	0.574	0.597	0.426	0.722	0.455
FA3	0.916	0.648	0.600	0.527	0.690	0.513
FA4	0.866	0.653	0.608	0.606	0.667	0.582
FA5	0.704	0.808	0.634	0.815	0.584	0.562
G1	0.601	0.538	0.428	0.408	0.775	0.352
G2	0.707	0.592	0.614	0.519	0.866	0.457
G3	0.726	0.600	0.603	0.485	0.917	0.429
G4	0.601	0.530	0.529	0.371	0.871	0.387
G5	0.648	0.575	0.626	0.455	0.868	0.494
G6	0.732	0.522	0.511	0.399	0.734	0.396

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INTB1	0.682	0.892	0.546	0.739	0.615	0.515
INTB2	0.694	0.904	0.605	0.717	0.599	0.523
INTB3	0.692	0.900	0.575	0.685	0.646	0.482
INTB4	0.687	0.909	0.596	0.812	0.545	0.633
S1	0.465	0.516	0.609	0.661	0.361	0.819
S2	0.478	0.470	0.581	0.584	0.438	0.838
S3	0.493	0.470	0.470	0.512	0.381	0.758
S4	0.487	0.460	0.492	0.505	0.440	0.790
SE1	0.597	0.771	0.647	0.902	0.502	0.579
SE2	0.615	0.784	0.624	0.897	0.475	0.571
SE3	0.617	0.773	0.610	0.914	0.475	0.588
SE4	0.499	0.560	0.527	0.746	0.392	0.644
SE5	0.419	0.499	0.459	0.714	0.340	0.643

Table 3. Fornell Lacker Criterion

Variabel	Focused Attention	Intention to Buy	Shopping Engagement	Shopping Enjoyment	Shopping Gamification	Socialness
Focused Attention	**0.850**					
Intention to Buy	0.764	**0.901**				
Shopping Engagement	0.717	0.645	**0.836**			
Shopping Enjoyment	0.661	0.819	0.689	**0.839**		
Shopping Gamification	0.796	0.666	0.664	0.526	**0.841**	
Socialness	0.597	0.598	0.677	0.712	0.503	**0.802**

Based on tables 4.2 and 4.3, the cross loading value for each item has a value > 0.70, and also each item has the greatest value when connected to the latent variable compared to when connected to other latent variables. This shows that each variable in this research has correctly explained the latent variable and proves that the discriminant validity of all items is valid.

Reliability Testing

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Reliability in PLS uses Cronbach alpha and Composite reliability values. It is declared reliable if the Composite reliability value is above 0.7 and the recommended Cronbach's alpha value is above 0.7. The following are the Cronbach alpha and Composite Reliability values in table 9 below:

Table 4. Reliability Testing

Variabel	Cronbach's Alpha	Composite Reliability
Focused Attention	0.902	0.928
Intention to Buy	0.923	0.945
Shopping Engagement	0.856	0.903
Shopping Enjoyment	0.892	0.922
Shopping Gamification	0.916	0.935
Socialness	0.816	0.878

Based on table 4, It can be seen that the composite reliability value of all research variables is > 0.7 and Cronbach Alpha > 0.7. These results indicate that each variable has met composite reliability and Cronbach alpha so it can be concluded that all variables have a high level of reliability. So further analysis can be carried out by checking the goodness of fit of the model by evaluating the inner model.

Hypothesis Testing (Bootstrapping)

Testing the structural relationship model is to explain the relationship between the variables in the research. Structural model testing was carried out through tests using PLS software. The basis used to test the hypothesis directly is the image output and the values contained in the pathcoefficients output. The basis used to test the hypothesis directly is if the p value < 0.05 (significance level = 5%) and the T statistic value > 1.960, then it is stated that there is a significant influence of the exogenous variable on the endogenous variable. The following is a complete explanation of hypothesis testing:

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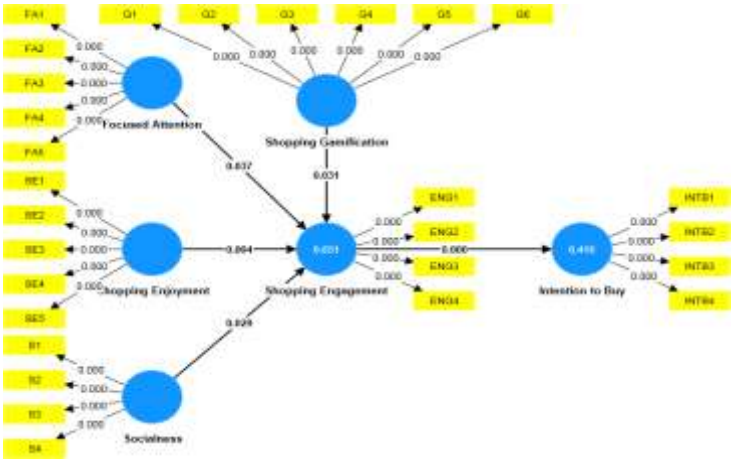


Figure 3. Hypothesis Value (Bootstrapping)

Table 5. Hypothesis Testing Results

Variables	Sampel Originality (O)	T Statistic (| O/STDEV |)	P Values
Focused Attention -> Shopping Engagement	0.218	2.081	0.037
Shopping Engagement -> Intention to Buy	0.645	10.254	0.000
Shopping Enjoyment -> Shopping Engagement	0.236	2.875	0.004
Shopping Gamification -> Shopping Engagement	0.235	2.152	0.031
Socialness -> Shopping Engagement	0.261	2.186	0.029

Table 6. Recapitulation of Hypothesis Testing Results

Hypothesis	Information
H1:Shopping Gamification has a positive influence on Shopping Engagement	**Accepted**
H2:Focused Attention has a positive influence on Shopping Engagement	**Accepted**
H3:Shopping Enjoyment has a positive influence on Shopping Engagement	**Accepted**
H4:Socialness has a positive influence on Shopping Engagement	**Accepted**
H5:Shopping Engagement has a positive effect on Intention To Buy Using Mobile Apps	**Accepted**

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DISCUSSION

The Effect of Shopping Gamification on Shopping Engagement.

The results of testing the first hypothesis, namely the Effect of Shopping Gamification on Shopping Engagement, show a coefficient value of 0.235, p-values of 0.031 < 0.05 and t-statistics of 2,152 > 1.960. These results indicate that Shopping Gamification has an influence on Shopping Engagement. So the hypothesis which states that "Shopping Gamification has a Positive and Significant Influence on Shopping Engagement" is accepted.

Shopping gamification has a positive effect on customer engagement. Gamification will provide an experience for customers to purchase a product in a more enjoyable way. This is because gamification provides direct value for customers which will encourage behavioral changes to achieve meaningful long-term goals for the company (Taruli, Chan & Tresna, 2021). Gamification in this case will also increase customer engagement because of the pleasant experience that customers get when making a purchase. The better the implementation of gamification, the more customer engagement will increase.

The Influence of Focused Attention on Shopping Engagement.

The results of testing the second hypothesis, namely the Effect of Focused Attention on Shopping Engagement, show a coefficient value of 0.218, p-values of 0.037 < 0.05 and t-statistics of 2,081 > 1.960. These results indicate that Focused Attention has an influence on Shopping Engagement. So the hypothesis which states that "Focused Attention Has a Positive and Significant Influence on Shopping Engagement" is accepted.

Focus attention influences customer engagement. Attention is one of the dimensions used to measure customer engagement. Attention explains the level of customer attention to the brand (Elianto, Setyawati & Setyanto, 2020). With high focus attention when completing a game, a customer will feel a bond with the game so that they will try their best to complete the tasks in the game. So it can be concluded that focus attention has a positive effect on customer engagement, the higher the focus attention, the more customer engagement will increase.

The Influence of Shopping Enjoyment on Shopping Engagement.

The results of testing the third hypothesis, namely the Influence of Shopping Enjoyment on Shopping Engagement, show a coefficient value of 0.236, p-values of

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0.004 < 0.05 and t-statistics of 2,875 > 1.960. These results indicate that Shopping Enjoyment has an influence on Shopping Engagement. So the hypothesis which states that "Shopping Enjoyment Has a Positive and Significant Influence on Shopping Engagement" is accepted.

Shopping enjoyment has a positive influence on customer engagement. The pleasure and comfort felt by customers when shopping will certainly provide a positive experience so that this will give rise to loyalty and a deeper sense of attachment in consumers towards a product or service. Shopping enjoyment indicates how a shopping activity is seen as enjoyable, so that when a shopping activity is enjoyable it can produce higher perceived value and benefits from the shopping activity (Harahap, Fauzi & Situmorang, 2023).

The Influence of Socialness on Shopping Engagement.

The results of testing the fourth hypothesis, namely the Influence of Socialness on Shopping Engagement, show a coefficient value of 0.261, p-values of 0.029 < 0.05 and t-statistics of 2,186 > 1.960. These results indicate that Socialness has an influence on Shopping Engagement. So the hypothesis which states that "Socialness has a Positive and Significant Influence on Shopping Engagement" is accepted.

Socialness has a positive effect on customer engagement. The use of the internet and social media, including e-commerce, as a means to interact and socialize, gives rise to a perception of intimacy and closeness with other people and service providers, thus further strengthening the bonds that exist between each individual and between customers and a platform. The high level of social interaction describes the ability of an application to keep its users connected with their friends (Taruli, Chan & Tresna, 2021), so that customers will feel more at home and feel connected.

The Influence of Shopping Engagement on Intention to Buy.

The results of testing the fifth hypothesis, namely the Influence of Shopping Engagement on Intention to Buy, show a coefficient value of 0.645, p-values of 0.000 < 0.05 and t-statistics of 10,254 > 1.960. These results indicate that Shopping Engagement has an influence on Intention to Buy. So the hypothesis which states that "Shopping Engagement Has a Positive and Significant Influence on Intention to Buy" is accepted.

Customer engagement influences intent to buy using mobil apps. Having a sense of attachment from consumers will make consumers have good loyalty so that it will

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increase consumers' willingness to make purchases using mobile apps. The greater the attachment a consumer has, the greater the consumer's willingness to make a purchase. Customer engagement guarantees involvement from consumers, making it more than just selling brands to consumers (Anggita & Trenggana, 2020). Apart from that, customer engagement also aims to establish two-way interaction and communication so as to create closeness between producers and consumers and guarantee consumers' willingness to continue making purchases.

CONCLUSION

Based on the results of the research conducted, it can be concluded as follows:

1. Shopping Gamification has a positive and significant effect on Shopping Engagement, with a coefficient value of 0.235, p-value of 0.031, and t-statistic of 2.152.
2. Focused Attention also has a positive and significant effect on Shopping Engagement, shown by a coefficient value of 0.218, p-value 0.037, and t-statistic 2.081.
3. Shopping Enjoyment has a positive and significant influence on Shopping Engagement, with a coefficient value of 0.236, p-value 0.004, and t-statistic 2.875.
4. Socialness also has a positive and significant effect on Shopping Engagement, with a coefficient value of 0.261, p-value 0.029, and t-statistic 2.186.
5. Shopping Engagement positively and significantly influences Intention to Buy, with a coefficient value of 0.645, p-value 0.000, and t-statistic 10.254.

This conclusion confirms that all the variables studied have a significant influence on Shopping Engagement, which in turn also influences Intention to Buy.

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