

Open Innovation: Analisis Gamification terhadap Intention of Engagement dan Brand Attitude (Studi pada Pengguna Shopee Games) = Open Innovation: Analysis of Gamification on Intention of Engagement and Brand Attitude (Study of Shopee Games Users)

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Abstrak

Dewasa ini, persaingan antar e-commerce di Indonesia berlangsung sangat ketat. Persaingan e-commerce Indonesia dilatarbelakangi oleh ambisinya untuk memiliki tingkat keterlibatan pengguna yang tinggi. Guna meningkatkan engagement dan mengupayakan tumbuhnya brand attitude pengguna yang positif, saat ini beberapa e-commerce di Indonesia telah menggunakan gamification sebagai bagian dari open innovation, termasuk Shopee. Penelitian ini bertujuan untuk menganalisis pengaruh gamification terhadap intention of engagement dan brand attitude. Penelitian ini juga bertujuan untuk mengidentifikasi dan menganalisis keterlibatan pengguna pada aktivitas gamification sebagai proses open innovation dibidang pemasaran. Metode penelitian adalah kuantitatif. Kuesioner disebarakan kepada 170 responden dan dianalisa menggunakan SEM-PLS. Hasil dari penelitian ini adalah dimensi perceived enjoyment berpengaruh positif dan signifikan terhadap intention of engagement dan brand attitude. Dimensi perceived usefulness dan perceived social influence hanya berpengaruh pada brand attitude. Adapun perceived ease of use tidak berpengaruh signifikan terhadap intention of engagement dan brand attitude. Pada konteks partisipasi pengguna dalam open innovation, kolaborasi antara pengguna dan Shopee tampaknya belum memiliki tingkat keterlibatan yang kuat. Pada dimensi protection, semua game yang dihadirkan di Shopee Games telah memenuhi unsur perlindungan atas kekayaan intelektual, yang mengindikasikan adanya unsur keunikan ideation sebagai bagian dari keberlangsungan praktik open innovation.

.....Nowadays, e-commerce in Indonesia faces an intense competition. The Indonesian e-commerce competition is motivated by its ambition to have a high level of user engagement. To increase engagement and strive for the growth of a positive user brand attitude, several e-commerce companies in Indonesia have used gamification as part of open innovation, including Shopee. This study aims to analyze the effect of gamification on the intention of engagement and brand attitude. This study also aims to analyze gamification as an open innovation process in the marketing sector. The research method is quantitative. The questionnaire was distributed to 170 respondents and analyzed using SEM-PLS. This study indicates that perceived enjoyment has a positive and significant effect on the intention of engagement and brand attitude. Perceived usefulness and perceived social influence only affect brand attitude. Meanwhile, perceived ease of use does not significantly affect intention of engagement and brand attitude. As for the context of the user's participation in open innovation, the collaboration between users and Shopee does not appear to be strong. In the protection dimension, all games presented at Shopee Games have fulfilled the intellectual property element, indicating the uniqueness of the ideation in the open innovation process.