

Pengaruh Gamification terhadap Intention of Engagement towards Gamification dan Brand Attitude (Studi pada Wearable Fitness Technology) = The Effect of Gamification on Intention of Engagement towards Gamification and Brand Attitude (Study towards Wearable Fitness Technology)

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Abstrak

Semakin majunya teknologi saat ini, media digital tentunya berpotensi besar untuk dimanfaatkan sebagai sarana pemasaran brand, dan mengintegrasikan strateginya dengan teknologi canggih. Diantaranya adalah gamifikasi dalam konteks pemasaran. Gamifikasi adalah penggunaan elemen- elemen game dan teknik design game dalam konteks non-game. Model yang dipergunakan dalam penelitian ini merujuk pada model yang dikemukakan oleh Yang et al (2017) untuk melihat pengaruh perceived usefulness, perceived ease of use, perceived social influence, dan perceived enjoyment terhadap intention of engagement towards gamification dan brand attitude dengan objek yang diteliti adalah Wearable Fitness Technology (WFT). Responden dalam penelitian ini diperoleh melalui metode snowball. Dengan menggunakan metodologi kuantitatif, hasil penelitian menunjukkan dukungan empiris untuk perceived usefulness dan perceived ease of use sebagai prediktor terhadap intention of engagement towards gamification dan brand attitude. Namun, perceived social influence secara mengejutkan ditemukan tidak secara signifikan mempengaruhi intention of engagement towards gamification. Sebaliknya, perceived enjoyment secara signifikan berpengaruh terhadap intention of engagement towards gamification dan tidak terhadap brand attitude. Penelitian ini memberikan bukti empiris bahwa gamifikasi merupakan salah satu strategi marketing yang inovatif yang dapat digunakan oleh marketer dalam mempromosikan brand nya, meningkatkan loyalitas, engagement, hingga mengubah perilaku masyarakat dengan cara yang menarik.

.....Digital media has a huge potential to be used as a strategy marketing for a brand, and integrates its strategy with sophisticated technology. For example, gamification in marketing context. Gamification is the use of game elements and game design techniques in non-game contexts. This research will talk about the influences of gamification marketing towards intention of engagement towards gamification and brand attitude with study on Wearable Fitness Technology (WFT). Respondents in this study are collected through snowball method. The model that used in this study refers to the model that proposed by Yang et al (2017). By using quantitative methodology, results of study shows that, empirical support for perceived usefulness and perceived ease of use as predictor towards intention of engagement towards gamification and brand attitude. However, perceived social influence surprisingly found not significantly effect the intention of engagement towards gamification but has an effect towards brand attitude. Conversely, perceived enjoyment significantly affects the intention of engagement towards gamification and not towards brand attitude. This study provides empirical evidence that gamification is one of innovative marketing strategies that can be used by markets in promoting their brand, increase the loyalties, engagement, up to change people's behavior in an interesting way.