

Analisis Pengaruh Gamifikasi pada E-commerce terhadap Purchase Intention di Indonesia = Analysis of the Impact of Gamification on E-commerce on Purchase Intention in Indonesia

Raissa Amanda Putri, author

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan game atau gamifikasi di e-commerce terhadap purchase intention melalui sudut pandang Gen Z dan Milenial di Indonesia. Penelitian ini menggunakan pendekatan metode kuantitatif berupa single cross-sectional survey melalui kuesioner daring untuk menguji 11 hipotesis. Dengan menggunakan teknik judgment sampling, Peneliti mengumpulkan 303 responden yang memenuhi kriteria berupa masyarakat berdomisili di Indonesia yang tergolong dalam generasi milenial atau generasi Z, dan pernah menggunakan gamifikasi di e-commerce. Data yang telah dikumpulkan diolah dengan metode Structural Equation Modeling (SEM) menggunakan software SmartPLS. Hasil pengolahan data menunjukkan bahwa 11 hipotesis yang disusun telah terbukti secara signifikan, yaitu brand familiarity, hedonic value, utilitarian value, social value, dan less time/effort memiliki efek positif terhadap game use intention dan pada akhirnya mempengaruhi purchase intention melalui mediasi. Penemuan dari penelitian memberikan wawasan bagi manajemen perusahaan e-commerce di Indonesia untuk mengembangkan strategi pemasaran yang lebih efektif dengan memanfaatkan faktor brand familiarity, hedonic value, utilitarian value, social value, dan less time/effort dalam gamifikasi untuk meningkatkan purchase intention konsumen.

.....This study aims to analyze the influence of game usage or gamification in e-commerce on purchase intention from the perspective of Gen Z and Millennials in Indonesia. The study uses a quantitative method approach in the form of a single cross-sectional survey using an online questionnaire to test 11 hypotheses. Using judgment sampling, researchers collected 303 respondents who met the criteria of being Indonesian citizens who belong to the millennial or Gen Z generation and have used gamification in e-commerce. The collected data was processed using the Structural Equation Modeling (SEM) method using SmartPLS software. The results of the data processing show that the 11 hypotheses that have been formulated have been proven to be significant, namely brand familiarity, hedonic value, utilitarian value, social value, and less time/effort have a positive effect on game use intention and ultimately influence purchase intention through mediation. The findings of this study provide insights for e-commerce company management in Indonesia to develop more effective marketing strategies by utilizing the factors of brand familiarity, hedonic value, utilitarian value, social value, and less time/effort in gamification to increase consumer purchase intention.