The Effect of Gamification in Shopee Games on Users' Brand Loyalty

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Abstract. *Shopee, as an e-commerce company, implements gamification through Shopee Games on the application. The existence of Shopee Games can provide satisfaction to users, which can lead to the growth of Shopee users' brand loyalty. Therefore, this research aims to analyze the effect of gamification through the Shopee Games on users' brand loyalty. There are two variables in this research. First, the independent variable is gamification, with dimensions of social interaction, sense of control, goals, progress tracking, rewards, and prompts. Second, the dependent variable is brand loyalty, with the dimensions of the switcher, habitual buyer, satisfied buyer, linking the brand, and committed buyer. This research is using a quantitative method. The data was collected by distributing questionnaires online to 96 respondents as a sample who were Shopee users. The result of this research indicates a moderate and positive effect between gamification through Shopee Games and the brand loyalty of Shopee users. Shopee Games users have a positive attitude and expressed interest in the Shopee e-commerce application. The higher the use of gamification through Shopee Games will increase the brand loyalty of Shopee users.*

Keywords: *brand loyalty, e-commerce, gamification, marketing communication*

INTRODUCTION

The advances in information and communication technology have led to changes in the patterns of social interaction in modern society, which currently lives in a world where the concepts of space and time have a fading meaning (Simarmata, 2017). This change occurs because of technological convergence, which creates digital transformation in various human activities (Dahlan, 2012). In line with this, internet technology provides conveniences for the public in providing information and answering various questions needed by the public (Ho et al., 2010, Wu et al. 2016, in Panggita, 2021). People nowadays can do their activities easily with this technological sophistication. One example of human activity undergoing digital transformation is buying and selling activities that were previously only done conventionally but now can be run easily, effectively, and efficiently virtually through electronic commerce (e-commerce). E-commerce is the activity of buying, selling, transporting, or trading data, goods, or services through the internet and other networks such as intranets (Turban et al., 2017). With e-commerce, sellers and buyers from various places can connect on one platform that can be accessed using the internet network.

E-commerce is a business transaction created using the benefits of internet technology. According to data from the British research institute Merchant Machine, Indonesia is among the countries with the fastest e-commerce growth in the world, which amounted to 78% in 2018 (Wright, 2023). This number is motivated by the increasing number

of internet users in Indonesia, which has resulted in many businesspeople developing their businesses towards digital (Taruli et al., 2021).

From the Indonesian E-commerce Map data in the second quarter (Q2) 2021 (iPrice, 2021), Tokopedia became the e-commerce with the highest number of monthly website visitors. As for the top e-commerce on the AppStore and PlayStore, Shopee is in first place. However, with the intense competition in Indonesia's e-commerce industry, a change in the position of the e-commerce ranking within a certain period is inevitable. It can be seen from the Indonesian E-commerce Map data in the fourth quarter (Q4) of 2020 (iPrice, 2020) that there is a change in the position of the e-commerce category, with the highest monthly website visitors being Shopee. The intense competition between e-commerce companies in Indonesia can also be seen in the continuous efforts of each company to continue innovating and determining marketing strategies that can attract consumers. Based on the observations, various strategies are used by e-commerce companies in Indonesia. One of them is Shopee's use of the gamification concept through the presence of Shopee Games.

According to Hofacker, et al. (Putri & Rinova, 2024) revealed that gamification is a broader concept in the context of non-gaming activities that aim to create quality improvement of products or services. According to Yang et al. (Noorbehbahani et al., 2019), over the past few years, gamification has become one of the most effective and efficient e-marketing tools capable of increasing user engagement and satisfaction. Therefore, marketers will increasingly apply gamification in carrying out their activities.

There are six elements in gamification. First is social interaction, which is the app's capability to connect users to others. Second is a sense of control, the app's ability to give users control over their desires and actions which can influence users to foster a sense of responsibility for an object. Third is goals, the app's ability to determine and set specific goals the user must achieve. Fourth is progress tracking, the app's capability to record a user's history of activities and progress. Fifth is rewards, the app's ability to give rewards when the user reaches a certain point. Last is prompt, the app's ability to always remind and encourage users to achieve goals through notifications (Eisingerich et al., 2019).

This research focuses on Shopee Games as gamification for Shopee customers' brand loyalty. Seeing the intense e-commerce competition in Indonesia, Shopee needs to innovate continuously to avoid being left behind. Shopee Indonesia's Country Brand Manager, Rezki Yanuar, stated that innovation must be the core of a business (Detikcom, 2019). Thus, Shopee will continue to prepare products that meet community needs and make breakthroughs in the form of engagement so people can never forget and last longer with Shopee. One of Shopee's actions is using gamification, which is the use of game design elements in contexts outside of games or non-games (Deterding et al., 2011). Shopee uses gamification strategies by incorporating game elements in the Shopee application through Shopee Games, such as Shopee Taman, Shopee Pet, Shopee Candy, Shopee Bubble, Shopee Lucky Prize, and many more. Based on direct observations of the Shopee Games, users can get various kinds of prizes by playing games there. The rewards start from Shopee coins and shopping vouchers to high-value grand prizes, such as money, gold, gadgets, motorbikes, and cars. Because

Shopee continues to innovate by updating features in the application, not all games in the Shopee application are permanent. Some games are only available for a certain period. Besides providing updated games, Shopee Games also provides a space for users to interact with other users by collaborating and helping each other in the game.

According to the Director of Shopee Indonesia, Christin Djuarto, the launch of game features on the Shopee application aims to attract users to spend more time on the Shopee application than competitors' applications. Thus, it can open opportunities for increased buying and selling transactions and growth in the number of Shopee users (Kompas.com, 2019). It can be concluded that using game elements in the Shopee application can also attract users to spend more time in the application and get more experience through the Shopee Games. Through this experience, users can also get more satisfaction through various material and emotional benefits obtained from using the Shopee Games, which can lead to the growth of Shopee users' brand loyalty. This statement is in line with the concept that satisfaction is one of the dimensions of brand loyalty measurement (Aaker, 2018).

Brand loyalty is a measure of consumer attachment to a brand that reflects how customers can attach to the brand or switch to another, especially if the brand changes price or product elements (Aaker, 2018). Loyal consumers will usually continue to use the product or service of a brand even though there are many alternative products or services from competing brands that offer various other advantages. According to Sahir et al. (2021), brand loyalty can also be defined as a level to measure whether consumers have a positive attitude and commitment to a brand, as shown by repeat purchases in the future. Consumer brand loyalty is

very important for businesses to survive in the face of competition for similar products. High consumer loyalty to the company will provide benefits for the company, it can reduce the company's marketing costs because the cost of retaining old customers is much cheaper than getting new customers (Suratman, 2018).

Aaker (2018) states five levels of brand loyalty. The bottom level is the switcher, where consumers have no concern for the brand and there is no satisfaction with the brand. At this level, consumers often switch brands due to the influence of price comparisons with other brands. The second level is habitual buyers, consumers who already have an attachment to the brand due to habit. The effect of having no dimension of dissatisfaction is also an important factor. The third level is satisfied buyers, consumers who always experience benefits and get satisfaction from a brand. In addition, due to the sacrifices, switching to another brand makes consumers grow loyalty to a brand. However, consumers can still switch to other brands. The fourth level is linking the brand, which is consumers who already have an emotional/feeling attachment to a brand and show a deep liking for a brand because of the pleasant experiences that have been obtained while using the brand. The top level is committed buyers, consumers who have pride in the brand, indicated by expressive actions for that pride, such as promoting the brand to others.

According to Kotler & Armstrong (2015), there are several methods that companies can use to implement sales promotions, including product samples, coupons, cashback, price packs, premiums, advertising specialties, point-of-purchase (POP) promotions, contests, sweepstakes, and games, discounts, perks, freebies, conventions or trade shows, and sales contests. Of the many

sales promotion methods that can be used, contests, sweepstakes, and—especially—games are very popular and are close to people's daily lives today.

Research from Taruli et al. (2021) shows that the effective implementation of gamification strategies has been shown to influence consumer behavior patterns, notably by increasing the time spent and engagement with the e-commerce application. Moreover, there are three aspects of business goals related to gamification, according to Lucassen & Jansen (Putri & Rinova, 2024), which include increasing customer engagement, developing brand loyalty, and increasing brand awareness. Therefore, as games become increasingly closely linked to human life, marketing experts utilize and simplify game mechanisms by bringing consumers into the experience of interacting with brands through games, so that interactions can be fun and provide deeper meaning. This concept is referred to as funware, i.e., the use of game mechanisms in a non-game context or what is usually referred to as gamification. This gamification can be used to support or increase engagement between consumers and brands, as well as influence consumer behavioral responses by strengthening brand value through exposure, thereby increasing purchase opportunities (Zichermann & Linder, 2010). Gamification is an innovation that enables companies to build high brand loyalty (Mattke & Maier, 2021). Bittner & Shipper (Dymek & Zackariasson, 2016) also state that through gamification, consumers and brands can jointly create value to increase customer brand loyalty.

Several studies have explored gamification. Suratman (2018) examines how brand communication, brand evidence, and gamification impact consumer satisfaction and brand loyalty at Starbucks Manado Town Square using a quantitative associative method. Another study (Mattke & Maier, 2021) analyzes how the frequency of gamification features based on immersion, achievement, and social elements affects brand loyalty through fuzzy-set qualitative comparative analysis. In contrast, this research focuses on gamification and brand loyalty across all Shopee games, using an explanatory quantitative method with participants aged 20-29 in Indonesia. Thus, based on the research background, it is determined that the research problem is "Does gamification through the Shopee Games affect brand loyalty?". This study aims to analyze the effect of gamification on the Shopee application through the Shopee Games on brand loyalty based on Shopee users' perspectives.

METHODS

The results of this research are expected to serve as a reference for another similar study on the use of gamification and its impact on brand loyalty. For Shopee Indonesia, this research can likely serve as a reference for understanding the effects of gamification, specifically through the Shopee Games feature, on user brand loyalty. Additionally, it can be used as an evaluation tool for the implementation of gamification within the Shopee mobile application. For other companies, this research is expected to provide a reference for developing new strategies by utilizing gamification as a marketing strategy. Bitner and Shipper (Dymek & Zackariasson, 2016) assert that through gamification, consumers and brands can collaboratively create value, which in turn can enhance customer brand loyalty. Therefore, the theoretical hypothesis of this study is that gamification positively impacts brand loyalty.

This research uses explanatory quantitative research methods. This research wants to find out a causal relationship through the effect of gamification on Shopee towards brand

loyalty. In this research, two variables are used as a reference. First, the gamification variable comprises six elements: social interaction, sense of control, goals, progress tracking, rewards, and prompts (Eisingerich et al., 2019). Second, the dependent variable is based on brand loyalty. The dimensions used are switchers, habitual buyers, satisfied buyers, linking the brand, and committed buyers (Aaker, 2018).

The research population is Shopee application users aged 20-29 years who have used the Shopee Games. It is based on the results of the Indonesia E-commerce Trend 1st Semester of 2021 - JAKPAT Survey Report (JAKPAT, 2021), which shows that Shopee users are dominated by people aged 20-29 years. Users aged 20-24 years occupy the first position as the most users, and in the second position are users aged 25-29 years.

This research used purposive sampling, which is the sample selection method based on certain considerations determined by the researcher (Sugiyono, 2013). To be able to use this sampling technique, there are several requirements: the researcher must take a sample based on characteristics that are the main characteristics of the population, the subject being sampled is a subject that contains most of the characteristics in the population (key subject) and is required to carefully identify the characteristics of the population in the preliminary study (Abdullah, 2015). Furthermore, Neuman (Sunuantari et al., 2023) said that the researcher made certain criteria for the sample, and this technique can also be used in various cases. Therefore, here are some criteria for respondents who are Shopee users who have used the Shopee Games and are 20-29 years old. Because the total population is unknown, the researcher uses the Lemeshow formula (Riyanto & Hatmawan, 2020) to determine the number of samples needed

with a score in confidence level (z) 95% is 1,96, maximum estimate (P) 0,5 and sampling error (d) 10%. Therefore, the total sample (n) in this research was 96 respondents.

Data collection was conducted online by distributing digital questionnaires using Google Forms with the Likert scale as a measurement instrument. The distribution of questionnaires to respondents is done through social media platforms such as Twitter, Line, Instagram, WhatsApp, and Telegram from April to May 2022. This questionnaire uses validity and reliability tests where the results show that the research data is valid and reliable. This study also used secondary data to complement the primary data from questionnaires. Secondary data is obtained through document studies, which include journals, theses, books, articles, and the official Shopee website.

In this research, the stated research hypothesis is:

H0: Gamification on the Shopee application, specifically through Shopee Games, has no effect on the brand loyalty of Shopee users.

H1: Gamification on the Shopee application, particularly through Shopee Games, has an effect on the brand loyalty of Shopee users.

RESULTS AND DISCUSSION

Ninety-six respondents are participating in this study. All of them met the criteria of having used the Shopee application, using the Shopee Games in the Shopee application, and being aged 20-29. All the respondents are Shopee users, who know and use Shopee Games. More specifically, below is the data for the respondents' criteria:

Furthermore, below is the average score of respondents' answers to the gamification and brand loyalty variables:

According to Table 1, the

questionnaire results show that the gamification variable's overall mean score is 3,19. Most respondents appear to agree and respond positively to the statements

related to the gamification variable in the questionnaire. This result also shows that Shopee's gamification application fulfilled six main elements. Overall, of
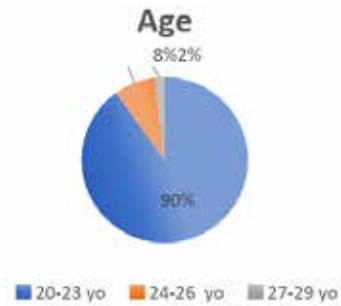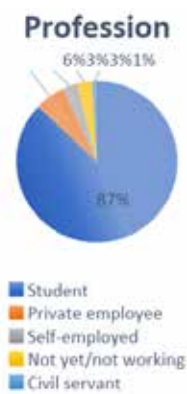

FIGURE 1. Gender

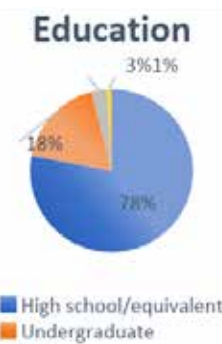FIGURE 2. Age

FIGURE 3. Profession

FIGURE 4. Education

TABLE 1. Mean Score and Overall Mean Score

Variables	Dimensions	Mean Score	Definition
Gamification	Social interaction	3,32	Strongly agree
	Sense of control	2,79	Agree
	Goals	3,31	Strongly agree
	Progress tracking	3,20	Agree
	Rewards	3,44	Strongly agree
	Prompts	3,10	Agree
Overall mean score		3,19	Agree

Variables	Dimensions	Mean Score	Definition
Brand loyalty	Switcher	2,61	Agree
	Habitual buyer	3,09	Agree
	Satisfied buyer	2,91	Agree
	Linking the brand	3,00	Agree
	Committed buyer	2,81	Agree
Overall mean score		2,89	Agree

the six dimensions that are the main elements of gamification, the one with the highest mean score is the reward, with a mean score of 3,44, followed by social interaction with a mean score of 3,32 in the second position, then goals with a mean score of 3,31 in the third position, progress tracking with a mean score of 3,20 in the fourth position, prompts with a mean score of 3,10 in the fifth position, and sense of control with a mean score of 2,79 in the last position.

On the other side, the overall mean score of the brand loyalty variable is 2,89. Therefore, most respondents agree with the statement in the brand loyalty variable in the questionnaire. Overall, of the five dimensions that indicate the user's position in the level of brand loyalty, the highest mean score is habitual buyer with a mean score of 3,09, followed by linking the brand with a mean score of 3,00 in the second position, satisfied buyer with a mean score of 2,91 in the third position, committed buyers with a mean score of 2,81 in the fourth position, and switchers with a mean score of 2,61 in the last position.

Furthermore, according to the results of the analysis and opinions of the respondents in Table 1, it can be concluded that several things are seen based on gamification (Eisingerich et al., 2019) on the Shopee Games feature. Social interaction is the ability that companies have through applications to enable users to continue to connect. From Table 1, social interaction shows that respondents totally agree (3,32) that Shopee applies Shopee Games to open connections between users. This feature helps users interact and chat about their experiences playing games. Users can also generate user involvement by helping each other play Shopee Games.

The second dimension of a sense of control is the ability that companies have through applications to give users control over their desires and actions and influence users to develop a sense of responsibility for an object (Eisingerich et al., 2019). In this case, respondents (2,79) agree that they have a sense of control that allows them to use Shopee Games according to their wishes and needs. Users found it difficult to stop playing games in the Shopee application and had to continue playing until they reached the highest level.

The third dimension, goals, is the ability that companies have through applications to determine and set specific goals that must be achieved by users (Eisingerich et al., 2019). Each user has an end goal to be able to motivate them when playing games. The achievement of these goals can be passed through several stages in the game. It is shown with 3,31, which means respondents totally agree that Shopee games set specific goals for users.

In the progress tracking, the ability of the company through the application to store a history of activities and developments for each user (Eisingerich et al., 2019), respondents agree (3,20) and understand that Shopee stores their game history, which they can access again at any time. This information also helps them measure how much progress has been made in a game using the Shopee Games feature. In addition, the gamification feature on Shopee Games can provide an overview of how many stages must be passed to reach the final goal of a game.

Moreover, the fifth dimension of rewards means the ability that companies have through applications to provide rewards when users successfully reach a certain point (Eisingerich et al., 2019). Here, respondents stated that they strongly agreed (3,44) that Shopee gave rewards in the form of attractive prizes when users managed to reach a certain level in Shopee Games. Giving prizes motivates them to continue playing on the

Shopee Games.

Last, dimension of prompts which means the ability that companies have through applications to continuously remind their users and encourage them to achieve goals through notifications in the form of text or sound (Eisingerich et al., 2019), shows that respondents also agree (3,10) that the Shopee Games in the Shopee application can always remind users by providing notifications so they are always reminded of Shopee, as well as providing encouragement so that users can be motivated to continue playing games in Shopee Games.

In addition, respondents' statements through the mean score and overall mean score can be said to fulfill the gamification feature category (Mattke & Maier, 2021). First, achievement-related features where Shopee Games motivates users to compete in games to achieve goals or final goals and provide satisfaction for users in the game. Second, immersion-related features. Shopee Games makes users keep playing because of the interesting gameplay that keeps them playing continuously, and there is a deep curiosity in the game mechanics. Third, Shopee Games has a category of social-related features where Shopee Games can form interactions between users. Apart from competing in games, users can also feel like they are part of a group.

Based on Aaker (2018) in Table 1 of brand loyalty, the first dimension of the switcher is the lowest level of loyalty, where consumers have no concern for the brand and no interest in the brand, as well as no satisfaction with the brand. Users can switch brands due to certain influences with other brands. Respondents agree (2,61) that Shopee Games does not make users want to know more about Shopee; they only use Shopee to get benefits that can be obtained through gamification on the Shopee Games, and they can easily switch to using other e-commerce sites

that offer greater benefits than Shopee.

The second dimension, habitual buyers, means that consumers at this stage are attached to the brand out of habit and do not experience disappointment (Aaker, 2018). However, they can switch to another brand if they find a better one. From Table 1 on this dimension, we can see that respondents agree (3,09) that the existence of the gamification feature on Shopee Games makes users use the Shopee application more often, and it makes users feel less disappointed when using the Shopee application. At this level, users still have the desire to use other e-commerce that offers better service than Shopee.

The next level of brand loyalty is satisfied buyers which means consumers feel benefited and satisfied with a brand, and they maintain loyalty due to the cost of switching to another brand (Aaker, 2018). However, the possibility of switching to another brand still exists. Respondents with 2,91 agree that users always benefit from using the gamification feature on Shopee Games. The presence of the gamification feature within Shopee Games enhances user satisfaction and fosters loyalty among Shopee app users. They perceive that switching to other e-commerce platforms would entail sacrifices, thus preferring to remain loyal to Shopee. They acknowledge the drawbacks associated with switching to alternative e-commerce platforms.

Next, linking the brand means the level where consumers have formed an emotional attachment to a brand, indicating a deep liking for the brand because of positive experiences gained while using it (Aaker, 2018). Respondents agree (3,00) that Shopee app users favor its use, mainly due to the engaging gamification feature in Shopee Games. They stick to Shopee because of this feature and their positive experiences with it. Encouragement from peers who

		Unstandardiz ed Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	7.10230236
Most Extreme Differences	Absolute	.074
	Positive	.035
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

FIGURE 5. Kolmogorov Smirnov Test

have also enjoyed Shopee Games boosts their usage.

The highest level of brand loyalty is committed buyers. It is the highest level of loyalty where consumers take pride in the brand, characterized by expressive actions such as promoting the brand to others (Aaker, 2018). Table 1 of committed buyers shows that respondents agree with this level (2,81). The gamification feature in Shopee Games leads users to use Shopee exclusively, fostering strong loyalty and actively promoting and recommending Shopee to their peers.

After the data was collected, the researcher conducted a normality test to find out whether the data was normally distributed or not. In the normality test, the data is normally distributed if the significance value is > 0,05. Based on the test, it is known that the significance value is 0,200, which is greater than 0,05. It suggests that there is no significant evidence to reject the null hypothesis that the data is normally distributed. In other words, if the significance value is 0,200, it indicates that the data is likely normally distributed since 0,200 > 0,05. Therefore, it can generally be concluded that the data follows a normal distribution (figure 5).

Based on Figure 6, researchers used a correlation test to determine the strength of the relationship between the gamification variable and the brand loyalty variable. The results showed that the two variables had a moderate relationship

		Gamification	Brand Loyalty
Gamification	Pearson Correlation	1	.569**
	Sig. (2-tailed)		.000
	N	96	96
Brand Loyalty	Pearson Correlation	.569**	1
	Sig. (2-tailed)	.000	
	N	96	96

**. Correlation is significant at the 0.01 level (2-tailed).

FIGURE 6 .Correlation Tes

strength with a value of 0,569. This result is also in line with the data obtained from the survey results of respondents. Based on the respondents' answers to the questionnaire, it can be identified that there is only a slight difference in the percentage of respondents who agree and disagree with the statements of each dimension in the brand loyalty variable. This result explains that only half of the respondents who used Shopee Games have loyalty to Shopee. In addition, it is known that the relationship formed is positive; therefore, the higher the use of gamification in the Shopee application through the Shopee Games feature, the brand loyalty of Shopee users will also increase.

Figure 7 on the model summary indicates that gamification is a moderately effective predictor for explaining the variability in the dependent variable. An R Square value of 0.324 means that gamification explains 32,4% of the variability in the dependent variable. This value indicates that approximately one-third of the variation in the dependent variable can be attributed to gamification. While this is a significant contribution, it

also suggests that 67,6% of the variability is explained by other factors not included in this model. In summary, gamification plays an important role as a predictor in this model, but other variables or factors still explain a considerable portion of the variability.

$$Y = a + bX$$
$$Y = 13,703 + 0,575X$$

Based on the simple linear regression analysis in Figure 8, it can be concluded that, first, the constant value is 13,703; this means that if the independent variable (gamification) is considered constant or there is no change, then the value of the dependent variable (brand loyalty) is 13,703. Second, the regression coefficient has a value of 0,575, meaning that every time there is an addition of 1 unit value of the gamification variable, the brand loyalty variable will increase by 0,575. In addition, in Figure 4, the Sig score is 0,019, which is lower than 0,05. Hence, this score means to accept H1 and reject H0. Overall, it can be concluded that gamification on the Shopee application through the Shopee Games affects the

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569[a]	.324	.317	7.140

a. Predictors: (Constant), Gamification

FIGURE 7. Coefficient of Determination Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.703	5.755		2.381	.019
	Gamification	.575	.086	.569	6.708	.000

a. Dependent Variable: Brand Loyalty

FIGURE 8. Simple Linear Regression Analysis

brand loyalty of Shopee users.

By linking the results of these regression coefficients with the concepts of gamification and brand loyalty, it can be concluded that gamification is an effective tool for increasing brand loyalty. As Bitner & Shipper (as cited in Dymek & Zackariasson, 2016) explained, through gamification, consumers and brands can co-create value, resulting in increased customer brand loyalty. Thus, the results of the analysis show that the gamification of Shopee Games is effective for Shopee brand loyalty. Shopee Games users have a positive attitude and expressed interest in the Shopee e-commerce application. Shopee Games users have expressed interest in knowing more about Shopee. In addition to games, Shopee also offers various other features, such as Shopee Mall, Shopee Food, and others. However, respondents, such as Shopee Games users, use Shopee only to get various benefits from Shopee Games. For example, the coins they earn can even be used to shop on the application.

CONCLUSION

Several conclusions were derived from the findings and discussions. First, the gamification of the Shopee Games is effective for Shopee brand loyalty. Furthermore, gamification on the Shopee application through Shopee Games can influence the brand loyalty of Shopee users by 32,4%. The remaining 67,6% is determined by other factors not discussed in this study. Second, there is a relationship between gamification and brand loyalty. The correlation value is 0,569, which indicates a moderate relationship. Supported by the analysis of respondents' answers, there was only a slight difference in the percentage of respondents who agreed and disagreed with statements from each dimension in the brand loyalty variable. The correlation value shows a positive relationship

between gamification and brand loyalty. It means that higher gamification usage through Shopee Games will increase the brand loyalty of Shopee users.

Third, the gamification variable has an overall mean score of 3,19, and the dimension with the most significant value is 'rewards' with a mean score of 3,44. It can be concluded that the prizes offered greatly influence users to use the gamification feature on the Shopee application through Shopee Games. Fourth, the brand loyalty variable has an overall mean score of 2,89, and the dimension in the highest position is a habitual buyer, with a mean score of 3,09. Therefore, we can conclude that most respondents are habitual buyers who already have an attachment to Shopee and do not feel disappointed in Shopee because of Shopee Games but still desire to use other e-commerce that offer better services than Shopee.

Regarding this research, suggestions for further research are to use dimensions different from those used in this study to find out other factors of gamification that can affect Shopee users' brand loyalty—for instance, achievement-related features, immersion-related features, and social-related features from the gamification feature category. Conducting research as deeply as possible using the mixed method by collecting data from questionnaires and conducting interviews with the relevant company for more precise and in-depth results is also recommended. In addition, this research has limitations, such as the less diverse respondents' characteristics. Therefore, expanding the questionnaire distribution is recommended to ensure that the respondents' characteristics are balanced.

Implementing game elements in brand-consumer interactions not only enhances engagement but also significantly contributes to increasing

consumer loyalty to the brand. Therefore, companies may consider gamification strategies as a key part of their efforts to build and maintain brand loyalty. Moreover, it is also known that rewards are the most influential dimension among the six elements of gamification. Therefore, Shopee can develop innovations related to the types of rewards or recognition offered in the Shopee Games feature to attract users' interest in continuing to use the Shopee Games feature. However, it would certainly be better if Shopee could maximize the potential of all elements to enhance brand loyalty among Shopee users.

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