

## ABSTRAK

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(xiv + 117 halaman; 6 gambar; 27 tabel; 6 lampiran)

### **PENGARUH *GAMIFICATION* TERHADAP *BEHAVIORAL INTENTION* TERHADAP GENERASI Z PADA *E-COMMERCE*: PERAN *REWARD* SEBAGAI VARIABEL MEDIASI PADA APLIKASI SHOPEE DI INDONESIA**

Digitalisasi telah mendorong adopsi fitur gamifikasi dalam *e-commerce* untuk meningkatkan pengalaman pengguna. Namun, penelitian sebelumnya masih memberikan gap dalam memahami pengaruh gamifikasi terhadap niat perilaku generasi Z secara umum, khususnya di Indonesia. Penelitian ini bertujuan untuk mengeksplorasi pengaruh gamifikasi terhadap niat perilaku generasi Z dalam menggunakan fitur Shopee, dengan mempertimbangkan variabel mediasi berupa rewards. Pendekatan penelitian kuantitatif menggunakan metode PLS-SEM digunakan untuk menganalisa 178 responden generasi Z pengguna Shopee di Indonesia. Hasil penelitian menunjukkan Gamifikasi berpengaruh signifikan terhadap niat perilaku melalui peran mediasi *rewards*, *Perceived enjoyment* dan *social interaction* secara langsung meningkatkan efektivitas gamifikasi serta *Perceived ease of use* dan *perceived usefulness* turut berkontribusi pada niat perilaku pengguna. Penelitian ini memberikan wawasan bagi *perusahaan e-commerce* seperti Shopee untuk memanfaatkan gamifikasi secara strategis, fokus pada elemen-elemen seperti rewards untuk mendorong loyalitas pengguna. Selain itu, perusahaan dapat meningkatkan interaksi sosial dan kesenangan pengguna untuk menciptakan pengalaman belanja yang lebih menarik.

**Kata Kunci:** *Gamification*, *Behavioral Intention*, Generasi Z, *Technology Acceptance Model (TAM)*, *Reward*

## **ABSTRACT**

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*(xv + 117 pages; 6 figures; 27 tables; 6 appendixes)*

### ***THE INFLUENCE OF GAMIFICATION ON BEHAVIORAL INTENTION AMONG GENERATION Z IN E-COMMERCE: THE MEDIATING ROLE OF REWARDS IN SHOPEE INDONESIA***

*Digitalization has driven the implementation of gamification features in e-commerce to enhance user experience. However, previous studies still provide a gap in understanding the influence of gamification on behavioral intentions of generation Z in general, especially in Indonesia. This study aims to explore the influence of gamification on behavioral intentions of generation Z in using Shopee features, by considering mediating variables in the form of rewards. The quantitative research approach uses the PLS-SEM method which is used to analyze 178 generation Z respondents who are Shopee users in Indonesia. The results of the study show that Gamification has a significant effect on behavioral intentions through the mediating role of rewards, Perceived enjoyment and social interaction directly increase the effectiveness of gamification and Perceived ease of use and perceived benefits also contribute to user behavioral intentions. This study provides insights for e-commerce companies such as Shopee to utilize gamification strategically, focusing on elements such as rewards to encourage user loyalty. In addition, companies can increase social interaction and user enjoyment to create a more engaging shopping experience.*

**Keywords:** *Gamification, Behavioral Intention, Generation Z, Technology Acceptance Model (TAM), Reward*