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GHEI' BINTANG ISSUE

# The Influence of Gamification, Perceived Enjoyment, and E-Trust on Repurchase Intention: A Case Study of Uniba Madura Students Using Shopee E-Commerce

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## ABSTRAK

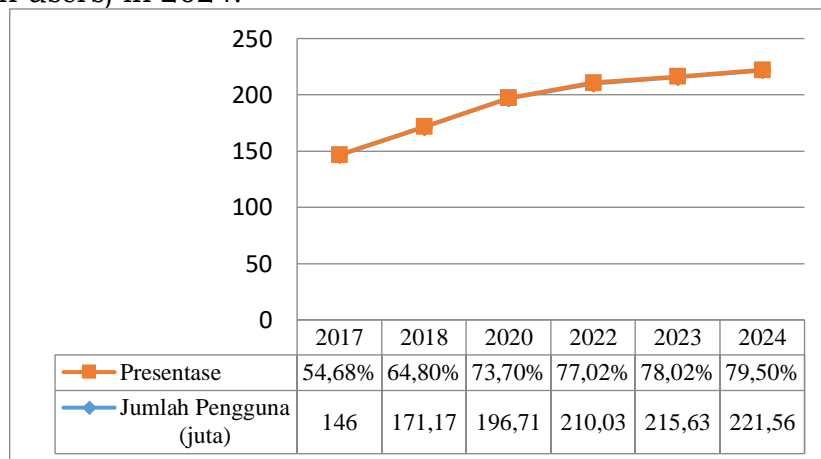
The rapid growth of e-commerce has driven platforms like Shopee to adopt gamification features to enhance user engagement. This study aims to examine the partial and simultaneous effects of Gamification, Perceived Enjoyment, and E-Trust on Repurchase Intention among Uniba Madura students who use Shopee. A quantitative approach was applied using a survey method. The sample consisted of 97 respondents selected through purposive sampling, with the Slovin formula used to determine the sample size. Data were collected via questionnaires distributed through Google Forms to students who use Shopee and have interacted with its gaming features. The findings reveal that both Gamification and Perceived Enjoyment have a positive and significant effect on Repurchase Intention, while E-Trust does not show a significant partial effect. However, all three variables simultaneously influence Repurchase Intention. These results suggest that increasing enjoyment and gamified experiences can effectively drive repeat purchases in e-commerce settings.

**Keyword: Gamification, Perceived Enjoyment, E-Trust, Repurchase Intention**

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## Introduction

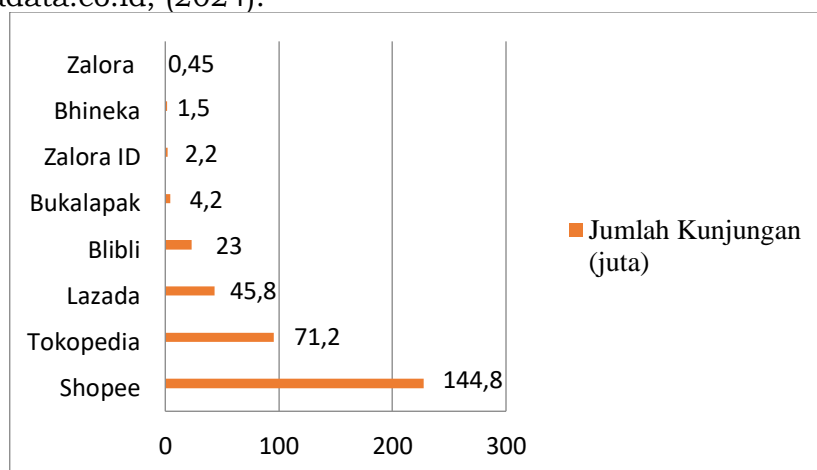
The rapid advancement of technology, particularly the internet, has significantly transformed cultural norms, lifestyles, and consumer behavior. Internet access enables instantaneous information exchange at low cost and has become a powerful tool for businesses to market products and maintain relationships with current and potential customers. In Indonesia, internet usage has grown rapidly (Safira, 2023). According to the Indonesian Internet Service Providers Association (APJII), internet penetration increased from 54% (146 million users) in 2017 to 79.5% (221.56 million users) in 2024.



Source: Indonesiabaik.id, 2024

**Figure 1.** Data on the Number of Internet Users in Indonesia

This technological evolution has driven the expansion of e-commerce, with platforms like Shopee, Tokopedia, and Lazada dominating the online marketplace (Bahtiar, 2020). Taruli et al., (2021) Among these, Shopee is the most visited e-commerce platform in Indonesia, with over 144.8 million users in 2024 Databoks.katadata.co.id, (2024).



Source: Databoks.katadata.co.id, (2024)

**Figure 2.** E-commerce Visit Data in 2024

This growing competition demands that companies understand consumer behavior deeply-especially in encouraging repurchase intention, which reflects a

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customer's willingness to make repeat purchases after a positive experience (Ivastyia & Fanani, 2020).

One strategic approach used by Shopee to engage consumers is gamification, which refers to the integration of game-like elements in non-game contexts. Marina et al., (2020) Shopee offers various interactive features such as Shopee Tanam, Shopee Lucky Prize, and Shopee Candy, which reward users with coins, vouchers, or other incentives (Shopee.co.id). These enjoyable activities are designed not only to entertain but also to foster emotional engagement and loyalty, potentially increasing the likelihood of repeat purchases (Fadhila, 2023).

In addition to gamification, perceived enjoyment—the pleasure derived from using the platform—also plays a crucial role. When users find the shopping experience enjoyable, they are more likely to return and purchase again (Djohan et al., 2022). Research shows that enjoyable digital interactions enhance satisfaction and influence repurchase behavior (Almaudina et al., 2023). However, findings on the impact of perceived enjoyment and gamification on repurchase intention have been mixed, indicating the need for further investigation (Eldhia & Iriyanty, 2022).

Another critical factor influencing repurchase behavior is e-trust, or consumer trust in online platforms (Arofah, 2022). Trust is shaped by the quality, accuracy, and transparency of product information, as well as secure payment methods (Kristin, 2024). On Shopee, users can access product reviews, seller ratings, and multiple payment options—including COD, which is particularly popular among young consumers (Pradnyaswari & Aksari, 2020).



Source: Info.populix.com, 2024

**Figure 3.** Online Shopping Activity Data Based on Age

Preliminary interviews with students from Universitas Bahaudin Mudhary Madura (Uniba Madura) revealed high engagement with Shopee, particularly its gamification features, and some concerns about product information accuracy (Hidayat, 2020). Given that university students—primarily from Gen Z and Millennials—represent the largest group of online shoppers (Populix, 2024), understanding the factors influencing their repurchase intention is crucial (Febriana et al., 2023).

Furthermore, Uniba Madura, though established only in 2018, has grown rapidly with over 4,000 students, making it an ideal setting to study this demographic (Hidayat, 2020). The university's students frequently use Shopee not just for shopping, but also for interacting with gamified features, reflecting a broader trend in digital consumer behavior (PDDikti, 2024). Given the importance of user engagement, trust, and enjoyment in the online shopping experience, this study aims to examine: "The Influence of Gamification, Perceived Enjoyment, and E-Trust on Repurchase

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Intention (A Case Study of Shopee Users Among Students at Universitas Bahaudin Mudhary Madura).”

**Literature Review***The Influence of Gamification on Repurchase Intention*

Gamification is the integration of game-like elements into non-game contexts to encourage specific user behaviors, particularly in e-commerce platforms. According to Vdov (2020), gamification not only enhances user engagement through interactive experiences but also tracks user activity, which in turn provides valuable business insights through processed data analysis. Moreover, gamification can improve conversion rates, as user interest in purchasing tends to grow due to direct involvement in enjoyable in-app games.

A study conducted by Handayani and Ardila (2023), titled “*The Influence of Gamification and Perceived Enjoyment on Repurchase Intention on the Shopee Mobile Application in Bandung City*”, found that gamification had both simultaneous and partial effects on repurchase intention. This indicates that gamification features can motivate user behavior toward repeated purchasing on e-commerce platforms.

*The Influence of Perceived Enjoyment on Repurchase Intention*

Perceived enjoyment refers to intrinsic motivation that emphasizes user experience, reflecting the pleasure and comfort felt while interacting with a system. This concept focuses on the enjoyment or satisfaction experienced while shopping and browsing an e-commerce platform, often influenced by the quality and usability of the website. According to Hansel (2021), comfort is a key consideration in consumers’ purchasing decisions, especially when engaging with digital platforms.

G.A. Putri (2021) stated that a pleasant online shopping experience leads to customers spending more time on the platform and encourages future purchases. Salsabila et al. (2022) further support this by highlighting that perceived enjoyment has a direct influence on repurchase intention. Similarly, a study by Arofah (2022), titled “*The Influence of Perceived Usefulness, Perceived Enjoyment, Perceived Ease of Use, Perceived Value, and Trust on Online Repurchase Intention among Shopee Consumers in Indonesia*”, found that perceived enjoyment significantly impacts online repurchase behavior.

*The Influence of E-Trust on Repurchase Intention*

Electronic trust (e-trust) is defined as consumers’ confidence in the reliability and integrity of online platforms when engaging in digital transactions. E-trust plays a vital role in purchasing decisions, especially in the anonymous and high-risk environment of e-commerce. Consumers are more likely to repurchase when they feel safe and believe that the information provided by the online service is accurate and trustworthy.

Amadea and Herdinata (2022) noted that higher levels of perceived e-trust increase the likelihood of repurchase intention. This finding is supported by a study from Sari and Febriyanti (2023), titled “*The Influence of E-Service Quality, Website Quality, Promotion, and E-Trust on Repurchase Intentions on the Shopee E-Commerce Platform in Solo Raya*”, which concluded that e-trust has a positive and significant effect on repurchase intention.

**Hypothesis**

According to Sugiyono (2020), a hypothesis is a temporary answer to a research problem that has been formulated in the form of a research question, and its validity

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must be tested empirically. Based on the research problems and objectives, the hypotheses proposed in this study are:

- H1: It is assumed that the Gamification variable (X1) has a positive and significant effect on Repurchase Intention (Y).
- H2: It is assumed that the Perceived Enjoyment variable (X2) has a positive and significant effect on Repurchase Intention (Y).
- H3: It is assumed that the E-Trust variable (X3) has a positive and significant effect on Repurchase Intention (Y).
- H4: It is assumed that Gamification (X1), Perceived Enjoyment (X2), and E-Trust (X3) simultaneously have a positive and significant effect on Repurchase Intention (Y).

**Research Methods****Type and Design of Research**

This research uses a quantitative approach. According to Sugiyono (2020), quantitative research is a method based on the philosophy of positivism and is used to study specific populations or samples, using data collection instruments and data analysis conducted statistically. This method is referred to as quantitative because the data obtained is in the form of numbers. It involves the identification and analysis of variables using appropriate techniques.

The research design serves as a blueprint guiding the execution of the study. According to Sina (2022), its purpose is to provide clear and structured direction for the researcher. This study employs a survey design, where data is collected through the distribution of questionnaires. Sugiyono (2020) notes that survey designs can be applied to both large and small populations and are used to describe attitudes, behaviors, and characteristics based on samples drawn from a population.

**Data Collection Techniques**

Sugiyono (2020) highlights that data collection is a crucial step in research. The techniques used in this study include:

Population and Sample

**Population**

According to Sugiyono (2020), a population is a general area consisting of objects or subjects with certain qualities and characteristics. The population in this study includes all active students at Bahaudin Mudhary University Madura, totaling 3,474 students based on PDDikti data for 2024.

**Sample**

A sample is a subset of the population used for study. This study uses purposive sampling, where respondents must:

1. Be active students of Uniba Madura.
2. Have made purchases on Shopee.
3. Have used Shopee's game feature.

Using Slovin's formula with a significance level of 10%:

$$n = N / (1 + N * e^2)$$

$$n = 3,474 / (1 + 3,474 * 0.01)$$

$$n \approx 97$$

To ensure proportionate representation across departments and cohorts, the proportionate stratified sampling method is applied.

**DOI:****Data Analysis****Instrument Analysis**

- **Validity Test:** Ensures questions reflect the construct being measured. A statement is valid if  $r\text{-count} > r\text{-table}$  and  $\text{sig.} < 0.05$ .
- **Reliability Test:** Assesses consistency over time using Cronbach's Alpha. A value  $\geq 0.60$  indicates reliable data.

**Classical Assumption Tests**

- **Normality Test:** Uses Kolmogorov–Smirnov. Data is normal if  $\text{sig.} \geq 0.05$ .
- **Multicollinearity Test:** Checked via tolerance ( $>0.10$ ) and VIF ( $<10$ ).
- **Heteroscedasticity Test:** Uses Glejser test. No heteroscedasticity if  $\text{sig.} \geq 0.05$ .

**Multiple Linear Regression Analysis**

This method is used to assess the influence of the independent variables ( $X_1$  = Gamification,  $X_2$  = Perceived Enjoyment,  $X_3$  = E-Trust) on the dependent variable ( $Y$  = Repurchase Intention).

**Regression Equation:**

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

**Hypothesis Testing**

- **T-Test (Partial Test):** Tests the influence of each independent variable. Significant if  $p\text{-value} \leq 0.05$ .
- **F-Test (Simultaneous Test):** Assesses the joint effect of independent variables. Significant if  $p\text{-value} \leq 0.05$ .
- **Coefficient of Determination ( $R^2$ ):** Measures how well the model explains the dependent variable. A higher  $R^2$  indicates better model fit.

**Result and Discussion****Result**

According to Ghozali (2021), the multiple linear regression test aims to test or measure how big the relationship is between two or more variables, namely the independent variable (variable X) and the dependent variable (variable Y).

**Table 1.** Multiple Linear Regression Test Results

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,848	1,488		1,242	,217
	Gamification	,258	,089	,247	2,917	,004
	Perceived Enjoyment	,586	,084	,556	6,939	,000
	E-Trust	,066	,067	,076	,979	,330
a. Dependent Variable: Repurchase Intention						

Source: SPSS 25 *output* , processed by researcher (2025)

Based on the results of the multiple linear regression test in table 4.17 above, the coefficient of the independent variable *Gamification* ( $X_1$ ) = 0.258, the variable

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*Perceived Enjoyment* (X2) = 0.586 and the variable *E-Trust* (X3) = 0.066 and a constant of 1.848, so that the regression equation model obtained in this study is as follows:

$$Y = \alpha + \beta_1 \cdot X_1 + \beta_2 \cdot X_2 + \beta_3 \cdot X_3 + e$$
$$Y = 1.848 + 0.258 \cdot X_1 + 0.586 \cdot X_2 + 0.066 \cdot X_3 + e$$

The multiple linear regression equation model can be interpreted as follows:

1. The constant value of 1.848 means that when *the Gamification, Perceived Enjoyment* and *E-Trust variables* have constant values or are 0 (zero), then *the Repurchase Intention value* is 1.848.
2. *Gamification* regression coefficient value ( $\beta_1$ ) of 0.258 indicates a positive direction, which means that if the *Gamification* variable value experiences a positive direction, an increase of 1 unit or 1% then *Repurchase Intention will* increase by 0.258 or 25.8%. Assuming the other independent variables are constant or have a value of 0 (zero).
3. The regression coefficient value of *Perceived Enjoyment* ( $\beta_2$ ) of 0.586 indicates a positive direction, which means that if the value of *the Perceived Enjoyment variable* experiences... an increase of 1 unit or 1% then *Repurchase Intention will* increase by 0.586 or 58.6%. Assuming the other independent variables are constant or have a value of 0 (zero).
4. The regression coefficient value of *E-Trust* ( $\beta_3$ ) of 0.066 indicates a positive direction, which means that if the value of *the E-Trust variable* increases by 1 unit or 1%, then *Repurchase Intention will* increase by 0.066 or 6.6%. Assuming that the other variables are constant or have a value of 0 (zero).

Based on the results of the regression test obtained, it was found that *Perceived Enjoyment* (X2 = 0.586) is the most dominant factor in influencing *Repurchase Intention*.

**Discussion**

This study aims to examine the effect of Gamification, Perceived Enjoyment, and E-Trust on Repurchase Intention among Uniba Madura students who use Shopee e-commerce. The findings are discussed based on statistical tests and supported by field observations and relevant previous studies.

Based on the partial t-test results, the Gamification variable has a positive and significant effect on Repurchase Intention, as indicated by the significance value of  $0.004 < 0.05$ . This confirms the first hypothesis (H1) is accepted, indicating that Gamification significantly encourages users to make repeated purchases on Shopee.

Field interviews with Uniba Madura students revealed that they often engage with Shopee's gamified features, such as playing games that offer rewards in the form of coins, discount vouchers, and other incentives. These rewards are used during transactions, which in turn motivates continued engagement and repeat purchasing behavior. This is reinforced by survey responses, where the highest mean score of 4.32 was found in statement X1.2, "*I am motivated to participate more actively with the rewards/awards given,*" classified as *strongly agree*.

This finding supports the theoretical framework proposed by Djohan et al. (2022), who argued that gamification serves as a marketing strategy to boost customer engagement and enhance repurchase intentions by providing interactive elements and incentives. Similarly, this result aligns with previous research by Az-Zahra (2024), Binardi et al. (2022), Handayani & Ardila (2023), and Susilo (2022), which also found a positive influence of gamification on repurchase behavior. However, it contradicts the findings of M. Putri & Mayasari (2022), who reported no significant relationship.

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The t-test also showed that Perceived Enjoyment has a positive and significant effect on Repurchase Intention, with a significance value of  $0.000 < 0.05$ . Therefore, the second hypothesis (H2) is accepted, suggesting that users who enjoy using the Shopee platform are more likely to repurchase Hidayat, N., Ilahi, L. K., Najiatun, N., & Arifah, H. K. N. (2024).

Interview responses highlighted that students prefer Shopee because of its ease of use, wide range of payment methods, and overall transaction comfort. These factors create a pleasurable shopping experience. This is reflected in the survey responses, where the highest mean score of 4.47 was for item X2.1, *"I am comfortable when making transactions on the Shopee application,"* falling in the *strongly agree* category.

This result is in line with Monica & Japariato (2022), who describe perceived enjoyment as a positive emotional state during technology use, contributing to user satisfaction and loyalty. It is also supported by Arofah (2022), who emphasized that customers who find online shopping enjoyable are more likely to engage in repeat purchases. Similar findings were reported by Wijastuti et al. (2024), Mulia & Adlina (2023), and Arofah (2022), though this contrasts with Farhan (2021), who found a negative and insignificant effect.

Unlike the previous two variables, the E-Trust variable was found to have no significant effect on Repurchase Intention, as indicated by the significance value of  $0.330 > 0.05$ . This leads to the rejection of the third hypothesis (H3).

Several students shared experiences of receiving products that did not match their descriptions, which weakened their trust in the platform. As a result, they often rely on user reviews to verify product credibility before making purchases. The lowest mean score for this variable was found in item X3.1, *"The information provided by Shopee is accurate and reliable,"* with an average score of 3.76, indicating moderate agreement but also highlighting concerns about information reliability Hidayat, N., Ilahi, L. K., Najiatun, N., & Arifah, H. K. N. (2024).

This outcome is consistent with Kusmita et al. (2021), who stated that E-Trust does not significantly influence repurchase behavior when consumers doubt the accuracy or security of the platform. However, it differs from findings by Amadea & Herdinata (2022), Sari & Febriyanti (2023), Jayaputra & Kempa (2022), and Safira (2023), who concluded that E-Trust plays a significant role in shaping repurchase intentions.

The F-test showed a significance value of  $0.000 < 0.05$ , indicating that the three independent variables—Gamification, Perceived Enjoyment, and E-Trust—have a significant simultaneous effect **on** Repurchase Intention. Thus, hypothesis four (H4) is accepted.

This means that while E-Trust may not significantly impact repurchase intention on its own, its combined influence with Gamification and Perceived Enjoyment contributes to the overall predictive power of the model. The implication is that improving all three factors together can significantly enhance customer retention and loyalty, especially among student users of Shopee e-commerce (Rahman, H., Abidin, R. Z., & Hidayat, N., 2025).

## **Conclusions and Practical Implication**

### **Conclusion**

This study aims to analyze the influence of the variables Gamification, Perceived Enjoyment and E-Trust on Repurchase Intention (Case Study on Uniba



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Madura Students Using Shopee E-Commerce), Based on the results of the data and discussions carried out, the following conclusions can be drawn:

1. The Gamification variable has a positive and significant influence on Repurchase Intention (Case Study on Uniba Madura Students Using Shopee E-Commerce).
2. The Perceived Enjoyment variable has a positive and significant influence on Repurchase Intention (Case Study on Uniba Madura Students Using Shopee E-Commerce).
3. The E-Trust variable does not have a significant effect on Repurchase Intention (Case Study on Uniba Madura Students Using Shopee E-Commerce).
4. The variables Gamification, Perceived Enjoyment, and E-Trust simultaneously affect the Repurchase Intention variable (Case Study on Uniba Madura Students Using Shopee E-Commerce).

**Practical Implication**

The results of this study indicate that gamification features and the enjoyment of the shopping experience significantly encourage repurchase intention, particularly among Uniba Madura students. Therefore, e-commerce platforms like Shopee are advised to continuously develop gamification elements and create a more enjoyable shopping experience. Rahman, H., Hidayat, N., Arifin, F., & Al Aziz, M. S. K. (2025) Although e-trust does not have a significant direct effect, it remains important for maintaining long-term user loyalty. An integrated approach that combines these three aspects can be an effective strategy to enhance user retention.

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