



The Influence Of Gamification Strategies On Purchase Intention *(The Moderating Role Of Customer Engagement (A Study Of Kopi Kenangan Asli Users))*

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Article received: 05 Mei 2026, Review process: 12 Mei 2026

Article Accepted : 29 Mei 2026, Article published: 06 Mei 2026

ABSTRACT

Gamification in digital marketing is increasingly applied to enhance user interaction and stimulate purchase intention. This study aims to examine the effect of gamification strategies on purchase intention with customer engagement acting as a moderating variable in the relationship. A quantitative approach was employed using structural model analysis and bootstrapping to test the relationships among variables. The results reveal that gamification has a significant effect on customer engagement with a path coefficient of 0.719. Customer engagement also significantly influences purchase intention with a coefficient of 0.345. In addition, gamification shows a significant direct effect on purchase intention with a coefficient of 0.568, indicating a stronger direct influence compared to the indirect effect. The indirect effect through customer engagement is also significant with a coefficient of 0.249, confirming its role as a partial mediator. Based on the Stimulus Organism Response (SOR) theory, gamification acts as the stimulus that shapes customer engagement as the organism, which subsequently leads to purchase intention as the response. Thus, gamification implementation is proven effective in increasing user engagement and strengthening purchase intention.

Keywords: *Gamification, Customer Engagement, Purchase Intention*

ABSTRAK

Gamifikasi dalam konteks pemasaran digital semakin banyak digunakan untuk meningkatkan interaksi pengguna dan mendorong minat beli. Penelitian ini bertujuan untuk menganalisis pengaruh strategi gamifikasi terhadap minat beli dengan customer engagement sebagai variabel yang memoderasi hubungan tersebut. Pendekatan yang digunakan adalah kuantitatif dengan analisis model struktural melalui bootstrapping untuk menguji hubungan antar variabel. Hasil analisis menunjukkan bahwa gamifikasi memiliki pengaruh signifikan terhadap customer engagement dengan koefisien jalur 0,719. Customer engagement juga berpengaruh signifikan terhadap minat beli dengan koefisien 0,345. Selain itu, gamifikasi terbukti memiliki pengaruh langsung yang signifikan terhadap minat beli dengan koefisien 0,568, yang menunjukkan bahwa pengaruh langsung lebih dominan dibandingkan pengaruh tidak langsung. Pengaruh tidak langsung melalui customer engagement juga signifikan dengan koefisien 0,249, sehingga customer engagement berperan sebagai mediator parsial. Berdasarkan teori Stimulus Organism Response (SOR), gamifikasi berperan sebagai stimulus yang membentuk customer engagement sebagai organisme, yang kemudian menghasilkan respons berupa minat beli.

Dengan demikian, implementasi gamifikasi terbukti efektif dalam meningkatkan keterlibatan pengguna sekaligus mendorong niat pembelian.

Kata Kunci: *Gamifikasi, Customer Engagement, Minat Beli*

INTRODUCTION

Digital marketing has undergone significant transformation with the integration of interactive technologies that reshape how businesses communicate with consumers. Instead of relying solely on traditional advertising, companies now emphasize digital experiences that are more engaging, personalized, and user-centered. This evolution reflects a broader shift in marketing strategies where consumer attention and interaction are key drivers of competitive advantage.

Consumer behavior in digital environments is influenced by a combination of psychological and technological factors that determine how individuals respond to marketing stimuli. Understanding these behavioral patterns is essential for designing effective strategies that can influence decision-making processes. Marketing communication today is expected to go beyond information delivery and instead create meaningful user experiences that foster long-term relationships between consumers and brands.

One of the increasingly adopted approaches in digital marketing is gamification, which incorporates game-like elements such as points, rewards, challenges, and progress indicators into non-game contexts. This strategy aims to increase user motivation and active participation by making digital interactions more enjoyable and immersive. As a result, gamification has become widely implemented in various digital platforms, particularly in mobile applications and e-commerce systems.

From a marketing management perspective, gamification reflects the need for strategic innovation in influencing consumer behavior. Effective marketing strategies must not only attract users but also sustain their involvement through continuous engagement mechanisms. Therefore, businesses are required to design interactive systems that can balance entertainment value with persuasive communication to achieve optimal marketing outcomes.

Customer engagement has emerged as a key concept in modern marketing studies, referring to the cognitive, emotional, and behavioral involvement of consumers with a brand or platform. High levels of engagement are often associated with stronger trust, satisfaction, and loyalty toward a product or service. In digital contexts, engagement is reflected not only in usage frequency but also in the depth and quality of user interaction.

Research in Indonesian marketing literature highlights that interactive digital strategies significantly influence consumer engagement and behavioral responses toward brands. Studies show that the quality of digital interaction plays an important role in shaping consumer perceptions and attitudes. This indicates that engagement serves as a critical factor in determining the effectiveness of digital marketing strategies.

Purchase intention represents the likelihood of consumers to purchase a product or service in the future and is a strong predictor of actual buying

behavior. It is influenced by various factors such as perceived value, trust, experience, and satisfaction. In digital ecosystems, purchase intention is closely related to how users perceive their interaction experience with a platform.

Tabel 1. Top Brand Index of Local Coffee Shops in Indonesia 2021-2025

Brand Name	2022	2023	2024	2025
Janji Jiwa	38,30%	39,50%	44,80%	42,10%
Kopi Kenangan	42,60%	42,60%	39%	39.20%
Fore	6,50%	7,50%	6,90%	9,50%

Source: Top Brand Award 2022-2025 (www.topbrand-award.com)

The Top Brand Index of local coffee shops in Indonesia from 2021 to 2025 shows a highly competitive market landscape, where several brands consistently dominate consumer preference and market share. This indicates that brand positioning and consumer loyalty play a crucial role in the coffee shop industry in Indonesia. Among these brands, Kopi Kenangan remains one of the leading local coffee chains, reflecting strong market acceptance and continuous growth in the digital-based coffee industry.

The relationship between engagement and purchase intention has become an important focus in contemporary marketing research. Higher engagement levels are often linked to stronger psychological attachment, which can lead to increased willingness to purchase. This suggests that engagement acts as a bridge between marketing stimuli and consumer decision-making outcomes.

Gamification, as a strategic tool, has been shown to influence both engagement and purchase intention through interactive user experiences. By integrating motivational elements into digital platforms, gamification encourages users to participate more actively and consistently. This behavioral reinforcement can ultimately shape positive attitudes toward purchasing decisions.

In this study context, the integration of gamification strategies within digital platforms is expected to enhance user engagement and strengthen purchase intention. The dynamic interaction between these variables reflects a modern marketing approach that emphasizes experience-based value creation. Therefore, understanding these relationships is essential for optimizing digital marketing effectiveness in competitive environments.

METHODE

The research employed a quantitative approach to examine the relationships between gamification strategies, customer engagement, and purchase intention. This approach was selected to allow objective measurement of variables and statistical testing of hypotheses. The study used a structured survey method as the primary data collection technique, distributing questionnaires to respondents who are users of a digital application that implements gamification features. The measurement items for each variable were adapted from established indicators in previous studies and were measured using a Likert scale to capture

respondents' perceptions and responses.

The data analysis was conducted using Structural Equation Modeling (SEM) with a bootstrapping technique to test both direct and indirect effects among variables. This method was chosen due to its ability to analyze complex relationships and assess mediation effects simultaneously. The analysis focused on evaluating the significance of path coefficients, t-statistics, and p-values to determine the strength of relationships between variables. In addition, model fit and reliability tests were carried out to ensure the validity and consistency of the measurement model before hypothesis testing was performed.

RESULTS AND DISCUSSION

The evaluation of the research instruments is conducted to ensure that all constructs meet the required standards of validity and reliability. This step is essential to confirm that the indicators used are able to accurately and consistently represent the research variables. By ensuring measurement quality, the results of the subsequent analysis can be considered reliable as a basis for structural model testing and hypothesis examination. The results of the construct validity and reliability assessment are presented in the following table.

Table 2 Outer Loading

<i>Variable</i>	<i>Indicator</i>	<i>Outer Loading</i>	<i>Description</i>
Gamification (X)	G1	0.600	Valid
	G2	0.763	Valid
	G3	0.811	Valid
	G4	0.753	Valid
	G5	0.818	Valid
	G6	0.663	Valid
	G7	0.794	Valid
Customer Engagement (Z)	CE1	0.788	Valid
	CE2	0.697	Valid
	CE3	0.756	Valid
	CE4	0.777	Valid
	CE5	0.771	Valid
	CE6	0.756	Valid
Purchase Intention (Y)	PI1	0.843	Valid
	PI2	0.888	Valid
	PI3	0.831	Valid

Source: Data processed by author (2025)

Based on the results of the outer loading assessment in Table 2, it can be observed that all indicators for the Gamification (X), Customer Engagement (Z), and Purchase Intention (Y) variables generally meet the required validity criteria. Although some indicators show values below 0.70, all of them are still above the

minimum threshold of 0.50, indicating that they remain acceptable and valid for use in the model. These results demonstrate that the indicators are adequately capable of representing their respective constructs in this study. Furthermore, to ensure a more comprehensive evaluation of the measurement model, the assessment of convergent validity and reliability is presented in the following table.

Table 3 Convergent Validity & Reliability

<i>Variable</i>	<i>Cronbach's Alpha</i>	<i>rho_c</i>	<i>rho_a</i>	<i>AVE</i>	<i>Description</i>
<i>Gamification</i>	0,866	0,897	0,874	0,575	<i>Valid & Reliable</i>
<i>Customer Engagement</i>	0,852	0,890	0,853	0,558	<i>Valid & Reliable</i>
<i>Purchase Intention</i>	0,815	0,890	0,818	0,730	<i>Valid & Reliable</i>

Source: Data processed by author (2025)

Based on the data in Table 4.8, all variables meet the required criteria for construct reliability and validity. The Cronbach's Alpha values for gamification, customer engagement, and purchase intention are all above 0.70, indicating that each construct has good internal consistency. This means that the indicators within each variable are able to measure the same concept in a consistent and reliable way.

1. Effect of Gamification Strategy on Customer Engagement in the Kopi Kenangan Asli Application

The results of the analysis indicate that gamification strategy has a significant positive effect on customer engagement in the Kopi Kenangan Asli application. This finding is supported by the high coefficient value obtained in the structural model, showing that gamification elements are effective in encouraging user interaction and participation. The implementation of reward systems, challenges, and progress tracking contributes to increased user involvement within the application.

Customer engagement refers to the level of cognitive, emotional, and behavioral involvement of users in interacting with a digital platform. In marketing management, engagement is considered an important determinant of customer loyalty and long-term relationship building. In this study, engagement is reflected in how actively users respond to gamification features and how frequently they interact with the application.

The strength of the relationship between gamification and customer engagement suggests that interactive features are capable of shaping user behavior more effectively than passive marketing approaches. Users tend to show higher engagement when they are motivated by clear goals, rewards, and

feedback systems embedded in the application. This indicates that gamification works as a behavioral trigger that enhances user participation.

Previous studies in Indonesia also support the finding that gamification has a significant impact on user engagement in digital platforms. Research shows that interactive systems such as points, badges, and missions significantly increase user motivation and participation levels. These elements create a more engaging digital experience that encourages continuous interaction with the platform.

From a behavioral perspective, gamification operates by reinforcing user motivation through both intrinsic and extrinsic factors. Users are driven not only by external rewards but also by psychological satisfaction derived from completing tasks and achieving progress. This dual motivation mechanism strengthens the level of engagement in digital applications.

In addition, gamification contributes to habit formation by encouraging repetitive user interaction. The presence of structured challenges and reward systems creates a sense of achievement that motivates users to return to the application. Research in Indonesian digital marketing studies confirms that such mechanisms significantly enhance user engagement intensity.

Overall, the findings confirm that gamification strategy plays a crucial role in increasing customer engagement in the Kopi Kenangan Asli application. The stronger the implementation of gamification elements, the higher the level of user engagement achieved, indicating that interactive marketing strategies are highly effective in shaping consumer behavior in digital environments.

2. Effect of Customer Engagement on Purchase Intention in the Kopi Kenangan Asli Application

The results of the analysis indicate that customer engagement has a significant positive effect on purchase intention in the Kopi Kenangan Asli application. This is reflected in the structural model results, where customer engagement contributes to increasing users' intention to make future purchases. The finding shows that the higher the level of user engagement, the stronger the tendency for users to develop purchase intention.

Customer engagement plays an important role in shaping consumer behavior because it reflects the depth of user involvement with a digital platform. When users are actively engaged, they tend to develop emotional attachment and trust toward the application. This emotional connection becomes a key driver in influencing their willingness to continue using the service and make purchase decisions.

Based on the hypothesis testing results, the relationship between customer engagement and purchase intention is statistically significant, as indicated by a p-value below 0.05. This means that Hypothesis 2 is accepted, confirming that engagement has a direct influence on purchase intention. The positive coefficient value also indicates that the relationship between these two variables is strong and consistent.

In Indonesian digital marketing research, customer engagement has been proven to have a significant impact on purchase intention, especially in mobile-

based service applications. Studies show that users who are more engaged tend to develop stronger buying intentions due to increased familiarity and satisfaction with the platform. This supports the findings of the present study.

Engagement also influences purchase intention through repeated interaction and positive user experience. When users frequently interact with an application, they become more confident in its value and services. This repeated exposure strengthens their perception and increases the likelihood of future purchases.

The findings of this study align with previous research which states that engagement acts as a psychological bridge between user experience and purchasing behavior. Users who feel connected to a platform are more likely to convert their engagement into actual buying intention. This demonstrates the importance of maintaining high levels of user interaction in digital applications.

Overall, it can be concluded that customer engagement has a significant and positive effect on purchase intention in the Kopi Kenangan Asli application. The stronger the engagement experienced by users, the higher their intention to make purchases, confirming that engagement is a critical factor in influencing consumer decision-making in digital environments.

3. Effect of Gamification on Purchase Intention and the Mediating Role of Customer Engagement in the Kopi Kenangan Asli Application

The results of hypothesis testing show that gamification has a significant direct effect on purchase intention in the Kopi Kenangan Asli application. This is indicated by a path coefficient of 0.568 with a p-value below 0.05, meaning that Hypothesis 3 is accepted. These results confirm that gamification directly influences users' intention to make purchases, demonstrating its effectiveness as a marketing strategy in digital applications.

In addition, gamification also has a significant indirect effect on purchase intention through customer engagement. The mediation analysis shows a path coefficient of 0.249 with a p-value below 0.05, indicating that Hypothesis 4 is also accepted. This result confirms that customer engagement plays a role in mediating the relationship between gamification and purchase intention, although the effect is relatively smaller compared to the direct effect.

Customer engagement itself significantly affects purchase intention, as previously shown by a path coefficient of 0.345 with a p-value below 0.05. This indicates that users who are more engaged tend to have a higher intention to purchase. However, the comparison of coefficients shows that gamification has a stronger direct effect (0.568) than the effect through engagement.

Based on these findings, customer engagement is categorized as a partial mediator in the relationship between gamification and purchase intention. This means that gamification influences purchase intention both directly and indirectly, but the direct influence remains dominant in shaping user behavior.

From the perspective of the Stimulus Organism Response (SOR) theory, gamification acts as the stimulus that influences customer engagement as the organism, which then leads to purchase intention as the response. However, the

statistical results indicate that the direct pathway from gamification to purchase intention is stronger than the mediated pathway.

Previous Indonesian studies also confirm that gamification significantly affects purchase intention, both directly and through engagement mechanisms. These findings support the idea that interactive marketing strategies not only enhance user involvement but also directly encourage purchasing decisions.

Overall, it can be concluded that gamification has a significant direct effect ($\beta = 0.568$, $p < 0.05$) and an indirect effect through customer engagement ($\beta = 0.249$, $p < 0.05$) on purchase intention in the Kopi Kenangan Asli application. Customer engagement acts as a partial mediator, while gamification remains the most dominant factor influencing purchase intention.

CONCLUSION

Based on the results of the study, it can be concluded that gamification strategy has a significant effect on customer engagement in the Kopi Kenangan Asli application. This is evidenced by a path coefficient of 0.719 with a p-value < 0.05 , indicating that the hypothesis related to the influence of gamification on customer engagement is accepted. In addition, customer engagement also has a significant effect on purchase intention with a coefficient of 0.345 and a p-value < 0.05 , showing that higher engagement leads to stronger purchase intention. These findings confirm that gamification-driven interactions effectively enhance user engagement and positively influence purchasing intentions.

Furthermore, gamification is proven to have a significant direct effect on purchase intention with a coefficient of 0.568 (p-value < 0.05), indicating that the direct influence is stronger than the indirect effect. Meanwhile, the indirect effect through customer engagement is also significant with a coefficient of 0.249 (p-value < 0.05), confirming that customer engagement acts as a partial mediator in the relationship between gamification and purchase intention. Based on the Stimulus-Organism-Response (SOR) theory, gamification acts as the stimulus that influences customer engagement as the organism, which then leads to purchase intention as the response. Thus, gamification not only enhances user engagement but also directly and indirectly drives purchase intention among users of the application.

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