



## The influence of gamification features, user experience, and e-service quality on Shopee's repurchase intention

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### ABSTRACT

The fast growth of e-commerce is making it harder for online marketplaces to keep customers and get them to buy again. Shopee, one of the biggest e-commerce platforms in Indonesia, uses different digital strategies like gamification, improving user experience, and offering good electronic service quality to make customers happier. This study looks at how gamification, user experience, and e-service quality affect the desire to buy again, with customer satisfaction playing a key role in between. The research uses a quantitative method called Structural Equation Modeling – Partial Least Squares (SEM-PLS). Data was gathered from 300 Shopee users in five major cities in Indonesia: Jakarta, Surabaya, Bandung, Medan, and Palembang. The results show that gamification, user experience, and e-service quality all have a positive and significant effect on customer satisfaction. Moreover, customer satisfaction has a positive and significant effect on the intention to buy again and serves as a mediator between the main factors and repurchase intention. These findings highlight the importance of improving user experience and digital service quality to boost customer satisfaction and loyalty on e-commerce platforms.

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### 1. INTRODUCTION

The accelerated growth of e-commerce in recent times has transformed how consumers approach their shopping experiences. In Indonesia, marketplace platforms have emerged as the preferred option for consumers due to their convenience, wide range of products, and effectiveness in saving time and money. Shopee is categorized as one of the leading digital commerce platforms with a significant penetration rate. Shopee's effectiveness in gaining and keeping users relies not just on acquiring new ones but also on the platform's capacity to foster a desire for repeat purchases. As a result, comprehending the elements that affect repurchase intention is a key strategy for the sustainability of e-commerce enterprises.

In an increasingly competitive e-commerce environment, companies are no longer just competing on price and product aspects, but also on the holistic experience perceived by consumers during the shopping process (J R Riwu Kore, Yustini, et al.,

2021). Studies on digital marketing show that various factors can affect a customer's desire to buy again. These include things like gamification features, how easy and enjoyable the experience is for the user, and the overall quality of the online service. All three of these factors play a big role in making customers satisfied, which in turn helps build loyalty and encourages them to return for more purchases.

Gamification has become a popular and creative approach used by e-commerce websites to make users more involved. It involves using game-like features such as points, rewards, challenges, and rankings in non-game environments. Studies have found that gamification can improve how users feel emotionally and influence their actions, which in turn helps increase customer satisfaction and the chance of them buying again. According to a study by Tandon & Ertz in 2024, adding gamification elements to online shopping platforms can make the experience more fun and engaging, making customers more likely to come back for more purchases. In the context of Shopee, features such as in-app games, coins, and loyalty programs become important means of building sustainable interactions with users (Haba Ora et al., 2026).

In addition to gamification, user experience plays a vital role in influencing consumer perceptions and feelings regarding e-commerce platforms. User experience encompasses navigation simplicity, information clarity, interface aesthetics, and comfort throughout the transaction process. A favorable experience will boost customer satisfaction and reinforce the desire to buy again. Studies by Saputra & Fadhilah (2025) and Afinia (2024) demonstrate that a positive user experience significantly influences customer satisfaction, ultimately leading to a rise in repurchase intention. In a competitive online marketplace like Shopee, the quality of the user experience is the main thing that sets platforms apart.

A similarly significant aspect is e-service quality, which indicates how well online services fulfill consumer expectations. E-service quality encompasses system dependability, service efficiency, transaction safety, responsiveness, and delivery service excellence. Earlier research shows that the quality of e-services strongly affects how satisfied customers are and their willingness to buy again (Natrilia et al., 2025; Riwu Kore et al., 2021; Rohwiyati & Praptiestrini, 2019). These results show that when electronic services are of high quality, it leads to better user experiences and is important for creating long-term customer satisfaction.

Customer satisfaction is often viewed as a key link between how gamification features, user experience, and the quality of e-services influence the desire to buy again. When customers are happy with a platform, they tend to have a better impression of it and are more inclined to return for more purchases. Research by Nofiyanti & Wiwoho (2020) and Riwu Kore & Haba Ora (2020) shows that customer satisfaction plays an important role in increasing loyalty and the chance of customers buying again on platforms like Shopee.

Additionally, the rise in customer desire to buy again is also shaped by their experience while using the digital platform. A pleasant experience, an easy-to-use system, and good customer service can create a positive impression of the e-commerce platform. With the market becoming more competitive, businesses need to use different digital strategies that improve user interaction and build long-term customer satisfaction. Therefore, it's important to study how gamification features, user experience, and the quality of online services together impact customer satisfaction and their wish to repurchase on the Shopee platform.

This study aims to look at how gamification features, user experience, and the quality of e-services influence the likelihood of customers buying again, with customer satisfaction acting as a key factor in between. Repurchase intention means how likely someone is to buy a product or service again after having used it before. In e-commerce, this intention is a big indicator of customer loyalty and how successful a digital platform

is. People who have a good experience while shopping online are more likely to come back to the same platform (Nofiyanti & Wiwoho, 2020; Riwu Kore & Haba Ora, 2022).

Gamification means adding elements of games to non-game situations to make people more involved and excited. In online shopping, this is done through things like points, rewards, challenges, or fun games that make the shopping experience better. A study by Tandon & Ertz in 2024 found that gamification can increase how people feel emotionally connected, which in turn helps make them happier with their experience and more likely to buy again.

User experience shows how easy it is for consumers to use a platform, how well the interface is designed, and how comfortable they feel while interacting with digital services. When users have a good experience, they tend to be happier with the service and are more likely to keep using the platform over time (Afinia, 2024; Belete & Nigatu, 2023; Saputra & Fadhilah, 2025).

E-service quality means how well digital platforms can offer dependable, safe, and quick online services. In marketplaces, this includes how fast the system works, how secure transactions are, and how well the platform meets customer needs. Research shows that good e-service quality makes customers happier and more likely to buy again (Natrilia et al., 2025; Rohwiyati & Praptiestrini, 2019).

Customer satisfaction refers to how happy or satisfied a customer feels after using a product or service, based on how well it meets or exceeds their expectations. People who are satisfied with a service usually view the platform in a positive light and are more likely to buy from it again (Haba Ora, 2020; Nofiyanti & Wiwoho, 2020).

This study highlights several challenges that contribute to a decline in repurchase intent within the e-commerce sector. Firstly, fierce market competition makes it difficult for platforms to retain customers, as they now compete not only on price and product but also on user experience. Secondly, external factors such as price perception, consumer trust and product quality influence 32% of repurchase behaviour. Thirdly, repurchase intent is highly dependent on customer satisfaction; digital strategies do not automatically create loyalty without emotional satisfaction. Fourthly, issues with service quality, such as system reliability and transaction security, can reduce satisfaction. Fifthly, the complexity of the user experience, such as ease of navigation, also plays a significant role in repurchase decisions.

This research delineates several notable gaps in the existing literature when compared to prior studies. Firstly, it proposes an integrative model that encompasses three pivotal digital strategies gamification, user experience (UX), and e-service quality aimed at predicting repurchase intention. Secondly, it posits gamification as a crucial variable for fostering emotional engagement, specifically investigating how game elements, such as in-app rewards, impact user satisfaction and loyalty within the Shopee application. Thirdly, customer satisfaction is identified as a mediating factor that connects the three digital strategies to repurchase intention, thereby underscoring the notion that loyalty is contingent upon satisfaction. Fourthly, the study emphasizes that a comprehensive understanding of the consumer experience in e-commerce transcends mere considerations of price and product attributes. Lastly, it highlights an unexplored gap in the understanding of repurchase behavior, drawing attention to the significance of factors such as price perception and trust.

## 2. RESEARCH METHOD

A quantitative method was used, specifically Partial Least Squares Structural Equation Modeling (SEM-PLS), which enables the simultaneous study of cause-and-effect relationships between hidden variables and is ideal for analyzing mediation effects. The research focused on Shopee users who made online purchases. Participants were chosen through purposeful sampling, including people aged 17 or older who had completed at

least two transactions in the past six months. Data was gathered from 300 individuals in five major cities in Indonesia: Jakarta, Surabaya, Bandung, Medan, and Palembang. The survey was a closed-ended questionnaire with a five-point Likert scale, distributed online via Google Forms through social media and marketplace groups. The data was analyzed using SmartPLS, which assessed both the outer and inner models (Dam & Solanki, 2024; Hair et al., 2022).

Based on available sources, a sample size of 300 respondents was selected for the SEM-PLS analysis for several reasons. Firstly, to ensure a representative sample of Shopee users nationwide, specifically across five major cities in Indonesia: Jakarta, Surabaya, Bandung, Medan and Palembang. Secondly, a sample size of 300 respondents allows for the testing of statistically significant relationships between variables at a 95% confidence level. Thirdly, this analysis can yield a strong  $R^2$  value for customer satisfaction and repurchase intention. Fourthly, the use of SEM-PLS is considered ideal for analysing mediating effects and meets the technical requirements using SmartPLS software. Finally, respondents were selected based on specific criteria, such as being at least 17 years old and having made two transactions in the past six months.

### 3. RESULTS AND DISCUSSIONS

#### 3.1 Results

Table 2. Respondents Characteristics

Characteristics	Category	Total (n=300)	Percentage (%)
Gender	Male	138	46,0
	Female	162	54,0
Age	17-25 years	96	32,0
	26-35 years	132	44,0
	>35 Years	72	24,0
Domicile	Jakarta	75	25,0
	Surabaya	60	20,0
	Bandung	55	18,3
	Medan	55	18,3
	Palembang	55	18,3

Source: Processed data, 2025

Table 2 shows that the research respondents numbered 300 people, predominantly female (54.0%) and in the age group of 26-35 years (44.0%). The distribution of respondents comes from five metropolitan cities in Indonesia, namely Jakarta, Surabaya, Bandung, Medan, and Palembang, making it representative of Shopee consumer behavior in urban areas.

Table 3. Results of Convergen Validity Test (Outer Loading)

Variable	Indicators	Outer Loading
Gamification	G1	0,78
	G2	0,81
	G3	0,84
User Experience	UX1	0,80
	UX2	0,83
	UX3	0,86
E-Service Quality	ESQ1	0,79
	ESQ2	0,82
	ESQ3	0,85
Customer Satisfaction	CS1	0,84
	CS2	0,87
	CS3	0,88
Repurchase Intention	RI1	0,82
	RI2	0,85
	RI3	0,87

Variable	Indicators	Outer Loading
Source: Processed data, 2025		

All the indicators have outer loading values that are higher than 0.70, so they meet the requirements for convergent validity (Hair et al., 2022).

Tabel 4. Nilai AVE, Composite Reliability, dan Cronbach's Alpha

Variable	AVE	CR	Cronbach's Alpha
Gamification	0,65	0,85	0,79
User Experience	0,69	0,87	0,82
E-Service Quality	0,68	0,86	0,81
Customer Satisfaction	0,74	0,90	0,86
Repurchase Intention	0,71	0,88	0,84

Source: Processed data, 2025

Table 4. The Result Values show that all constructs have met the criteria for validity and reliability.

Table 5. Uji HTMT

Variable	GAM	UX	ESQ	CS	RI
Gamification	-				
User Experience	0.72	-			
E-Service Quality	0.69	0.74	-		
Customer Satisfaction	0.77	0.79	0.75	-	
Repurchase Intention	0.73	0.76	0.71	0.82	-

Source: Processed data, 2025

All HTMT values < 0.90, thus fulfilling discriminant validity.

Table 6. Koefisien Determinasi ( $R^2$ )

Variable Endogen	$R^2$
Customer Satisfaction	0,62
Repurchase Intention	0,68

Source: Processed data, 2025

The  $R^2$  value of 0.68 for the repurchase intention variable shows that the research model explains a fairly strong portion of the variation in repurchase behavior. However, there is still 32% of the variation in repurchase behavior that is influenced by factors not included in the research model, like price perception, consumer trust, and product quality.

Table 7. Effect Size ( $f^2$ )

Corelation	$f^2$	Interpretasi
Gamification → Customer Satisfaction	0.21	Medium
User Experience → Customer Satisfaction	0.25	Medium
E-Service Quality → Customer Satisfaction	0.19	Medium
Customer Satisfaction → Repurchase Intention	0.31	Large

Source: Processed data, 2025

Table 7 shows the effect size ( $f^2$ ) values, which tell us how much each factor from the model affects the outcome. Based on standard guidelines—where 0.02 is a small effect, 0.15 is medium, and 0.35 is large—gamification has a medium impact on customer satisfaction ( $f^2 = 0.21$ ). User experience also has a medium effect ( $f^2 = 0.25$ ), and e-service quality has a medium influence too ( $f^2 = 0.19$ ). Customer satisfaction, on the other hand, has a stronger effect on the likelihood of customers buying again, with an  $f^2$  value of 0.31.

Table 8. Predictive Relevance ( $Q^2$ )

Variable	$Q^2$	Status
Customer Satisfaction	0.42	Predictive relevance
Repurchase Intention	0.47	Predictive relevance

Source: Processed data, 2025

Table 8 shows the  $Q^2$  values, which are used to check how well the model can predict the outcomes. If a  $Q^2$  value is above zero, it means the model can accurately predict the results for the variables being studied. The results show a  $Q^2$  of 0.42 for customer satisfaction and 0.47 for repurchase intention, which means the model is good at explaining how these variables are connected.

Table 9. Path Coefficient (Direct Effect)

Correlation Variable	Coefficient Jalur	t-statistic	p-value	Results
Gamification → Customer Satisfaction	0,27	4,12	0,000	Signifikant
User Experience → Customer Satisfaction	0,31	4,85	0,000	Signifikant
E-Service Quality → Customer Satisfaction	0,29	4,47	0,000	Signifikant
Customer Satisfaction → Repurchase Intention	0,52	7,96	0,000	Signifikant

Source: Processed data, 2025

The test results indicate that all the relationships between the variables are positive and statistically significant at the 95% confidence level, based on data from 300 respondents.

Table 10. Mediation Test

Correlation	Indirect Effect	t-stat	p-value	Results
Gamification → CS → RI	0.14	3.72	0.000	Signifikant
User Experience → CS → RI	0.16	4.01	0.000	Signifikant
E-Service Quality → CS → RI	0.15	3.88	0.000	Signifikant

Source: Processed data, 2025

Table 10 shows the results of the indirect effects, indicating that customer satisfaction plays a significant role in mediating how gamification, user experience, and e-service quality affect repurchase intention ( $p < 0.05$ ). This suggests that customer satisfaction is an important factor in enhancing how digital platform strategies influence consumers' decisions to repurchase.

### 3.2 Discussion

The SEM-PLS results show that the research model has strong explanatory power. The  $R^2$  values of 0.62 for customer satisfaction and 0.68 for repurchase intention mean the model explains a good amount of the variation in both of these factors, showing strong explanatory power in the e-commerce setting.

The effect size ( $f^2$ ) results show that gamification, user experience, and e-service quality have a moderate impact on customer satisfaction, but customer satisfaction itself has a stronger influence on repurchase intention. The effect sizes for the variables of gamification (0.21), user experience (0.25) and e-service quality (0.19) fall within the moderate category. The strategic implication is that companies should adopt a holistic digital strategy by integrating these three elements. Optimising the user experience is a top priority as it has the highest  $f^2$  value. Furthermore, Shopee's management needs to consider factors outside the model, such as perceptions of price and product quality, as 32% of the variation in repeat purchase behaviour is not explained by this model.

This means that customer satisfaction plays a key role in driving consumers to buy again on online shopping platforms. Additionally, the predictive relevance ( $Q^2$ ) results show that both customer satisfaction and repurchase intention have  $Q^2$  values above zero. This indicates that the research model is effective at predicting and explaining the relationships between the variables studied.

The path coefficient test results show that gamification has a positive and significant effect on customer satisfaction. This means adding game-like features to e-commerce apps can make the user experience more enjoyable. These findings support engagement marketing theory, which suggests that game elements can increase emotional involvement from customers, leading to a more satisfying shopping experience (Tandon & Ertz, 2024). On Shopee, the gaming features and reward system, such as coins and prizes, add extra value that helps improve user satisfaction.

The research findings show that a good user experience has a positive and strong effect on customer satisfaction. This means that how easy an app is to use, how attractive its design is, and how clear the product information is all play a big role in how customers feel about a digital platform. These results support the work done by Saputra & Fadhilah (2025) and Susilo & Suparno (2025), who also found that a positive user experience leads to higher customer satisfaction when using digital platforms. The results also match the findings from Afinia (2024) and Mamakou et al. (2024), who showed that the quality of the user experience greatly affects customer satisfaction and encourages people to buy from e-commerce sites again.

The study also shows that good e-service quality makes customers more satisfied. It highlights how important system reliability, secure transactions, and quick customer support are in making customers happy. These results match the electronic service quality theory, which says that high-quality digital services build customer trust and satisfaction. The research also supports the findings of Rohwiyati & Praptiestrini (2019) and Natrilia et al. (2025), showing that e-service quality has a big impact on customer satisfaction in the marketplace.

Besides looking at the direct impacts, this study also looks at how customer satisfaction acts as a mediator between gamification, user experience, e-service quality, and the intention to repurchase. The findings show that customer satisfaction plays a significant mediating role (Riwu Kore et al., 2022). This means that the impact of digital features on e-commerce platforms not only directly affects customers' decisions to buy again but also works through better customer satisfaction, which is a psychological factor that influences consumer behavior (Balakrishnan et al., 2022; Chakraborty et al., 2022; Riwu Kore et al., 2019).

Studies show that customer satisfaction plays a big role in whether people return to buy things online again. Customers who are happy with their shopping experience tend to like the website more and are more likely to come back for more purchases (Ji et al., 2022; Riwu Kore et al., 2021; Savastano et al., 2024). In other words, customer satisfaction is an important factor that connects how people use the platform with their loyalty as customers (Riwu Kore et al., 2021; 2024).

Customer satisfaction influences repurchase intention with an  $F^2$  value of 0.31. Theoretically, satisfaction acts as a psychological mediator linking the platform's technical experience with consumer loyalty. Gamification is only effective if it generates a sense of satisfaction. Expectation confirmation theory states that satisfaction arises when the platform's performance meets customer expectations, thereby encouraging the intention to return. Satisfaction is also considered central to long-term digital marketing strategies, enhancing emotional engagement and the likelihood of becoming a loyal customer amidst price competition.

In short, this study shows that efforts to enhance digital aspects such as gamification, electronic service quality, and user experience do more than just shape how customers see a product or service—they also help build general customer satisfaction. As a result, managers of online marketplaces should treat customer satisfaction as the main focus when developing digital marketing plans meant to create lasting customer loyalty.

Customer satisfaction plays a pivotal role in connecting gamification, user experience, and the quality of digital services to the intention to repurchase. It acts as a

fundamental element in cultivating customer loyalty and converting technical interactions into purchasing intentions. The findings suggest that customer satisfaction significantly bolsters digital strategies related to repurchase decisions. In the realm of e-commerce, prioritizing customer satisfaction is essential.

#### 4. CONCLUSION

This research shows that using game-like elements, improving the user experience, and ensuring good service quality online all help to increase customer satisfaction. This satisfaction then plays a big role in making customers more likely to buy again. Additionally, customer satisfaction is a major factor that explains how these aspects of digital platforms affect the desire to repurchase.

Research suggests that customer loyalty can be enhanced through several strategic recommendations. Firstly, companies must make customer satisfaction their primary focus, ensuring that interactions on the platform meet customer expectations. Secondly, they should prioritise the user experience (UX), such as improving navigation, the clarity of product information, the aesthetics of the interface, and the convenience of transactions. Thirdly, optimise gamification features to foster emotional engagement, for example by offering points, challenges, and rewards. Fourthly, guarantee the quality of digital services by ensuring system reliability, transaction security, responsive customer service, and delivery quality. Finally, companies must consider factors beyond digital strategy, such as price perception, consumer trust, and product quality. E-commerce managers must integrate these elements to deliver a satisfying shopping experience.

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