

THE EFFECT OF TOKOPEDIA'S GAMIFICATION STRATEGY (TOKOPEDIA MEMBERSHIP) TOWARDS CUSTOMER LOYALTY

THESIS

Presented as Partial Fulfillment of Requirements of the Degree of Sarjana
Manajemen (SM) in International Business Management Program Faculty of
Business and Economics Universitas Atma Jaya Yogyakarta



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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
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2024**

APPROVAL PAGE

**THE EFFECT OF TOKOPEDIA'S GAMIFICATION
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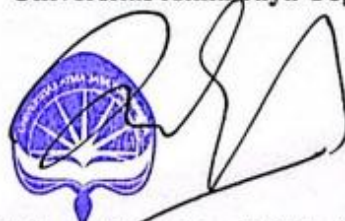
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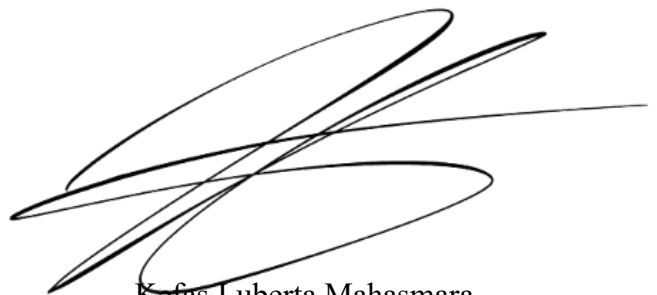
I, Kefas Luberta Mahasmara, certify that I wrote the thesis under the following title:

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Is entirely the author's creation. A bibliography of all the references used in this thesis, including theories, concepts, and citations obtained from various journals, is provided. Should it be proven that the writer copied from other sources for this thesis, the writer would accept accountability and be prepared to deal with the consequences. As a result, the author will return the degree obtained from Atma Jaya Yogyakarta University to the university after it has been suspended.

Yogyakarta, 06 June 2024

The Author

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Kefas Luberta Mahasmara

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THE EFFECT OF TOKOPEDIA'S GAMIFICATION STRATEGY (TOKOPEDIA MEMBERSHIP) TOWARDS CUSTOMER LOYALTY

I want to sincerely thank all the people and organisations that helped me with this thesis writing process; their guidance and support were invaluable in enabling me to complete this work. Without their invaluable help, I could not have completed this thesis. For this reason, I would like to sincerely thank the following:

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The author acknowledges that this thesis could be improved and that it is not perfect. The author welcomes and appreciates any feedback on the study, including criticisms and suggestions for improvement. The author wants to make a big impact and believes that readers and other stakeholders will benefit from this thesis.

Yogyakarta, June 2024

The Author



Kefas Luberta Mahasmara

MOTTO

“Veni, Vidi, Vici.”

- Julius Caesar -

“Act, and God will act.”

-Joan of Arc-

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ABSTRACT

The objective of this study is to investigate the influence of gamification towards customer loyalty. The research was conducted on May 19, 2024, using a survey method utilizing a Likert scale. The target population consisted of customers of Tokopedia who had done at least one transaction (goods, bills, e-money top-up, tickets, etc.) in the last year, and are between the ages of 21 and 50. Through purposive sampling, 183 questionnaires were distributed to the majority of respondents. Data analysis was performed using SmartPLS version 3.2.9 PLS (Partial Least Square) software with structural equation analysis (SEM). The findings show that gamification has a significant positive effect on customer loyalty. However, this study found that customer engagement in gamification has no significant positive effect on customer loyalty. The findings of this research are intended to provide marketers with an insight into gamification marketing strategy and how it can increase customer loyalty.

Keyword: Gamification, Customer Engagement, Customer Loyalty, Tokopedia, PLS-SEM