

Exploring the Impact of Gamification towards Perceived Enjoyment on Online Purchase Intention

THESIS

**Presented as Partial Fulfilment of Requirements for the Degree of Sarjana
Manajemen (S1) in International Undergraduate Program in Business
Management in Faculty of Business and Economics Universitas Atma Jaya
Yogyakarta**



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AUTHENTICITY ACKNOWLEDGEMENT

I, Treestyara Falckayla Gargitta Ayu, hereby declare that I have complied and completed the thesis with the title:

Exploring the Impact of Gamification towards Perceived Enjoyment on Online Purchase Intention

I declare that this thesis is the result of my own work and has not been submitted elsewhere for any academic qualification. Any ideas, quotations, or materials derived from the work of others have been properly cited and acknowledged in accordance with scientific writing conventions and are listed in the references.

Yogyakarta, 8 Januari 2026

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PREFACE

The author gives thanks to God Almighty because thanks to him, I was able to complete this thesis as required by my undergraduate degree in Universitas **Atma Jaya Yogyakarta**. **The proposed title for this thesis is “Exploring the Impact of Gamification towards Perceived Enjoyment on Online Purchase Intention”** compiled with the aim of fulfilling the requirements to obtain a Bachelor's degree (S1) in Management at the Faculty of Business and Economics, Atma Jaya University, Yogyakarta.

The author realizes that in the preparation of this thesis will not be completed without support, guidance, and prayers from various parties. Therefore, with all humility, the author expresses his greatest gratitude to:

1. Almighty God Allah through His Love and His Blessings helping me throughout the whole thesis progress from start to finish.
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The author recognizes that this thesis may still have areas for improvement. Therefore, all constructive comments, recommendations, and suggestions are welcomed to support the continuous development of this research. It is hoped that

the findings of this study will offer meaningful benefits and make a positive contribution to readers and other stakeholders.

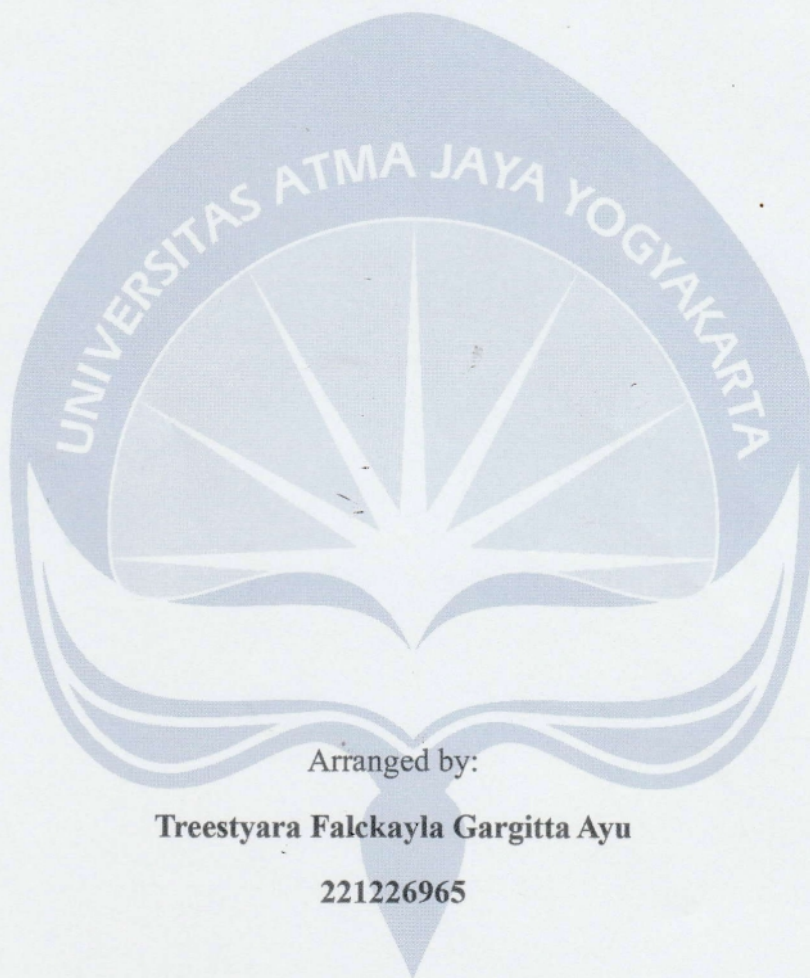
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STATEMENT OF APPROVAL

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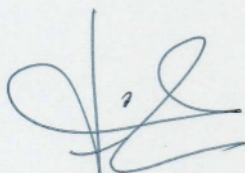


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LETTER OF STATEMENT

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MOTTO

Just try your best.

-Author-

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ABSTRACT

This study investigates the influence of gamification on Generation Z consumers' purchasing behaviour within the Shopee application in Indonesia, with particular emphasis on its potential to foster impulsive buying tendencies. Grounded in the Stimulus-Organism-Response (S-O-R) framework, the research examines how gamification features embedded in the platforms (stimulus) affect consumers' emotional and cognitive response (organism), which subsequently influence their purchasing behaviour (response). A quantitative research approach was employed using a structured survey consisting of 20 items measured on a 5-point Likert scale. In the end the data that was used for the research are 150 number of Generation Z respondents across Indonesia--once getting rid of the 19 outliers and the 4 entries that did not fit the criteria for this research, The data was then analysed using SmartPLS 3.0. The study focuses on the influences between game mechanics such as Reward Giving and level Upgrading towards Perceived Enjoyment, Online purchase Intention, and Impulsive Buying Tendency. The results indicated that Reward Giving and Level Upgrading has a positive influence on Perceived Enjoyment, and Perceived Enjoyment has a positive influence on Online Purchase intention. Meaning the three hypotheses in this study are supported except for the fourth hypothesis which is whether the influence of Perceived Enjoyment towards Online Purchase Intention is stronger for

consumers with higher Impulse Buying Tendency. Although it is not supported, Impulsive Buying Tendency does have a direct significant effect on Online Purchase Intention but this direct effect is not formulated as a main hypothesis. By exploring the role of gamification in shaping consumer behaviour, this research contributes to a deeper understanding of how interactive digital marketing strategies can enhance user engagement and potentially stimulate impulsive purchasing among Generation Z consumers in Indonesia.

Keywords: Gamification, Perceived Enjoyment, Online Purchase Intention, Impulsive Buying Tendency.