

## WHICH IS MORE INTERESTING BETWEEN GAMIFICATION, SHARE, AND LIKE IN CUSTOMER ENGAGEMENT IN MILLENNIALS AND GENERATION Z?

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### Abstrak (Indonesia)

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**Latar Belakang:** Shopee adalah salah satu pengecer online besar yang menawarkan pasar untuk pertukaran produk dan layanan antara vendor dan konsumen, memungkinkan transaksi elektronik sederhana di seluruh jaringan dan internet. Shopee bukan hanya tempat untuk bertransaksi; Seiring perkembangannya, ia juga menawarkan berbagai kemudahan bagi penggunanya, seperti mempermudah pengguna untuk menyelesaikan tugas sehari-hari yang melibatkan pembelian barang dan jasa, memfasilitasi transaksi, menawarkan bantuan pelanggan dengan masalah terkait belanja, memiliki fitur permainan yang menimbulkan emosi yang kuat dan menawarkan banyak keuntungan, dll. 140 responden disurvei untuk penelitian ini, banyak di antaranya adalah pengguna Samarinda City Shopee.

**Tujuan:** Penelitian ini bertujuan untuk menganalisis mana yang lebih menarik antara gamification, share, and like dalam customer engagement pada milenial dan generasi z.

**Metode:** Dengan menggunakan teknik analisis PLS untuk memastikan pengaruh antar variabel, bentuk penelitian ini bersifat kuantitatif

**Hasil:** Hasil penelitian ini dipecah menjadi sepuluh hipotesis yang menjelaskan bagaimana pemasaran konten, gamifikasi, dan e-Women semuanya secara signifikan mempengaruhi keterlibatan pelanggan, loyalitas pelanggan, dan keterlibatan pelanggan yang semuanya dimediasi secara signifikan oleh keterlibatan pelanggan dan bagaimana pemasaran konten, gamifikasi, dan e-Women secara signifikan mempengaruhi loyalitas pelanggan.

**Kesimpulan:** Keterlibatan pelanggan, yang dipengaruhi oleh strategi pemasaran seperti pemasaran konten, gamifikasi, dan e-WOM, berdampak pada loyalitas pelanggan melalui media keterlibatan pelanggan. Engagement ini didukung

oleh konten yang berkualitas dan bermanfaat untuk mendorong komentar positif pada konten yang diberikan, dan kehadiran fitur game yang menawarkan reward mendorong pelanggan untuk terus terlibat agar dapat menarik pelanggan emosional yang akan mengabdikan diri pada barang dan jasa Shopee.

**Kata kunci:** content marketing, gamification, e-Wom, customer engagement, customer loyalty

**Abstract (English)**

**Background:** *Shopee is one of the major online retailers that offers a marketplace for exchanges of products and services between vendors and consumers, allowing for simple electronic transactions across networks and the internet. Shopee is not just a place for transactions; as it develops, it also offers a variety of conveniences for its users, such as making it simpler for users to complete daily tasks involving the purchase of goods and services, facilitating transactions, offering customers assistance with shopping-related issues, having game features that elicit strong emotions and offer numerous advantages, etc. 140 respondents were surveyed for this study, many of whom were Samarinda City Shopee users.*

**Objective:** *This study aims to analyze which is more interesting between gamification, share, and like in customer engagement in millennials and generasi z.*

**Method:** *By employing the PLS analysis technique to ascertain the influence between variables, this form of research is quantitative*

**Result:** *The results of this study are broken down into ten hypotheses that explain how content marketing, gamification, and e-Women all significantly affect customer engagement, customer loyalty, and customer engagement—all of which are significantly mediated by customer engagement—and how content marketing, gamification, and e-Women significantly affect customer loyalty.*

**Conclusion:** *Customer engagement, which is influenced by marketing strategies like content marketing, gamification, and e-WOM, has an impact on customer loyalty through the medium of customer engagement. This engagement is supported by quality and useful content to encourage positive comments on the content provided, and the presence of game features that offer rewards encourages customers to keep up their engagement in order to draw emotional customers who will be devoted to Shopee's goods and services.*

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**Keywords:** content marketing, gamification, e-Wom, customer engagement, customer loyalty

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## INTRODUCTION

The Milineal and Z generations are the two generations that entered the peak period of this era (Gaidhani et al., 2019). These two generations make up a sizable portion of the world's total human population, particularly in Samarinda. According to data from [ppid.samarindakota.go.id](http://ppid.samarindakota.go.id), the percentages between the ages of 16 and 25 are 63.42 percent and between the ages of 26 and 35 are 47.89 percent, respectively. They had a significant impact on the development of the fourth industrial revolution, which saw the transition to digital technology (Schwab, 2017). In terms of business, they hold a sizable market share. Understanding these two generations' personalities might be terrible for enhancing the expanding marketing strategy (Weber, 2009).

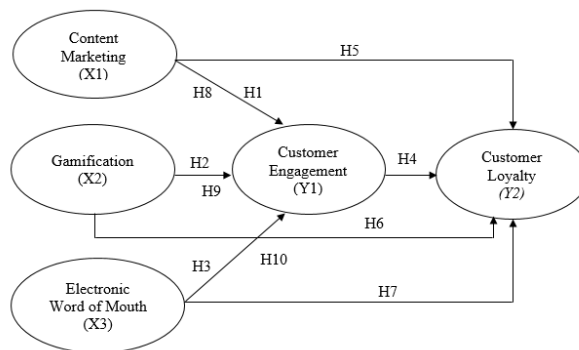
Shopee is one of the well-known online retailers that makes it simpler to do smartphone-only online purchasing activities. With rising sales and 171.2 million visitors, Shopee has the most visitors among other e-commerce sites (Ahyadi & Ariestiningsih, 2021). The bulk of these users are members of generation Y and Z, which is why [katadata.co.id](http://katadata.co.id) believes Shopee will improve throughout 2022.

In order to persuade generations Y and Z in Samarinda City to stay associated with Shopee by making purchases, suggesting, and continuing to use the Shopee application, this research will examine how Shopee employs digital marketing methods. The marketing plan utilizes content marketing, a technique that entails the creation, curation, and distribution of engaging and pertinent information to draw in customers and foster conversation around the content in question (Kotler et al., 2000). In order to improve consumer engagement and foster customer loyalty, gamification is a modern marketing tactic that can stimulate the human brain by inducing a sense of pleasure and making the aim of completing a mission seem challenging. An advantage for the business is to promote E-comments Women's or statements because they can change how customers view the company's goods or services. Shopee is applied so that it is not confined to utilizing not only with necessities but also with desires by employing these three digital marketing methods to engage generation Y and Z clients to continue using Shopee.

## RESEARCH METHOD

### Concept framework and Hypotesis

The following is a picture of study connecting related variables to create a theoretical framework using the conceptual framework:



**Figure 1. Variable design**

The following hypotheses are based on the concept above framework and are part of this study:

H1: Content marketing (X1) significantly and favorably influences customer engagement (Y1).

H2: Gamification (X2) significantly and favorably affects customer engagement (Y1).

H3: Customer Engagement is positively and significantly impacted by electronic word-of-mouth (e-WOM) (X3) (Y1).

H4: Customer Loyalty is positively and significantly impacted by Customer Engagement (Y1) (Y2).

H5: Content Marketing (X1) significantly and favorably influences customer loyalty (Y2).

H6: Gamification (X2) significantly and favorably affects customer engagement (Y2).

H7: The impact of electronic word-of-mouth (e-WOM) (X3) on customer loyalty is favorable and significant (Y2).

H8: Through the mediation of customer engagement, content marketing (X1) has a favorable and considerable impact on customer loyalty (Y2) (Y1).

H9: Customer Engagement, via which Gamification (X2) has a favorable and considerable impact on Customer Loyalty (Y2) (Y1).

H10: Through the mediation of customer engagement, electronic word-of-mouth (e-WOM) (X3) has a favorable and considerable impact on customer loyalty (Y2) (Y1)

## RESULT AND DISCUSSION

Online surveys were distributed as part of this study. Data collected from Shopee application users who have participated in Shopee Games in Samarinda City and who are residents of Samarinda City. The information was gathered by a number of participants, who completed the questionnaire with up to 153 responses, 140 of whom provided accurate information. The statistical tool for the SmartPLS program, version 3.0, will be used to examine the data that has been collected.

Users of the Shopee application in Samarinda City served as the research subjects for the study that was done on it. Data collected through the distribution of surveys to ascertain the relationship between the factors of marketing content, gamification, e-Women, customer engagement, and customer loyalty The results of the questionnaire's data processing will be broken down into the following steps:

### Convergent Validity

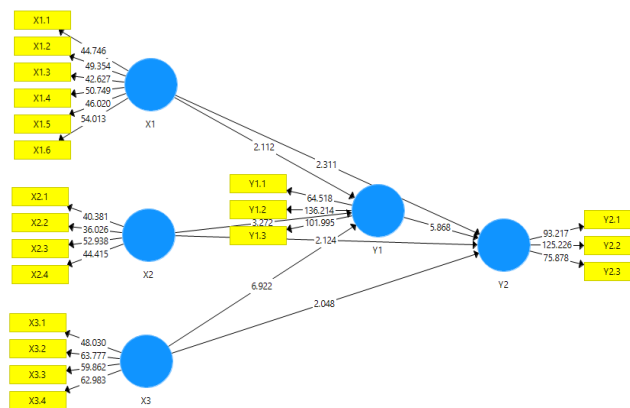
Convergent validity assessment is based on the correlation between the estimated item score/component score and SmartPLS software. An individual's reflex size is considered high if it correlates more than 0.70 with the measured construct. However,

loading values of 0.5 to 0.6 are considered sufficient to be accepted in the early stages of scale development with the following tests:

**Tabel 1. Loading factor**

	Content (X1)	Gamification (X2)	e-WOM (X3)	Engagement (Y1)	Loyalty (Y2)
X1.1	0.877				
X1.2	0.886				
X1.3	0.889				
X1.4	0.896				
X1.5	0.880				
X1.6	0.903				
X2.1		0.889			
X2.2		0.884			
X2.3		0.905			
X2.4		0.885			
X3.1			0.906		
X3.2			0.918		
X3.3			0.914		
X3.4			0.917		
Y1.1				0.926	
Y1.2				0.968	
Y1.3				0.955	
Y2.1					0.951
Y2.2					0.962
Y2.3					0.947

The outcomes of the data processing described above demonstrate that the outer model value is qualified to demonstrate good discriminate validity because each indicator's correlation value is more than 0.5. thus it can be explained as a loading factor diagram model of each indicator on the examined variables, and the strength of the influence (R2) of independent variables on the dependents of the research model may be expressed as follows:



**Figure 2. Loading Factor bootstrap**

### Discriminant Validity

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**Table 2. Average Variance Extracted (AVE)**

	Average Variance Extracted (AVE)	Keterangan
X1	0.789	Valid
X2	0.793	Valid
X3	0.836	Valid
Y1	0.902	Valid
Y2	0.909	Valid

The AVE value produced in the research conducted has a value above the standard value of 0.5. So that in this study the discriminant validity value on Average Variance Extracted (AVE) is valid.

### Composite Reliability

The reliability of the final construct is evaluated using composite reliability. If the study's value exceeds the threshold of 0.70, the construct is deemed reliable.

**Table 3. Composite Reliability**

	Composite Reliability	Keterangan
X1	0.957	Reliabel
X2	0.939	Reliabel
X3	0.953	Reliabel
Y1	0.965	Reliabel
Y2	0.968	Reliabel

### Cronbach's Alpha

As the construct's bottom bound, Cronbach's alpha serves as a partial measure of composite dependability. Although cronbach's alpha has a standard value of 0.7, a value of 0.6 is nevertheless considered to have acceptable reliability:

**Tabel 4. Cronbach's Alpha**

	Cronbach's Alpha	Keterangan
X1	0.947	Reliabel
X2	0.913	Reliabel
X3	0.934	Reliabel
Y1	0.946	Reliabel
Y2	0.950	Reliabel

Table 4 shows that the value of Cronbach's alpha for all variables is more than 0.70. This demonstrates that every variable has achieved Cronbach's alpha, indicating that all variables have a high degree of dependability.

### Hypotesis Test

The calculation of the path coefficient bootstrapping, which displays the outcomes of the t-statistics test of the construct relationship under investigation, illustrates how the study tested its hypotheses. It can be explained as follows in light of how research topics are formulated and the findings of studies using the inner model:

**Table 5. Path Coefficients (Mean, STDEV, t-Values)**

	<b>Original Sample (O)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Keterangan</b>
<b>Content Marketing -&gt; Customer Engagement</b>	0.182	2.112	<b>0.036</b>	<b>Positif signifikan</b>
<b>Content Marketing -&gt; Customer Loyalty</b>	0.175	2.311	<b>0.022</b>	<b>Positif signifikan</b>
<b>Gamification -&gt; Customer Engagement</b>	0.271	3.272	<b>0.001</b>	<b>Positif signifikan</b>
<b>Gamification -&gt; Customer Loyalty</b>	0.168	2.124	<b>0.035</b>	<b>Positif signifikan</b>
<b>e-Word of Mouth -&gt; Customer Engagement</b>	0.518	6.922	<b>0.000</b>	<b>Positif signifikan</b>
<b>e-Word of Mouth -&gt; Customer Loyalty</b>	0.188	2.048	<b>0.042</b>	<b>Positif signifikan</b>
<b>Customer Engagement -&gt; Loyalitas Konsumen</b>	0.446	5.868	<b>0.000</b>	<b>Positif signifikan</b>
<b>Content Marketing -&gt; Customer Engagement -&gt; Customer Loyalty</b>	0.081	2.000	<b>0.047</b>	<b>Positif signifikan</b>
<b>Gamification -&gt; Customer Engagement -&gt; Customer Loyalty</b>	0.121	2.826	<b>0.005</b>	<b>Positif signifikan</b>
<b>e-Word of Mouth -&gt; Customer Engagement -&gt; Customer Loyalty</b>	0.231	4.833	<b>0.000</b>	<b>Positif signifikan</b>

## CONCLUSION

The following conclusions can be drawn from the analysis, testing, and discussion of the hypotheses:

Customer engagement is positively and significantly impacted by content marketing. Indicators with a high loading factor, namely in consistency, where the statement is in the perspective of respondents in high categories, support this.

Customer loyalty is positively and significantly impacted by content marketing. This is backed by the existence of reference indicators, whose validity is assessed by respondents' evaluations of extremely valuable and captivating information expressed in simple and direct language.

Customer engagement is positively and significantly impacted by gamification. The indications that have a high loading factor, specifically the rewards delivered, support this. According to respondents, the comment fell into a high category.

Customer loyalty is positively and significantly impacted by gamification. The characteristics of the games played on Shopee, specifically Shopee Tanam having the highest rating, support this. Customers must share and invite coworkers, friends, or family who have the Shopee application or do not in order to receive bigger rewards in the Shopee tanam game, which is the easiest game to play.

Customer engagement is positively and significantly impacted by e-Word of Mouth. This is reinforced by the existence of simple indications, which means that customers will be influenced to participate in customer communication by clear information from favorable remarks from other customers who have used the product.

Customer loyalty is positively and significantly impacted by e-Word of Mouth. This is corroborated by the characteristics of respondents, particularly the higher rating given to women because they are more expressive than men when expressing their views about the goods.

Customer loyalty is positively and significantly impacted by customer involvement. The behavior indication (activation), which has the highest value for the loading factor, supports this.

Content marketing has a favorable and considerable impact on consumer engagement, loyalty, and retention. Content marketing has a favorable and considerable impact on consumer engagement, loyalty, and retention. Customer engagement variables' indirect influence on customer loyalty has a greater impact than direct influence. Thus, it is evident that marketing material can foster client loyalty through client involvement.

Customer engagement and loyalty can be mediated through gaming, and this has a good and significant impact. Customer engagement and loyalty can be mediated through gaming, and this has a good and significant impact. Customer engagement variables' indirect influence on customer loyalty has a greater impact than direct influence. Thus, it can be observed that gamification can increase client involvement and loyalty.

e-Word of Mouth on customer loyalty to customer engagement as mediation has a positive and significant effect. e-Word of Mouth on customer loyalty to customer engagement as mediation has a positive and significant effect. Direct influence on customer loyalty has less effect than indirect influence through customer engagement variables. So it can be seen that e-Word of Mouth can create customer loyalty with customer involvement.

Customer engagement, which is influenced by marketing strategies like content marketing, gamification, and e-WOM, has an impact on customer loyalty through the medium of customer engagement. This engagement is supported by quality and useful content to encourage positive comments on the content provided, and the presence of game features that offer rewards encourages customers to keep up their engagement in order to draw emotional customers who will be devoted to Shopee's goods and services.

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