

Winning Hearts and Wallets: Investigating of Gamification and Reputation on Repurchases Intention on E-Commerce Platforms in Indonesia

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ABSTRACT

This study investigates the effect of gamification and reputation on e-commerce purchase intention in Indonesia. This type of research uses a quantitative approach through survey methods. The population in this study were users of the five largest e-commerce platforms in Indonesia, with a minimum sample size of 520 respondents. Confirmatory factor analysis (CFA) using the SEM-PLS algorithm with WarpPLS software. The results of this study indicate that to win the hearts and wallets of consumers, the application of gamification can significantly increase repurchase intention and reputation can significantly increase vendor trust in shopping on the marketplace.

Keywords: *gamification, reputation, e-commerce, repurchase intention*

INTRODUCTION

The increase in the number of people paying for groceries using mobile phones reflects the development of internet technology and the popularity of smartphones. Bank Indonesia noted that the scale of e-commerce transactions in Indonesia from 2017 to 2020 showed a significant growth rate of more than five times. Smartphone technology has many advantages that provide new shopping services, including mobility, universality, convenience, flexibility, and personalization (Madan & Yadav, 2016). According to a statistical report on the development of the Indonesian

Internet from hot suite-we are social, in January 2022, the number of Indonesian Internet users reached 202 million users out of a total population of 274 million people, which means that more than 73.7% of the population has benefited from internet technology. 98.2% of the 73.7% of the population have used smartphone internet technology. Three hundred forty-five million mobile phones are used for online shopping, and 79.1% of mobile users use smartphones for online payments. Therefore, it can be said that smartphone use for shopping and costs has become a habit for today's consumers.

The gamification method is one way to increase e-commerce platform visitors. Gamification goods attract many active users to the e-commerce platform and offer opportunities for users to connect socially through platform games, use purchasing coupons earned by playing games, participate in community welfare activities, and alleviate poverty. Gamification can potentially boost product conversion rates, user engagement with the platform, and revenue growth. (J.Hwang & Choi, 2020; Jang et al., 2018).

In terms of the role of gamification, Hamari & Koivisto (2013) found that introducing the gamification mechanism had no substance and beneficial influence on user engagement involvement in the mobile commerce platform. In their study of photo-

sharing service systems, Montola et al. (2009) discovered that the inclusion of gamification awards failed to persuade many users because they were afraid that the system would encourage undesired usage behaviors. Yet, nearly all academics believe that gamification has a good influence. Huseynov & Dhahak (2020) states that gamification increases customer involvement in e-commerce activities. Research from Baptista & Oliveira (2017) shows a direct and strong relationship between gamification and user intention to use mobile banking services.

Helmeffalk & Marcusson (2019) examined the link between gamification and the service business and found that gamification changes cognitive and emotional reactions, hence impacting marketing results. Much research has been done on user intention concerning in-app purchasing behavior on mobile games. However, there is very little research on the effect of m-commerce platform gamification on platform purchase intention. Hamid & Suzianti (2020) provides a research model that examines users who continue to play games. The results show that perceived value positively impacts intention to continue, and game quality and money value encourage players to pay for in-game items. Felix et al. (2017) studied the willingness of Pokemon Go players to continue playing games and making in-app purchases. They found that hedonic, emotional, and social interests and norms drove consumer responses. Many studies have been on gamification, but each has its characteristics. The novelty in this research lies in the gamification model of utilitarian values, hedonic values, time/effort, and social values, then the addition of reputation variables as an indication of the level of consumer trust on the e-commerce platform to buy back from the vendor.

This study answers the following research questions: To what extent do gamification and reputation impact e-commerce repurchase intentions? To answer this question, we propose a theoretical model

and validate it through Partial Least Squares. This study contributes to the theory by proposing a theoretical model for a gamified e-commerce platform based on effective e-commerce mechanisms, technology adoption, and gamification.

The Unified Theory of Acceptance and Use of Technology (UTAUT)

UTAUT is one of the latest technology acceptance models developed by Venkatesh et al. (2003). UTAUT combines the successful features of eight leading technology acceptance theories into one theory. The researcher includes several constructs: perceived usefulness, perceived ease of use, and intention to use, adapted from Venkatesh et al. (2003), while reputation, trust in vendor, and repurchase intention from Fang et al. (2016). The gamification construct is related to research from Deterding, Khaled, et al. (2011), while the frequency of purchases is based on Aparicio et al., 2021. Perceived usefulness has been shown to influence user intention strongly and should not be ignored (Davis, 1989). Although this construct has seen some mixed results, it has been validated by several researchers in the information systems field as an important predictor of the intention of use (Phua et al., 2018a; Shen & Khalifa, 2009). A previous study by Barr (2018); Dominici & Palumbo (2013); Elwalda et al. (2016); A. R. Da Liang & Lim (2011); Shroff et al. (2011) shows that in e-commerce systems, perceived usefulness influences intention to use. Thus, we hypothesize the following:

H1: Perceived usefulness affects the intention to use

Perceived ease of use

Perceived ease of use directly affects perceived usefulness (Venkatesh et al., 2003, 2016). This is mainly explained because users adopt information systems because of functionality and convenience. Studies by Jiang et al. (2010); Venkatesh et al. (2003); Zhang et al. (2017) demonstrated that for e-commerce systems, perceived ease

of use affects perceived usefulness. Influencing intention to use directly and indirectly (through perceived utility), the perceived ease of use that users experience when using an information system to explain behavioral intentions (Davis, 1989). Perceived ease of use showed a lower significance level than perceived utility in previous studies (Petter et al., 2008). Studies in e-commerce confirm previous investigations, which showed an indirect effect of perceived usefulness on intention to use (Ghalandari, 2012; Heijden et al., 2003; Phua et al., 2018b) validate the theory of adoption in e-commerce with studies of online buyers who mention a positive correlation between perceived use and intention of use. Thus, we hypothesize the following:

H2a: Perceived ease of use affects the intention to use

H2b: Perceived ease of use affects the perceived usefulness

H9: Intention to use affects the gamification use intention

Gamification

Gamification was proposed in 2002 but has attracted the attention of scholars since 2010. Gamification is generally defined as applying game elements and mechanics in a non-gaming entertainment environment (Deterding, Dixon, et al., 2011). Gamification improves services by providing rich game experiences to support overall user value creation (Hamari et al., 2014). Gamification can trigger emotional and cognitive reactions in people, such as addiction, perceived benefit, enjoyment, and curiosity (Bittner & Schipper, 2014). Gamification includes several marketing concepts, such as brand awareness, service, motivation, ownership, or purchase intention (Bittner & Schipper, 2014). Gamification can increase the desire of users to participate (J.Hwang & Choi, 2020; Jang et al., 2018) and increase their satisfaction and loyalty to the retailer (Ghane et al., 2011; H.Hwang & Takane, 2004). Gamification elements include

awards, points, levels, leaderboards, badges, goals, stories, teammates, and avatars (Hamari et al., 2014). Common game elements are points, badges, and a leaderboard, or PBL. The gamification element is often applied to online shopping sites for content creation or advertising (Vashisht & S. Pillai, 2017). Types of gamification mechanisms include exploration, collection, competition, status gain, collaboration, challenge, and development (Deterding, Khaled, et al., 2011). Rewards and challenges have been identified as the two most commonly used gamification mechanisms (Bittner & Schipper, 2014). The gaming experience is an important part of gamification services (Bunchball, 2010), while the entertainment attribute is also an important factor in the gaming experience (Hamari et al., 2014). According to Aldemir et al. (2018), there are four kinds of entertainment: easy fun, based on curiosity; serious fun, based on the excitement of acquiring valuable objects; fun people, based on social connections; and difficult fun, based on challenges that require strategy and skill.

Perceived value

Perceived value, as a key driver of users' continued participation in the use of mobile technology (Kim & Lennon, 2013), affects the user's continued use intention (Hamid & Suzianti, 2020). The hedonistic and utility dimensions of perceived value are important tools for marketers in the m-commerce environment and strongly influence user behaviour, such as usage intentions, purchase decisions, and decisions to return to a website (Casaló et al., 2017; Yu & Huang, 2022). Several studies have confirmed the importance of hedonism and utilitarianism concerning gamers' intentions to continue playing in online gaming environments (Baptista & Oliveira, 2019; Yu & Huang, 2022). Since rewards after winning games on m-commerce platforms are usually related to product prices and shopping coupons, the utilitarian value of this study also includes price values. A

study by Hamid & Suzianti (2020) shows that the value of money positively affects the intention to use it continuously. Hedonic and monetary values are suitable for describing how online game users perceive the value of game items (Church et al., 2017; Ma et al., 2019; Yoo & Park, 2016). Bittner & Schipper (2014) and Yang et al. (2017) also confirm that perceived benefits, entertainment, and economic value will positively impact gaming attitudes. Therefore, the following hypotheses can be derived:

H3: Utilitarian value affects the gamification use intention.

H4: Hedonic value affects the gamification use intention.

Time/Effort

For many consumers, time pressure to obtain and use services is considered a sacrifice (Leiter & Bakker, 2010). If users feel that a platform is easily accessible and requires less time to navigate, they will be more willing to use it (Ajzen & Fishbein, 2005). Mini-games made for m-commerce are relatively simple and easy to use. They do not require too much time and effort in a single instance but require a relatively long period of operation to produce results. To our knowledge, no papers currently address the relationship between time/energy effort and gaming intent. However, to fill the gap in the literature, this research begins by discussing the phenomenon of m-commerce platform gamification and exploring the relationship between the time/effort spent by users and their intention to play games. Therefore, the following hypotheses can be derived:

H5: Time/Effort affects the gamification use intention

Social Value

Social value is the value generated by the ability of a product or service to increase user social interaction (Yu & Huang, 2022). Gamification elements reward consumers, encourage consumer participation, improve communication between online users,

promote exchanging ideas, and increase social interaction (Felix et al., 2017; Hamari & Koivisto, 2013). Social interaction is an important prerequisite for influencing consumer behavioural intentions, especially in e-commerce (Chang et al., 2018). Social value positively impacts users' desire to continue playing big online multiplayer games (Yoo & Park, 2016). Yu & Huang (2022) also show that team cohesion and social identity positively correlate with users' intention to play shooting games. Therefore, the following hypotheses can be derived:

H6: Social value affects the gamification use intention

Reputation

Competitors in the e-commerce world are only a few mice clicks away. As a result, consumers can compare competing products and services with minimal expenditure of time and effort (Anderson & Swaminathan, 2011). According to Aparicio et al. (2021), loyal customers develop a connection with the company and behave differently from regular customers. Consumer loyalty impacts attitudes taken and, consequently, purchase intentions. While loyal customers focus on aspects of their transactions and relationship with the company, regular customers focus mainly on economic aspects (Jang et al., 2018). Commitment is an implicit or explicit promise of relational continuance between Exchange partners (Hamari & Koivisto, 2013). Online trust is generally perceived as reliance on a particular company by its stakeholders regarding its activities in electronic media and specifically on its website, namely regarding credibility as a determinant of trust. Trust is a customer's feelings towards a particular retailer (Ilham & Siregar, 2021; Sheikh et al., 2019). Three attributes are the main elements of online trust: integrity, skill, and benevolence (T. P. Liang & Turban, 2011).

The pre-established reputation of the vendor also influences the probability that a potential customer will make a purchase;

Reputation can be defined as an assessment of the potential desirability of an entity where the evaluation is set by an external group of people (Aparicio et al., 2021; Lackermair et al., 2013) in the context of evaluations made by previous buyers. With the expansion of e-commerce in recent decades, concerns about security issues have also grown (Hajli, 2013; Jang et al., 2018). The increasing number of internet frauds causes consumers to be more careful, seeking information about vendors and considering them in purchasing decisions (Karahanna & Preston, 2013). Potential customers consider feedback from others when making decisions about a particular store or product (Yang et al., 2017). The trust-related literature explains that the initial formation of trust can quickly occur due to factors such as perceived image, layout, institutional structure, attitudes, and reputation (Crocker & Canevello, 2008; Muñoz-Leiva et al., 2017). Several studies by Casaló et al. (2017) and Kim & Lennon (2013) state that websites with good reputations generate consumer trust, fulfilling their promises. Factors such as reputation are powerful levers that vendors can use to build consumer trust and overcome buyers' negative perceptions of online shopping safety (Aparicio et al., 2021). Various investigations show that reputation can be important when building trust in e-vendors (Lackermair et al., 2013; Oliveira et al., 2017). Other researchers suggest the role of reputation as an antecedent of trust in e-commerce (Aparicio et al., 2021; Lackermair et al., 2013; Ye et al., 2020). Customer trust in the seller's site is determined by the ability of the seller's site to offer safe operations, payment methods, and responsiveness to the completeness of the transaction (Hajli, 2013; Huseynov & Dhahak, 2020; Octavius & Antonio, 2021). Thus, we hypothesize the following:

H7: Reputation affects trust in vendors.

Trust in vendor

Building consumer trust is a strategic imperative for web-based vendors because trust strongly influences consumers to transact with unknown vendors via the web (Hajli, 2013). Several studies have shown that online consumers avoid e-vendors they do not trust. Therefore, it can be concluded that the higher the trust, the higher the propensity to use (Elwalda et al., 2016; Fang et al., 2016). Vendor trust positively influences purchase intention by convincing consumers that suppliers can deliver purchased products and services via the web (Elwalda et al., 2016). Previous research has shown that perceived trust directly or indirectly influences consumer intentions to purchase (García-Jurado et al., 2021; Hansen et al., 2018). In order to attract potential buyers and convert casual buyers into buyers, online vendors must provide various guarantees (e.g., security and privacy) to inspire and maintain pre-established trust (Cabrera-Sánchez et al., 2021; Hussain et al., 2018; Zhu et al., 2017). A study of repurchase patterns on significant websites by Holliday et al. (2012) found that loyalty and established trust relationships were among the primary standards. Literature shows that trust in e-commerce is positively related to buying behaviour (Sheikh et al., 2019). Thus, we hypothesize the following:

H8a: Trust in vendor influences intention of use

H8b: Trust in vendor affects buy frequency

Gamification use intention

When companies implement gamification in their products, they aim to positively impact consumer buying behaviour, build interpersonal relationships, initiate value creation, and generate loyalty (Deterding, Khaled et al., 2011). Companies use various product game mechanisms to achieve marketing results, such as brand experience or buying behavior (Abou-Shouk & Soliman, 2021). Bunchball (2010) explained that the stronger the experience flow generated by mobile advertising

games, the higher the brand awareness among players and the stronger the purchase intention. Yu & Huang's (2022) study shows that online mobile game addiction positively relates to in-game mobile application purchases. In online shopping, PBL (points, badges, and leaderboards) are the main initiators of behavioural intention (Feng et al., 2018). During gameplay, buying behaviour is influenced by challenges such as unlocking, encouraging users to overcome those challenges to unlock certain items successfully (Shin & Chung, 2017). Customers participating in m-commerce activities with entertainment properties, such as games, are likelier to purchase (Feng et al., 2018). Based on the above literature, the following hypothesis can be derived:

H10a: Gamification use intention affects buy frequency

H10b: Gamification use intention affects repurchase intention

Buy frequency

Examining intention to repurchase as a critical variable is expected given the widespread presence of online commerce and knowing past behaviour often leads to ongoing behaviour. However, one could argue that this behaviour could increase or decrease depending on the trading context and the frequency of repurchasing (Aparicio et al., 2021). A study within the gym framework showed that increased frequency leads to repurchase, and repurchase intention leads to future repurchase intention (Fang et al., 2016). Thus, we hypothesize the following:

H11: Buy frequency affects repurchase intention

RESEARCH METHODS

This study uses a research method with a quantitative approach. The sampling technique was purposive sampling with criteria, users actively using the marketplace platforms Shopee, Tokopedia, Bukalapak, Lazada, and Bli-Bli for more than two years, and users aged more than 17 years.

Setting these criteria aims to make the selected respondents active in using e-commerce and have sufficient age to use the marketplace in an adult way to get actual behavioural data from e-commerce platform users.

Operational variables

All research indicators are based on previous research. Indicators of perceived usefulness, perceived ease of use, and intention to use are based on (Davis, 1989; Venkatesh et al., 2003, 2016). Indicators of utilitarian value, hedonic value, time/effort, social value, and gamification use intention are based on (Raza et al., 2021; Serino, 2017; Yang et al., 2017; Yu & Huang, 2022). Indicators of reputation, trust in vendors, buy frequency, and repurchase intention are based on (Aparicio et al., 2021; Di & Luwen, 2012; Oliveira et al., 2017). The research questionnaire uses a Likert scale of 1-5 with ordinal data types. The survey was conducted online, with a sample of 520 respondents spread across East Java - Bali. The variables in this study consist of demographic variables used to determine the respondents' characteristics, including gender, age, education, and occupation. In addition, exogenous latent variables in this study are utilitarian value, hedonic value, time/effort, social value, perceived ease of use, and reputation. Finally, endogenous latent variables are perceived usefulness, intention to use, gamification use intention, trust in vendor, buy frequency, and repurchase intention.

Analysis technique

The analysis technique uses partial least squares with the WARPPLS application to assess the effect of exogenous variables on endogenous variables. Simulation analysis by partial least squares model, calculating and assessing with various parameters, including loading items, reliability, and validity tests.

RESULT AND DISCUSSION

Descriptive statistics

Most e-commerce users are 306 respondents (59%), in line with research from Rakow (1992), which states that women like shopping and spend more time looking for necessities online. Furthermore, the average age of e-commerce users is 18-27 years, with 237 respondents (46%), followed by 28-37 years, with 204 respondents (39%); This is in line with a survey conducted by (APJII, 2017), that ages 19-34 dominate the penetration of internet users in Indonesia.

Undergraduate educational background dominates the use of e-commerce for as many as 284 respondents (55%); with employment as a workforce, 334 respondents (64%), of which 294 respondents (57%) have used e-commerce for approximately 2-5 years. The Shopee e-commerce platform dominates the use of 191 respondents (31%), where respondents actively shop more than three times as many as 464 respondents (89%). The following Table 1 presents the demographics of the respondents in this study

Table1. Respondent Demographic

		Frequency(n)	%
Gender	Male	214	41%
	Female	306	59%
Age	18-27	237	46%
	28-37	204	39%
	38-47	62	12%
	48+	17	3%
Education	High School or lower	32	6%
	Diploma	128	25%
	Bachelor degree	284	55%
	Postgraduate degree	76	15%
Occupation	Student	186	36%
	Labour	334	64%
How long does it take to use e-commerce	2-5 years	294	57%
	More than six years	226	43%
Frequently used e-commerce	Shopee	191	37%
	Tokopedia	170	33%
	Buka Lapak	84	16%
	Lazada	54	10%
	Bli-bli	21	4%
How many times have you shopped through e-commerce	<= 3 times	56	11%
	> 3 times	464	89%

Source: Research questionnaire

Outer model

The outer model is useful for determining how each indicator relates to its latent variables (Hair et al., 2014). Kock & Wold (2019) stated that several tests were made on the outer model. The convergent validity test aims to determine the validity of each relationship between indicators and their latent variables using a value limit of > 0.6. Based on Table 2, the convergent validity value is in line with the cross-loading value, and the result is that all indicators are declared valid because it is greater than 0.6. Average Variance Extracted (AVE) value to strengthen the validity test with a value of > 0.5 for all constructs. Based on Table 2, each construct is declared valid, the value of gamification use-intention 0,72; utilitarian

value 0,71; hedonic value 0,77; social value 0,75; time/effort 0.59; reputation 0.90; trust in vendor 0.52; buy frequency 0.52; repurchase intention 0.82; perceived usefulness 0.79; perceived ease of use 0.66; and intention to use 0.82. Composite reliability testing > 0.6 to measure the reliability of a variable, and Cronbach's alpha testing to measure the lower-bound reliability of a variable with a value of > 0.6 for all constructs. Based on Table 2, Cronbach's alpha value of gamification use intention 0,62; utilitarian value 0,90; hedonic value 0,90; social value 0,64; time/effort 0.61; reputation 0.89; trust in vendor 0.64; buy frequency 0.62; repurchase intention 0.89; perceived usefulness 0.86; perceived ease of use 0.75;

and intention to use 0.89. Table 2 below presents the validity and reliability.

Table 2 Validity and reliability analysis

Construct & item description	Cross Loading	AVE	Cronbach's Alpha	Result
Gamification use intention		0.72	0.62	valid & reliable
GUI1. I intend to play games on the e-commerce platform.	0.62			valid
GUI2. I will continue to play games on e-commerce platforms.	0.94			valid
GUI3. I love the m-commerce platform games I play	0.93			valid
Utilitarian Value		0.71	0.90	valid & reliable
UV1. Playing games on the e-commerce platform gives me a higher chance of shopping at a better price.	0.84			valid
UV2. Playing games on the e-commerce platform allows me to get useful information for more cost-effective shopping	0.86			valid
UV3. Playing games on the e-commerce platform is beneficial (such as saving money, entertainment, environmental protection and social promotion).	0.83			valid
UV4. I can get the value I want from e-commerce platform games.	0.87			valid
UV5. Games on the e-commerce platform have reduced my purchasing costs	0.82			valid
Hedonic Value		0.77	0.90	valid & reliable
HV1. It's great fun playing games on the e-commerce platform.	0.89			valid
HV2. Playing games on an e-commerce platform can be relaxing.	0.86			valid
HV3. Playing games on the e-commerce platform is fun.	0.85			valid
HV4. Playing games on m-commerce platforms makes me happy	0.91			valid
Social Value		0.75	0.64	valid & reliable
SV1. I think many people play games on e-commerce platforms	0.89			valid
SV2. Many people around me play games on e-commerce platforms.	0.88			valid
SV3. Other people can influence me to play games on the e-commerce platform.	0.66			valid
SV4. My relatives and friends have a positive attitude towards games on e-commerce platforms.	0.99			valid
Time/ Effort		0.59	0.61	valid & reliable
TE1. Games on the m-commerce platform do not require much effort	0.61			valid
TE2. Spending time and energy playing games on an e-commerce platform is well worth it	0.94			valid
TE3. Playing games on e-commerce platforms consumes less time and energy than formal game applications.	0.94			valid
Reputation		0.90	0.89	valid & reliable
R1. I consider that the website has an excellent public image	0.95			valid
R2. I consider that the website has an outstanding reputation	0.95			valid
Trust in Vendor		0.52	0.64	valid & reliable
TV1. I believe that this vendor is consistent in quality and service.	0.61			valid
TV2. I believe that these vendors are interested in meeting my needs and want	0.62			valid
TV3. I believe that this vendor is honest	0.65			valid
TV4. I believe that this vendor wants to be known as keeping their word	0.64			valid
TV5. I trust that this vendor has my best interest in mind	0.62			valid
TV6. I believe that this vendor can be trusted.	0.82			valid
TV7. I believe that this vendor has high integrity	0.91			valid
TV8. I believe that this vendor is reliable.	0.90			valid
Buy Frequency		0.52	0.62	valid & reliable
BF1. I often buy from this website	0.65			valid
BF2. I am a regular customer of this website	0.75			valid
Repurchase Intention		0.82	0.89	valid & reliable
RU1. I will likely buy online again from the vendor in the short term	0.92			valid
RU2. I will likely buy online again from the vendor in the medium term	0.89			valid
RU3. I will likely buy online again from the vendor in the long term.	0.90			valid
Perceived Usefulness		0.79	0.86	valid & reliable
PU1. Using this website allows me to shop faster	0.85			valid
PU2. Using this website allows me to reduce time wasted on unnecessary activities	0.89			valid
PU3. Using this website saves me time	0.93			valid
Perceived Ease of Use		0.66	0.75	valid & reliabel
PEU1. Using the website does not require great mental effort.	0.08			valid
PEU2. Interaction with the website is clear and understandable	0.93			valid
PEU3. It's effortless to do what I want to do through the website.	0.94			valid
PEU4. The website interface is easy to use.	0.94			valid
Intention to Use		0.82	0.89	valid & reliable
IU1. I plan to continue visiting the website.	0.89			valid
IU2. I intend to continue visiting the website in the long term	0.93			valid
IU3. I intend to talk about the website with my friends.	0.90			valid

Sumber: the process by warp pls

Inner model

The inner model is a structural model test that examines the relationship between latent constructs (Hair et al., 2019). Path Coefficient Estimation Test, namely the value of the path coefficient or the magnitude of the latent construct relationship/influence by using the bootstrapping procedure. The path coefficient close to +1 indicates a strong positive relationship, while the closer to 0, the weaker the relationship. In addition, a

path coefficient close to -1 indicates a negative relationship. A significant path supports the hypothesis, while an insignificant path does not. The criterion for testing the hypothesis is that if the t-statistics value is > 1.96, assuming alpha (5% error tolerance), it can be concluded that the relationship between the two latent variables is significant (the hypothesis is accepted) and vice versa. The following is an image of the results of the inner model and the results summary table

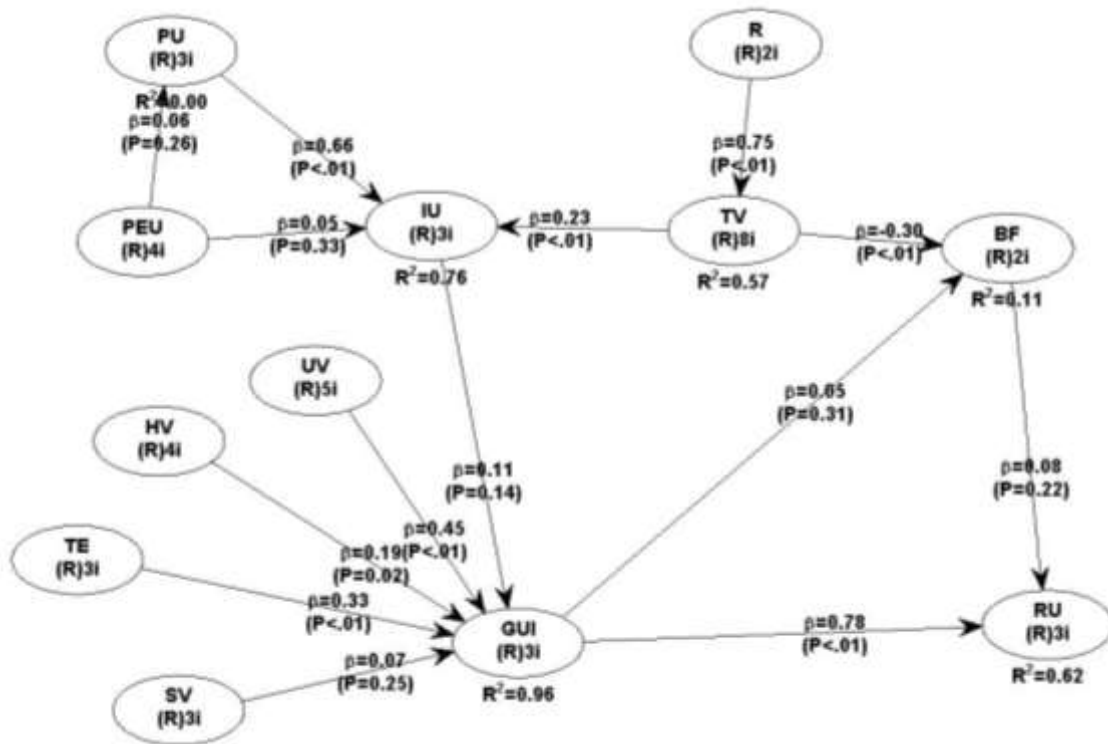


Figure 1. Inner Model

Table 3. Summary of results

Causal path			Path coefficients	P values	Results
Perceived Usefulness	->	Intention of use	0.658	<0.001	Affected
Perceived Ease of Use	->	Intention of use	0.045	0.326	Rejected
Perceived Ease of Use	->	Perceived Usefulness	0.064	0.261	Rejected
Utilitarian Value	->	Gamification use intention	0.449	<0.001	Affected
Hedonic Value	->	Gamification use intention	0.191	0.024	Rejected
Time/Effort	->	Gamification use intention	0.332	<0.001	Affected
Social Value	->	Gamification use intention	0.068	0.247	Rejected
Reputation	->	Trust in Vendor	0.752	<0.001	Affected
Trust in Vendor	->	Intention to use	0.227	<0.001	Affected
Trust in Vendor	->	Buy frequency	-0.299	<0.001	Affected
Intention to use	->	Gamification use intention	0.108	<0.001	Affected
Gamification use intention	->	Buy frequency	0.051	0.306	Rejected
Gamification use intention	->	Repurchase Intention	0.780	<0.001	Affected
Buy frequency	->	Repurchase Intention	0.076	0.221	Rejected

Sumber: the process by warp pls

H1: Perceived usefulness has a positive effect on the intention of use

The results of the first hypothesis test are the relationship between the variable Perceived usefulness and intention of use, showing the path coefficient value of 0.658 > 0 (positive) and p-value of <0.001 less than alpha 0.05. Based on these results, perceived usefulness positively affects intention of use (H1 is accepted). Based on the research conducted by Alotebi et al. (2018) and Hajli (2013) states that the usefulness of an e-commerce platform can increase the sustainability of an e-commerce platform with various facilities and attractive offers. In this case, e-commerce owners must understand strategies and supporting technologies such as offers and ease of use for generation Z by maximizing appearance, enhancing user experience, functions, and attractive offers.

H2a: Perceived ease of use has a positive effect on intention of use

The results of the second hypothesis test are the relationship between the variable Perceived of use and Intention of use, showing a path coefficient value of 0.045 > 0 (positive) and a p-value > 0.001 more than alpha 0.5. Based on these results, it can be concluded that perceived ease of use does not affect the intention of use (H2a is rejected). Agustina et al. (2020), in their research on the principle of acceptability of digital media, stated that a strategy is needed that is not just easy to use but rather offers that are attractive and profitable to users. Ilham et al. (2020), in their research regarding the ease of application, also state that the ease of use in operating the application is different. In this case, the owner can package the e-commerce platform through discount offers such as free shipping and others.

H2b: Perceived ease of use has a positive effect on perceived usefulness

The result of the third hypothesis test is the relationship between perceived ease of use and perceived usefulness, showing a path

coefficient value of 0.064 > 0 (positive) and a p-value > 0.001 more than alpha 0.05. Based on these results, perceived ease of use has no positive effect on perceived usefulness (H2b is rejected). Strong (2012), in his research on e-commerce in the ease of using e-commerce platforms, stated that ease of use is not the main thing in e-commerce, but rather material content that has value for users. In this case, the perceived ease of use of the e-commerce platform must have more value for users, starting from the supply side of good goods to services and promos on the platform.

H3: Utilitarian value has a positive effect on Gamification use intention

The results of the second hypothesis test are the relationship between the Utilitarian value variable and gamification use intention showing a path coefficient value of 0.449 > 0 (positive) and a p-value <0.001 less than alpha 0.5. Based on these results, utilitarian value affects intention of use (H3 is accepted). In their research on gamification, Jang et al. (2018) stated that entertainment is trivial but serious, and social interaction between e-commerce platforms with users increases consumer interest in using a product. Based on the usefulness, properties, and practical functions of the product because there is an urge for needs that must be met. In this case, the e-commerce platform can package the e-commerce platform through prizes and challenges as a gamification mechanism to enhance the playing experience.

H4: Hedonic value has a positive effect on gamification use intention

The results of the second hypothesis test are the relationship between the Hedonic value variable and gamification use intention showing a path coefficient value of 0.191 > 0 (positive) and a p-value > 0.001 more than alpha 0.5. Based on these results, it can be concluded that hedonic value does not affect gamification use intention (H4 is rejected). Yu & Huang (2022), in their research on the e-commerce platform, stated that games on

the mobile commerce platform could increase some users who have a hobby of shopping in completing game missions on the e-commerce platform. In this case, the e-commerce platform can use a product recommendation system to offer users products based on searches that e-commerce platform users carry out.

H5: Time/Effort has a positive effect on gamification use intention

The results of the second hypothesis test are the relationship between the Time/Effort variable and gamification use intention showing a path coefficient value of $0.332 > 0$ (positive) and a p-value < 0.001 less than alpha 0.5. Based on these results, it can be concluded that Time/Effort affects Gamification use intention (H5 is accepted). Baptista & Oliveira (2017), in their research on the phenomenon of e-commerce platform gamification, stated that the mini-games in m-commerce are relatively simple and easy to use and can increase user willingness to use them. In this case, the e-commerce platform can pack simple and fun mini-games but are still full of challenges.

H6: Social value has a positive effect on gamification use intention

The results of the second hypothesis test are the relationship between the Social value variable and gamification use intention showing a path coefficient value of $0.068 > 0$ (positive) and a p-value > 0.001 more than alpha 0.5. Based on these results, it can be concluded that social value does not affect gamification use intention (H6 is rejected). Bittner & Schipper (2014) stated that the gamification element on the e-commerce platform does not require social interaction as a condition for influencing consumer behavioral intentions. The user's desire to continue playing the game is only to take attractive offers from the game's results. In this case, the e-commerce platform can increase the level of the game with bigger rewards as the underlying reason for users to use gamification facilities on the e-commerce platform.

H7: Reputation has a positive effect on trust in vendor

The results of the second hypothesis test are the relationship between the Reputation variable and trust in the vendor showing a path coefficient value of $0.752 > 0$ (positive) and a p-value < 0.001 less than alpha 0.5. Based on these results, it can be concluded that reputation affects trust in vendors (H7 is accepted). Lackermair et al. (2013), in their research on online product reviews, stated that reputation is a mandatory prerequisite in building the trust of e-commerce platform users. In this case, the e-commerce platform as a forum that brings vendors together with potential buyers can display more precise information about the vendor's reputation so that prospective buyers, in this case, users, can know clearly and have no doubts about shopping.

H8a: Trust in vendor has a positive effect on the intention to use

The results of the second hypothesis test are the relationship between the variable trust in vendor and intention to use, showing a path coefficient value of $0.227 > 0$ (positive) and a p-value < 0.001 less than alpha 0.5. Based on these results, trust in the vendor affects the intention to use (H8a is accepted). Hajli (2013), in his research on perceptions of online vendor trust, states that user trust in vendors on e-commerce platforms can sustainably increase the use of e-commerce platforms. In this case, the e-commerce platform can filter vendors registered on the e-commerce platform and delete all vendor accounts that often make mistakes and disappoint customers so that users feel comfortable using the e-commerce platform.

H8b: Trust in vendor has a positive effect on Buy frequency

The results of the second hypothesis test are the relationship between the variable trust in vendor and buy frequency, showing a path coefficient value of $-0.229 > 0$ (negative) and a p-value > 0.001 more than alpha 0.5. Based on these results, it can be concluded that trust in vendors affects buy frequency

(H8b is accepted). Hajli (2013) and Oliveira et al. (2017) stated that it takes trust in vendors on e-commerce platforms to increase the continuity of purchases, but a small variety of products owned by vendors can make customers feel bored. In this case, the e-commerce platform can increase its variants and post on e-commerce so that product updates can attract e-commerce platform users.

H9: Intention to use has a positive effect on gamification use intention

The results of the second hypothesis test are the relationship between the intention to use variable and gamification use intention showing a path coefficient value of $0.108 > 0$ (positive) and a p-value < 0.001 less than alpha 0.5. Based on these results, it can be concluded that intention to use affects gamification use intention (H9 is accepted). Huseynov & Dhahak (2020) and L. Zhang et al. (2021) stated that fun gamification methods could increase engagement with e-commerce platform users. In this case, the e-commerce platform can continue improvising light and fun games to build engagement with e-commerce platform users.

H10a: Gamification use intention has a positive effect on buy frequency

The results of the second hypothesis test are the relationship between the gamification use intention variable and buy frequency showing a path coefficient value of $0.051 > 0$ (positive) and a p-value > 0.001 more than alpha 0.5. Based on these results, it can be concluded that gamification use intention does not affect buy frequency (H10a is rejected). Aparicio et al. (2021) and J. Hwang & Choi (2020) stated that the gamification method applied to e-commerce platforms that are not balanced with various promotional services and attractive offers would not impact the users in making purchases. In this case, the e-commerce platform can increase attractive offers and various kinds of promotions in the game, and the application of the gamification

method in the e-commerce platform without the benefits that the user gets will be useless.

H10b: Gamification use intention has a positive effect on repurchase intention

The results of the second hypothesis test are the relationship between gamification use intention and repurchase intention variables showing a path coefficient value of $0.780 > 0$ (positive) and a p-value < 0.001 less than alpha 0.5. Based on these results, it can be concluded that gamification uses intention affects repurchase intention (H10b is rejected). Fang et al. (2016), Jang et al. (2018), and Li et al. (2013), in their research on the principle of gamification, state that the gamification method requires good and user-oriented planning. In this case, the existing e-commerce platform has incorporated gamification elements and various existing product offerings. Many users feel the benefit from the offers after they have completed completing missions in the game.

H11: Buy frequency has a positive effect on repurchase intention

The results of the second hypothesis test are the relationship between buy frequency and repurchase intention, showing a path coefficient value of $0.076 > 0$ (positive) and a p-value > 0.001 more than alpha 0.5. Based on these results, buy frequency does not affect repurchase intention (H11 is rejected). Aparicio et al. (2021) and Fang et al. (2016), in their research on e-commerce platforms, stated that the frequency of buying products from vendors was often unsustainable because there was not a large variety of goods. In this case, the e-commerce platform must be able to read search data from users so that it can offer goods according to the goods needed by users, and a large variety of goods can be a reason for increasing purchases from users.

CONCLUSION

The main objective of this research is to investigate the effect of gamification and

reputation on repurchase intention in e-commerce in Indonesia. Based on the results and discussion, it can be concluded that of the fourteen hypotheses, eight have an effect, and six have no effect.

There are two limitations to conducting this research. The first limitation is that this research focuses on the five largest e-commerce in Indonesia. Therefore, the subject of this study does not represent other e-commerce with many users, such as Bhinneka and Zalora. Second, because this is a non-probability sampling study using a judgment sampling technique, not all individuals in the population are selected as respondents. The entire population in non-probability sampling does not get the same opportunity to be a respondent in this study. Therefore, the results obtained cannot be generalized to the entire population of e-commerce users. Gamification is a method that can increase user engagement. Adopting the gamification method on the e-commerce platform can increase sales to existing vendors on the e-commerce platform. However, if attractive offers and promotions do not accompany the gamification method, then this method becomes less useful and only increases interest in playing but has no impact on sales.

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