

The Influence of Gamification, E-Service Quality and E-Trust on Online Purchase Decision with Online Purchase Intention as Intervening Variable at the Marketplace Shopee in Medan City

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ABSTRACT

This study aims to determine and analyze the effect of gamification, e-service quality and e-trust variables on online purchase decision through online purchase intention at the Shopee marketplace in Medan City. This type of research is using a quantitative approach. The nature of this research is associative research and the data used are primary data and secondary data obtained through documentation and a list of questions that measure it using a Likert scale. The sample in this study is the community in Medan City at least 17 years old, has a Shopee marketplace application and is a consumer who has purchased and used the Shopee marketplace at least 1 time as many as 175 respondents. Researchers collected data by distributing questionnaires to all respondents in this study. The data analysis method used descriptive statistical analysis and path analysis. Statistical results show that the majority of respondents agree with all the statements shared. The results of the research on the first substructure show that gamification has a positive and significant effect on online purchase intention with a significance of 0.000, e-service quality has a positive and insignificant effect on online purchase intention with a significance of 0.836 and e-trust has a positive and significant effect on online purchase intention with a significance of 0.000. The results of the research on the second substructure show that gamification has a positive and significant effect on online purchase decision with a significance of 0.031, e-service quality has a negative and insignificant

effect on online purchase decision with a significance of 0.721, e-trust has a positive and significant effect on online purchase decision with a significance of 0.002 and online purchase intention has a positive and significant effect on online purchase decision with a significance of 0.000. The path analysis test using the sobel test shows that online purchase intention is able to mediate between gamification and e-trust with online purchase decision, but online purchase intention are not able to mediate e-service quality with online purchase decision.

Keywords: Gamification, E-Service Quality, E-Trust, Online Purchase Intention and Online Purchase Decision

INTRODUCTION

The development of the industry is growing rapidly along with the sophistication of technology from time to time so that it indirectly requires producers or business companies to continue to compete. Changes that occur in the current industrial revolution 4.0 are part of global changes that make every producer or business company to be able to keep up with existing developments by continuing to innovate. This can be seen from the rapidly changing information technology so that it cannot be separated from daily life, both current needs and future needs. One of the interesting developments in information technology in the current era is the emergence of the internet. One of the

industrial phenomena that is increasing in the current era is the e-commerce industry. E-commerce is one of the big industries that is growing rapidly from time to time which makes e-commerce something that is considered important by everyone because it facilitates human activities which are slowly replacing traditional (offline) stores. According to Turban et al. (2015) E-commerce is the process of buying, selling, or trading data, goods, or services via the internet. E-commerce is defined as a commercial transaction involving the exchange of value conducted through or using digital technology between individuals (Laudon and Traver, 2017).

E-commerce in Indonesia includes Shopee, Lazada, Tokopedia, Bukalapak and so on. Marketplace sites in Indonesia have actually been popping up for a long time, but lately marketplace sites are increasing because there are already many people who are interested in buying and selling online on the marketplace site. One type of marketplace that is quite popular today and is in great demand in Indonesia is the Shopee marketplace. This can be seen in a survey conducted by The Asian Parent in December 2017 among consumers in Indonesia. The survey revealed that Shopee is the first choice shopping platform for mothers in Indonesia (73%), followed by Tokopedia (54%), Lazada (51%) and Instagram (50%). Shopee is a commercial electronic site headquartered in Singapore under the auspices of the SEA Group, previously known as Garena, which was founded in 2009 by Forrest Li. Shopee was first launched in Singapore in 2015 and has since expanded its reach to Indonesia, Malaysia, Thailand, Taiwan, Vietnam and the Philippines. In Indonesia, shopping online has become a habit for many people, especially people in the city of Medan, especially in the midst of the current Covid-19 pandemic, which makes e-commerce increase sharply because it requires people to buy and fulfill their needs online. According to data from Hootsuite (We are Social) in January 2020, around 88% of

internet users in Indonesia have shopped online. With this service, it is certainly easier for producers or business companies to carry out marketing strategies in addition to being fast, easy and of course cheaper costs. With all the convenience and efficiency of time in online shopping, this will attract consumers to buy online in making online purchasing decisions using e-commerce services.

One of the factors that can influence online purchasing decisions is online purchase intention. According to Kotler and Keller (2016) Purchase intention is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another. Consumers' online buying interest is basically a supporting factor in making online purchasing decisions for a product. High consumer buying interest will encourage consumers to buy a product, even these consumers can tell good things and recommend it to others. However, if the consumer's online buying interest is low, it will have an impact on consumers' online purchasing decisions. This is in line with research conducted by (Dewi et al., 2017; Zatalini and Mudiantono, 2017; Rizki et al., 2015)

The next factor that can influence online purchasing decisions is gamification. Research conducted by (Xu et al., 2020; Yang et al., 2019; Bittner and Schipper, 2014) found that the gamification element has a positive and significant effect on online purchase intention. This research is supported by research conducted by Canio et al. (2021) who found that gamification indirectly affects online shopping intentions.

The next factor that can influence online purchasing decisions is the quality of electronic services (e-service quality). E-service quality has an important role in attracting consumers' online buying interest so that ultimately consumers make online purchasing decisions. Tjiptono (2014) defines e-service quality as the extent to which a site facilitates effective and efficient shopping in terms of purchasing,

marketing and delivery. This is in line with research conducted by (Nasir, 2017; Kalia et al., 2016; Nikhashemi et al., 2012) which found that e-service quality has a significant effect on purchase intention.

In addition to gamification and e-service quality, electronic trust (e-trust) is one factor that is no less important in influencing online purchase decisions. Trust is a descriptive idea that a person has of something (Setiadi, 2010). Trust is one of the psychological factors in influencing consumer behavior. The concept of this theory is in accordance with research conducted by (Kaur and Quareshi, 2015; Marriott and Williams, 2018) finding that the trust factor has a positive and significant effect on purchase intention.

Complaints that often occur when shopping online are e-service quality that is not as expected, such as products that do not match the photos displayed on the Shopee application and the slow response in solving problems. In addition, consumers who make purchases online cannot directly see the products to be purchased or meet directly with sellers who offer their products. This raises the perception of the risk of fraud in the minds of consumers when they will decide to make an online purchase. The complaint is included in the variables of e-service quality and e-trust. The increasing number of consumer complaints has become an input for Shopee companies to maintain e-service quality and e-trust so that consumers feel comfortable and safe in shopping online in the Shopee marketplace. The results of this pre-survey are in accordance with the theory according to Krauter and Kaluschab (2003) which states that shopping through the internet has its own uniqueness compared to traditional shopping, namely in terms of uncertainty, anonymity, lack of control and potential in taking opportunities.

LITERATURE REVIEW

Gamification

The term gamification is an old term, emerged in the early 2000s

(Marczewski, 2013), but has become popular in the early 2010s (Deterding et al., 2011; Werbach and Hunter, 2012). Gamification has been identified as the use of game design elements in non-game contexts (Deterding, Khaled, Nacke and Dixon, 2011). As stated in the definition of Seaborn and Fels (2015), the purpose of gamification is to provide experiences but in contexts other than games and to motivate behaviors or ideas that are relevant in the real world. According to Owen (2017) Gamification is a concept that applies game design to applications instead of games to make them more fun and interesting. Werbach and Hunter (2012) state that gamification is the use of game or game elements with game design techniques in non-game contexts, where in this study the context in question is online business, especially marketplaces. Gamification media can be used in all fields such as medicine, health, government policies and personal responsibility, communication media (J. Baran, 2015). There are two reasons why gamification media is such a powerful tool. First, gamified media take advantage of the human desire to achieve higher ideals and their accomplishments are recognized. Some users are motivated by the reward given and some users are motivated by self-actualization. Second, gamified media provide strong accountability. Prizes are given when the user has completed certain transactions, this concept requires careful calculations so as not to experience losses in the middle of the road (Kotler, 2019). Both reasons are the same as the concept of sales promotion or sales promotion. Sales promotion are incentive tools used to stimulate purchases or sales, these tools can be in the form of coupons, gifts, or product samples.

E-Service Quality

Tjiptono (2016) defines "service can be viewed as a system consisting of two main components, namely service operations which are often invisible or unknown to customers (back office or

backstage) and service delivery which is usually visible (visible.) or known to the customer (often called the front office or frontstage)". The traditional service quality measurement scale before the measurement of electronic service quality was servqual. This measurement scale is more indicated for traditional (non-electronic) customers, while for online customers it uses the e-service quality (e-servqual) measurement scale.

According to Tjiptono (2014) E-service quality or also known as e-SQ, is a development of the service quality (servqual) model. In principle, the e-SQ model is an adaptation and extension of the traditional servqual model into the context of online shopping. According to Tjiptono (2014) defines e-service quality or electronic service quality as the extent to which the site facilitates effective and efficient shopping in terms of purchasing, marketing and delivery. Meanwhile, according to Bressolles and Durrieu (2011) E-service quality is the extent to which a website facilitates shopping, purchasing and delivery of products and services effectively and efficiently.

E-Trust

Kotler and Keller (2016) define trust as follows: "Trust is willingness of a firm to rely on a business partner. It depends on a number of interpersonal and inter-organizational factors, such as the firms perceived competence, integrity, honesty and benevolence". The meaning of this definition is that trust is the company's willingness to rely on business partners. Trust depends on a number of interpersonal and inter-organizational factors. Such as corporate competence, integrity, honesty and kindness. According to Parastanti et al. (2014) Trust is the belief of certain parties towards others in conducting transactional relationships based on a belief that the person they trust will fulfill all their obligations properly and as expected.

E-Trust is a trust and consumer confidence built by producers or online

business companies in running their business, especially marketplaces, where the relationship that occurs is that producers or business companies can carry out their obligations according to what is expected by consumers. According to Kartajaya (2011) customer trust arises from a long process. If customer trust has arisen between the customer and the company, it will be easier to build a cooperative relationship. According to Jasfar (2012) a good relationship is built when someone experiences something interesting, unique, or specific and the uniqueness and quality of the services provided is then maintained, even improved. So what is felt by consumers is not just a momentary experience, but as an increase in consumer confidence from previous experiences to be continued in the future.

Online Purchase Intention

Tjiptono (2015) states that consumer buying interest reflects the desire and desire of consumers to buy a product. If the benefits obtained are greater than the sacrifice to get it, the urge to buy is higher. Because, in fact, needs and desires are not easy to measure and know. Consumers can change their minds at the last second. Therefore, to attract or grow consumer buying interest, the first thing a producer or business company must do is understand how consumers make online purchasing decisions.

According to Kotler and Keller (2012) Purchase interest is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before the buying decision is actually implemented. Online purchase intentions represent the willingness and intention of consumers towards products to be purchased at a certain time or in certain situations through online platform transactions (Lu et al., 2014). Purchase intention is closely related to consumer purchasing decisions, intention is used to predict a person's tendency to do or not to do buying behavior. According to

Sumarwan (2011) intention is a strong tendency or desire in individuals to perform certain behaviors. Intention is an indication of how strong the individual's desire to realize a behavior is, in other words, the stronger the individual's desire, the more likely a behavior is realized.

Online Purchase Decision

According to Kotler and Armstrong (2018) states that: "Consumer buyer behavior refers to the buying behavior of final consumers, individuals and households that buy goods and services for personal consumption", which can be interpreted as purchasing decision behavior refers to the final buying behavior of consumers. , both individuals and households that buy goods and services for personal consumption. Kotler and Keller (2016) define "The consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand". The meaning of this expression is that consumers form preferences among brands in the choice and can also form intentions to buy the most preferred brand.

According to Tjiptono (2014) Purchasing decisions are a series of processes that start with consumers recognizing the problem, seeking information about a particular product or brand and evaluating the product or brand how well each alternative can solve the problem, which then leads to a purchase decision. Based on these definitions, it can be concluded that purchasing decisions are consumer behavior where the consumer actually buys an item or service that they like.

MATERIALS & METHODS

This type of research is using a quantitative approach. According to Sugiyono (2018), the quantitative method is a method based on the philosophy of positivism that aims to describe and test hypotheses made by researchers. This research was conducted in Medan City and the populations in this study were people in

Medan City who had purchased and used the Shopee marketplace at least once. The size of the population of this study is not known with certainty. So to determine the sample size, it can be done using the formula according to Hair et al, (2010), the sample size should be 100 or larger. As a general rule, the minimum sample size is at least five times more than the number of question/statement items to be analyzed and the sample size will be more acceptable if it has a ratio of 10:1. In this study there were 35 statement items, so the numbers of samples taken were:

$$\begin{aligned} \text{Number of samples} &= \text{Number of statements} \times 5 \\ &= 35 \times 5 \\ &= 175 \text{ respondents} \end{aligned}$$

Based on these results, the number of respondents who will be sampled in this study is 175 respondents who are people from 21 sub-districts in the Medan City area who were selected according to the sample selection criteria in this study. The sampling technique used in this study is the accidental sampling technique.

RESULT AND DISCUSSION

1. The Effect of Gamification on Online Purchase Intention

Based on the results of hypothesis testing, it shows that the gamification variable partially has a positive and significant effect on the online purchase intention variable. This is evidenced by the path coefficient value of 0.268 with a significant value for the gamification variable of 0.000 with an alpha of 5%, namely ($\rho = 0.000 < 0.05$), meaning that gamification (X1) has a positive and significant effect on online purchase intention (Z). So the results of this hypothesis test indicate that the hypothesis is accepted. As stated in the definition of Seaborn and Fels (2015), the purpose of gamification is to provide experiences but in contexts other than games and to motivate behaviors or ideas that are relevant in the real world. Thus, gamification is one of the marketing media carried out by companies in providing experiences to their consumers

in the framework of entertaining games so that they can attract consumers' online buying interest. This study is in line with research conducted by (Xu et al., 2020; Yang et al., 2019) which found that the gamification element had a positive and significant effect on online purchase intention. This research is supported by research conducted by Bittner and Schipper (2014) which found that gamification has an effect on buying interest.

2. Effect of E-Service Quality on Online Purchase Intention

Based on the results of hypothesis testing, it shows that the e-service quality variable partially has a positive and insignificant effect on the online purchase intention variable. This is evidenced by the path coefficient value of 0.014 with a significant value for the e-service quality variable of 0.836 with an alpha of 5%, namely ($\rho = 0.836 > 0.05$), meaning that e-service quality (X2) has a positive and insignificant effect on online purchase intention (Z). So the results of this hypothesis test indicate that the hypothesis is rejected. As stated in theory according to Bressolles and Durrieu (2011) E-service quality is the extent to which a website facilitates shopping, purchasing and delivery of products and services effectively and efficiently. Because, the quality of service that meets the needs and expectations of consumers will attract consumers to buy online. On the other hand, if the quality of service provided does not meet the needs and expectations of consumers, it will reduce consumers' interest in buying online so that consumers will switch to other marketplaces that can meet their needs and expectations. This study is in line with research conducted by Andini et al. (2016) who found that there is one variable of e-service quality, namely the reliability dimension which has no significant effect on consumer buying interest in Lazada Indonesia's online store.

3. Effect of E-Trust on Online Purchase Intention

Based on the results of hypothesis testing, it shows that the e-trust variable partially has a positive and significant effect on the online purchase intention variable. This is evidenced by the path coefficient value of 0.408 with a significant value for the e-trust variable of 0.000 with an alpha of 5%, namely ($\rho = 0.000 < 0.05$), meaning that e-trust (X3) has a positive and significant effect on online purchase intention (Z). So the results of this hypothesis test indicate that the hypothesis is accepted. Trust is an important factor in increasing interest in online shopping (Pappas, 2018), because buying interest is the key to the success of e-commerce (Firmansyah and Ali, 2019). This study is in line with the research conducted by Liu et al. (2019) which shows that trust is a determinant of purchase intention. This finding supports research conducted by (Kaur and Quareshi, 2015; Marriott and Williams, 2018) which found the trust factor to have a positive and significant effect on purchase intention.

4. Effect of Gamification on Online Purchase Decision

Based on the results of hypothesis testing, it shows that the gamification variable partially has a positive and significant effect on the online purchase decision variable. This is evidenced by the path coefficient value of 0.115 with a significant value for the gamification variable of 0.031 with an alpha of 5%, namely ($\rho = 0.031 < 0.05$), meaning that gamification (X1) has a positive and significant effect on online purchase decision (Y). So the results of this hypothesis test indicate that the hypothesis is accepted. Gamification is a factor that needs to be considered in influencing consumer purchasing decisions online. Because, gamification has a role in carrying out sales promotion activities because gamification media can attract users' attention by providing rewards/gifts where the gifts can be used to make buying and

selling transactions. This study is in line with research conducted by (Gajanova and Radisic, 2021; Tobon et al., 2019) which found that there was a significant influence between gamification media on consumer online purchasing decision behavior

5. Effect of E-Service Quality on Online Purchase Decision

Based on the results of hypothesis testing, it shows that the e-service quality variable partially has a negative and insignificant effect on the online purchase decision variable. This is evidenced by the path coefficient value of -0.018 with a significant value for the e-service quality variable of 0.721 with an alpha of 5%, namely ($\rho = 0.721 > 0.05$), meaning that e-service quality (X2) has a negative and insignificant effect on online purchase decision (Y). So the results of this hypothesis test indicate that the hypothesis is rejected. Service quality is how far the difference between reality and customer expectations for the services they receive/obtain. This is in accordance with the theoretical concept according to Kotler and Armstrong (2012) which states that service quality is often interpreted as a comparison between the expected service and the actual service received.

6. Effect of E-Trust on Online Purchase Decision

Based on the results of hypothesis testing, it shows that the e-trust variable partially has a positive and significant effect on the online purchase decision variable. This is evidenced by the path coefficient value of 0.174 with a significant value for the e-trust variable of 0.002 with an alpha of 5%, namely ($\rho = 0.002 < 0.05$), meaning that e-trust (X3) has a positive and significant effect on online purchase decisions (Y). So the results of this hypothesis test indicate that the hypothesis is accepted. These results are in accordance with the theoretical concept of Turban et al. (2010) which states that consumer trust can directly influence purchasing decisions.

Because, customers have a sustainable purchase intention when they trust the seller (Zhao et al., 2019).

7. Effect of Online Purchase Intention on Online Purchase Decision

Based on the results of hypothesis testing, it shows that the online purchase intention variable partially has a positive and significant effect on the online purchase decision variable. This is evidenced by the path coefficient value of 0.662 with a significant value for the online purchase intention variable of 0.000 with an alpha of 5%, namely ($\rho = 0.000 < 0.05$), meaning that online purchase intention (Z) has a positive and significant effect on online purchase decisions (Y). So the results of this hypothesis test indicate that the hypothesis is accepted. According to Kotler and Keller (2016) Purchase intention is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another. Online purchase intentions represent the willingness and intention of consumers towards products to be purchased at a certain time or in certain situations through online platform transactions (Lu et al., 2014). Purchase intention is closely related to consumer purchasing decisions.

8. The Effect of Gamification on Online Purchase Decisions Through Online Purchase Intentions

Based on the results of hypothesis testing, it shows that gamification has a positive and significant effect on online purchase decisions through online purchase intentions. This is evidenced by the path coefficient value of 0.166 with a significant value for the gamification variable of 0.000 with an alpha of 5%, namely ($\rho = 0.000 < 0.05$), meaning that gamification (X1) has a positive and significant effect on online purchase decisions (Y) via online purchase intention (Z). So the results of this hypothesis test indicate that the hypothesis is accepted. The gamification carried out by the company will form a means to achieve

the company's goals in running an online business, especially a marketplace that can attract consumers' online buying interest in making online purchasing decisions. This study is in line with the research conducted by Canio et al. (2021) who found that gamification indirectly affects online shopping intentions in China. If the user is deeply involved with the company, this will make the user will often use the gamification application and spend more time on the gamification application so that there is a positive relationship that can attract consumer buying interest in making online purchasing decisions.

9. The Effect of E-Service Quality on Online Purchase Decisions Through Online Purchase Intentions

Based on the results of hypothesis testing, it shows that e-service quality has a positive and insignificant effect on online purchase decisions through online purchase intention. This is evidenced by the path coefficient value of 0.008 with a significant value for the gamification variable of 0.826 with an alpha of 5%, namely ($\rho = 0.826 > 0.05$), meaning that e-service quality (X2) has a positive and insignificant effect on online purchase decisions (Y) through online purchase intention (Z). So the results of this hypothesis test indicate that the hypothesis is rejected. This research is not in line with research conducted by Sukron (2019) which found that e-service quality has a positive and significant effect on purchasing decisions through buying interest as an intervening variable on Tokopedia consumers. Based on the results of these studies, it can be concluded that there is an indirect effect of e-service quality on purchasing decisions through buying interest.

10. The Effect of E-Trust on Online Purchase Decisions Through Online Purchase Intentions

Based on the results of hypothesis testing, it shows that e-trust has a positive and significant effect on online purchase

decisions through online purchase intentions. This is evidenced by the path coefficient value of 0.253 with a significant value for the e-trust variable of 0.000 with an alpha of 5%, namely ($\rho = 0.000 < 0.05$), meaning that e-trust (X3) has a positive and significant effect on online purchase decisions (Y) through online purchase intention (Z). So the results of this hypothesis test indicate that the hypothesis is accepted. According to Kartajaya (2011), trust arises from a long process. If consumer trust has arisen between consumers and companies, then efforts to build cooperative relationships will be easier. Because if a consumer's online trust has arisen, consumers will not think long about doing online shopping that can attract consumers' online buying interest.

CONCLUSION

1. Gamification, E-Service Quality and E-Trust simultaneously have a positive and significant effect on Online Purchase Intention at the Shopee marketplace in Medan City.
2. Gamification, E-Service Quality, E-Trust and Online Purchase Intention simultaneously have a positive and significant impact on Online Purchase Decisions at the Shopee marketplace in Medan City.
3. Gamification partially has a positive and significant effect on Online Purchase Intention on the Shopee marketplace in Medan City.
4. E-Service Quality partially has a positive and insignificant effect on Online Purchase Intention on the Shopee marketplace in Medan City.
5. E-Trust has a positive and significant effect on Online Purchase Intention on the Shopee marketplace in Medan City.
6. Gamification partially has a positive and significant effect on Online Purchase Decisions on the Shopee marketplace in Medan City.
7. E-Service Quality partially has a negative and insignificant effect on

- Online Purchase Decisions at the Shopee marketplace in Medan City.
8. E-Trust partially has a positive and significant effect on Online Purchase Decisions at the Shopee marketplace in Medan City.
 9. Online Purchase Intention partially positive and significant effect on Online Purchase Decision on the Shopee marketplace in Medan City.
 10. Gamification has a positive and significant effect on Online Purchase Decisions through Online Purchase Intentions at the Shopee marketplace in Medan City.
 11. E-Service Quality has a positive and insignificant effect on Online Purchase Decisions through Online Purchase Intentions at the Shopee marketplace in Medan City.
 12. E-Trust has a positive and significant effect on Online Purchase Decisions through Online Purchase Intentions at the Shopee marketplace in Medan City.
 13. From this research, it is known that Online Purchase Intention has the most dominant influence on Online Purchase Decision on the Shopee marketplace in Medan City. Where the results obtained are, the value of $t_{count} (10.661) > t_{table} (1.654)$ with a significant level $(0.000) < (0.05)$.

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