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The Influence of Gamification and Online Trust on Repurchase Intention with Customer Satisfaction as a Mediating Variable: A Study of Shopee Platform Customers

Johannes Indarga Hary Pratomo[1*], Endang Tjahjaningsih[2]
[1,2] Master of Management Study Program, Faculty of Economics and Business, Universitas STIKUBANK (UNISBANK) Semarang, Indonesia

**Corresponding Author: johan5169@gmail.com*

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ABSTRACT

This study aims to analyze the effects of Gamification (X_1) and Online Trust (X_2) on Repurchase Intention (Y_2), with Customer Satisfaction (Y_1) serving as a mediating variable among Shopee application users in Indonesia. This study employed a causal quantitative approach. The sample was selected using a non-probability sampling method with a purposive sampling technique involving 100 respondents who met the following criteria: active Shopee users aged at least 17 years, had completed at least two transactions within the last six months, and had used Shopee's gamification features. Data were analyzed using Path Analysis with the assistance of SPSS software, while the mediating effect was examined using the Sobel Test. The results indicate that Gamification has a positive and significant effect on Customer Satisfaction (β = 0.519; Sig. = 0.000), and Online Trust also has a positive and significant effect on Customer Satisfaction (β = 0.570; Sig. = 0.000). In contrast, Gamification (β = 0.066; Sig. = 0.483) and Online Trust (β = 0.113; Sig. = 0.249) do not have a significant direct effect on Repurchase Intention. Customer Satisfaction was found to have a positive and significant effect on Repurchase Intention (β = 0.615; Sig. = 0.000). Furthermore, Customer Satisfaction significantly mediates the relationship between Gamification and Repurchase Intention with a full mediation effect (Z = 4.455; Sig. = 0.000), and also significantly mediates the relationship between Online Trust and Repurchase Intention with a full mediation effect (Z = 4.560; Sig. = 0.000). These findings validate the extension of the Stimulus–Organism–Response (S-O-R) framework in the e-commerce context, demonstrating that gamification strategies and the development of online trust do not directly encourage repurchase intention. Instead, they first enhance customer satisfaction as an internal response, which subsequently leads to the formation of repurchase intention.

INTRODUCTION

The rapid development of digital technology has transformed the retail industry from conventional business models into digital platform-based ecosystems, intensifying competition, particularly in Southeast Asia. Indonesia, as the region's largest e-commerce market, is projected to generate nearly US$100 billion in digital economy value by 2025, with e-commerce remaining the largest contributor, growing by 14% to US$71 billion (e-Conomy SEA, 2025). Despite this rapid growth, customer retention has become a critical challenge because acquiring new customers is estimated to cost five to twenty-five times more than retaining existing ones (Gallo, 2014). Consequently, businesses have shifted their strategic focus from market expansion toward fostering repurchase intention. Shopee dominates the Indonesian e-commerce market with approximately 2.3 billion website visits during 2023 (Ahdiat, 2024), making it an appropriate context for investigating customer retention strategies.

Shopee was selected because it extensively integrates gamification through Shopee Games while simultaneously implementing institutional trust mechanisms such as Shopee Guarantee. Although the platform maintains a high user rating of 4.7/5 on Google Play Store and App Store, consumers continue to experience product mismatches, refund problems, and fake reviews, indicating that platform trust does not necessarily ensure transaction security. Furthermore, increasing competition from social commerce platforms such as TikTok Shop has shifted consumer preferences toward interactive and entertainment-oriented shopping experiences. At the same time, Indonesian consumers have become increasingly price-conscious, encouraging multi-homing behavior, in which users compare prices across multiple shopping applications, resulting in spurious loyalty rather than genuine commitment (Dick & Basu, 1994; Snapcart, 2024).

To strengthen customer retention, Shopee has implemented gamification strategies that successfully increase user engagement and time spent within the application (Populix, 2023). Nevertheless, higher engagement does not consistently translate into purchase conversion. Excessive gamification may create cognitive distraction, shifting users' motivation from utilitarian shopping toward hedonic gameplay (Hofacker dkk., 2016; Xi & Hamari, 2019). This phenomenon is particularly evident among Generation Z consumers, who increasingly experience reward fatigue, perceiving the rewards obtained from game activities as disproportionate to the required effort (Werbach & Hunter, 2012; Indriastuti & Ramadhanti, 2021). Consequently, gamification alone may fail to stimulate repurchase intention.

Besides gamification, online trust represents another essential determinant of long-term customer relationships. According to Commitment-Trust Theory, trust is the cornerstone of sustainable exchange relationships (Morgan & Hunt, 1994). However, Indonesia continues to experience a substantial trust deficit, reflected in hundreds of thousands of online fraud reports (Divisi Humas Mabes Polri, 2024) and increasing cybersecurity threats (Zaputra, 2023). Fraudulent seller practices, including fake reviews and brushing scams, further undermine transaction credibility and discourage repeat purchases despite institutional safeguards such as Shopee Guarantee (Pavlou & Gefen, 2004; Wu et al., 2020; Wen et al., 2021).

This study integrates the Theory of Planned Behavior (TPB) (Ajzen, 1991) and the Stimulus Organism Response (S-O-R) framework (Mehrabian & Russell, 1974). Within this framework, gamification and online trust function as external stimuli, customer satisfaction represents the internal organism, and repurchase intention serves as the behavioral response. The mediating mechanism is further explained through Expectancy Disconfirmation Theory (Oliver, 1980), which suggests that satisfaction emerges when consumers perceive that actual performance meets or exceeds their expectations. Previous studies have consistently demonstrated positive relationships between gamification and customer satisfaction (Hwang & Choi, 2021; Supraptiningsih & Young, 2025), online trust and customer satisfaction (Farisi et al., 2024), and customer satisfaction and repurchase intention (Chiu & Cho, 2021).

However, prior empirical findings remain inconsistent. While several studies reported that gamification significantly enhances repurchase intention (Sitthipon et al., 2022; Dogan-Sudas et al., 2021; Aulia et al., 2021), other studies found no significant effect (Susilo, 2022; Putri & Mayasari, 2022; Indriastuti & Ramadhanti, 2025). Similar inconsistencies have also been reported regarding the influence of online trust (Kusmita et al., 2022) and customer satisfaction (Firdaus et al., 2022) on repurchase intention. These contradictory findings suggest that the relationship between gamification, online trust, and repurchase intention may not be direct but instead operates through an intervening variable.

Accordingly, this study proposes customer satisfaction as a strategic mediator linking gamification and online trust with repurchase intention among Shopee users. The novelty of this research lies in integrating the concepts of reward fatigue, cognitive distraction, and trust deficit into the S-O-R framework to explain how entertainment value and perceived security jointly contribute to customer loyalty in the contemporary e-commerce environment.

RESEARCH METHOD

Research Type and Research Object

This study employed a quantitative approach using explanatory (causal) research. According to Sugiyono (2024), explanatory research aims to explain the relationships among variables and identify causal effects through hypothesis testing. A quantitative approach was adopted because the data were collected in numerical form using a structured questionnaire with measurement scales. The data were subsequently analyzed using Path Analysis with the Statistical Package for the Social Sciences (SPSS) to examine the direct and indirect effects of Gamification and Online Trust on Repurchase Intention, with Customer Satisfaction serving as the mediating variable.

The research object refers to the variables under investigation and the scope of the study (Bougie & Sekaran, 2025). This study examined Gamification (X_1) and Online Trust (X_2)

as the independent (exogenous) variables, Customer Satisfaction (Y_1) as the mediating variable, and Repurchase Intention (Y_2) as the dependent (endogenous) variable. The unit of analysis comprised the perceptions and experiences of consumers using the Shopee e-commerce platform.

Population and Sample

According to Sugiyono (2024), a population is a generalized set of objects or subjects possessing specific characteristics determined by the researcher for investigation and conclusion. The population of this study consisted of all Shopee e-commerce users. Since the total number of Shopee users is extremely large, widely distributed, and continuously changing, the population was classified as an unknown population.

A sample represents a subset of the population that possesses its characteristics. Because the population size was unknown, this study employed a non-probability sampling method using purposive sampling. Purposive sampling selects respondents based on specific criteria to ensure that the collected data are relevant to the research objectives (Bougie & Sekaran, 2025). The respondents were required to meet the following criteria:

1. Active Shopee users aged 17 years or older.
2. Have completed at least two purchase transactions on Shopee within the previous six months.
3. Have used or interacted with Shopee's gamification features, such as Shopee Games, Shopee Coins, or the membership loyalty program.

Since the population size of Shopee users is unknown, the minimum sample size was determined using the Lemeshow formula for an unknown population (Lemeshow, 1993). The Lemeshow formula is presented as follows:

$$n = (Z\^{}2\; x\; P\; (1 - P))\; /\; d\^{}2$$

n = Minimum sample size
Z = Normal standard value for a 95% confidence level (i.e., 1.96)
P = Maximum estimate (probability) often used is 50% or 0.5
d = Tolerable margin of error, set at 10% (0.10)

Based on this formula, the sample size calculation is:

$$n = \frac{\left(1{,}96^2 x\; 0{,}5\; (1 - 0{,}5)\right)}{} 0{,}10^2$$

$$n = \frac{(3{,}8416\; x\; 0{,}25)}{} 0{,}01$$

$$n = 0{,}9604\; /\; 0{,}01\; n = 96{,}04$$

Based on the calculation above, the minimum required sample size was 96.04 respondents. To facilitate data processing and minimize the possibility of incomplete or invalid questionnaires, the sample size was rounded up to 100 respondents.

Types and Sources of Data

1. Primary Data

   According to Sugiyono (2024), primary data are data collected directly from the original source by the researcher. In this study, the primary data consisted of the responses, evaluations, and perceptions of Shopee e-commerce users. These data were collected through an online questionnaire using an interval-scale (Likert scale) instrument administered to respondents who met the purposive sampling criteria. The primary data served as the main source for statistical analysis using SPSS to test the proposed research hypotheses.

2. Secondary Data

   Secondary data refer to information obtained indirectly through other parties or existing documents rather than directly from respondents (Sugiyono, 2024). In this study, secondary data were used to provide the theoretical foundation, support the research arguments, and facilitate comparison with previous findings. These data were obtained from scientific literature, research methodology textbooks, national and international journal articles (particularly studies related to gamification, online trust, and repurchase intention), as well as publicly available statistical reports and industry publications concerning e-commerce trends in Indonesia.

RESULT AND DISCUSSION

Data Instrument Quality Test

Validity Test

The validity test in this study was conducted to ensure that all items in the questionnaire were construct-valid and capable of accurately measuring the latent variables studied. This validity test used multivariate Factor Analysis by examining the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy, Bartlett's Test of Sphericity, and Factor Loading values.

The instrument's suitability for construct validity is determined by the KMO value, the significance value (Sig.) in Bartlett's Test, and the Factor Loading value for each item being greater than 0.40 (>0.40). The results of the sampling adequacy and construct validity tests for the four research variables are summarized in the tables below:

Table 1. Results of KMO and Factor Loading Validity Tests

No.	Variable	KMO	Indicator	Factor Loading	Remarks
1	Gamification (X1)	0.832	X1.1	0.887	Valid
			X1.2	0.834	Valid
			X1.3	0.925	Valid
			X1.4	0.905	Valid
2	Online Trust (X2)	0.847	X2.1	0.932	Valid
			X2.2	0.863	Valid
			X2.3	0.908	Valid
			X2.4	0.901	Valid

3	Customer Satisfaction (Y1)	0.758	Y1.1	0.919	Valid
			Y1.2	0.929	Valid
			Y1.3	0.921	Valid
4	Repurchase Intention (Y2)	0.858	Y2.1	0.907	Valid
			Y2.2	0.917	Valid
			Y2.3	0.931	Valid
			Y2.4	0.927	Valid

Based on the results presented in Table 1, the Kaiser–Meyer–Olkin (KMO) values for all research variables exceeded the minimum acceptable threshold of 0.50, indicating adequate sampling adequacy for factor analysis. The highest KMO value was observed for Repurchase Intention (Y_2) (0.858), followed by Online Trust (X_2) (0.847), Gamification (X_1) (0.832), and Customer Satisfaction (Y_1) (0.758). Furthermore, Bartlett's Test of Sphericity was statistically significant for all variables (Sig. < 0.001), which is well below the 0.05 significance level. These findings confirm that the sample was adequate and that all measurement indicators were suitable for further construct factor analysis.

The results also show that all questionnaire items achieved factor loading values ranging from 0.834 to 0.932, substantially exceeding the recommended minimum threshold of 0.40. Specifically, the factor loading values ranged from 0.834 to 0.925 for Gamification (X_1), with the highest loading (0.925) corresponding to the indicator measuring the motivational effect of ranking or membership-level features on purchasing behavior. For Online Trust (X_2), the factor loadings ranged from 0.863 to 0.932, with the highest loading (0.932) representing the reliability of the Shopee application system. Customer Satisfaction (Y_1) demonstrated factor loadings between 0.919 and 0.929, with the highest loading (0.929) associated with the fulfillment of customer expectations regarding entertainment and security features. Meanwhile, Repurchase Intention (Y_2) exhibited factor loadings ranging from 0.907 to 0.931, with the highest loading (0.931) corresponding to respondents' willingness to recommend Shopee to others.

Since none of the questionnaire items had a factor loading below 0.40, all measurement items were considered to possess satisfactory construct validity. These results indicate that all indicators were appropriate for measuring their respective constructs and were therefore eligible for subsequent reliability testing.

Reliability Test

After confirming the construct validity of all measurement items, a reliability test was conducted to evaluate the internal consistency of the research instrument. Reliability was assessed using Cronbach's Alpha in IBM SPSS. Following the criterion proposed by Ghozali (2018), a construct is considered reliable when its Cronbach's Alpha coefficient exceeds 0.70.

The reliability test results for all research variables are summarized in Table 2.

Table 2. Results of the Reliability Test of Research Instruments

No.	Variable	Number of Items	Cronbach's Alpha	Standard Threshold	Remarks
1	Gamification (X1)	4	0.911	> 0.70	Reliable
2	Online Trust (X2)	4	0.920	> 0.70	Reliable
3	Customer Satisfaction (Y1)	3	0.913	> 0.70	Reliable
4	Repurchase Intention (Y2)	4	0.940	> 0.70	Reliable

Based on Table 2, all research variables exhibited Cronbach's Alpha values substantially exceeding the recommended threshold of 0.70. Specifically, Gamification (X_1) achieved a Cronbach's Alpha of 0.911, Online Trust (X_2) scored 0.920, Customer Satisfaction (Y_1) obtained 0.913, and Repurchase Intention (Y_2) recorded the highest reliability coefficient of 0.940.

These findings indicate that all measurement instruments demonstrated excellent internal consistency and a very high level of reliability. Therefore, the questionnaire was considered capable of producing stable and dependable data, confirming that the collected data met the required instrument quality standards and were suitable for subsequent statistical model testing.

Path Analysis and Hypothesis Testing

Path analysis is an extension of multiple linear regression that is employed to estimate causal relationships among variables within a theoretically specified structural model. This technique enables the examination of both the direct and indirect effects of independent variables on the dependent variable through a mediating variable. Consistent with the proposed conceptual framework, the hypothesis testing in this study was conducted using path analysis divided into two structural sub-models. The magnitude of each path coefficient was evaluated using the standardized beta coefficients (Standardized Coefficients Beta) at a 5% significance level ($\alpha = 0.05$).

Table 3. Regression Test Results (Substructures 1 and 2)

Regression Equation	Model Test			Relationship Between Variables	t-Test		Remarks
	Adj. R^2	F-value	Sig.		Beta	Sig.	
Y□ = 0.519X□ + 0.570X□	0.637	87.400	0.000	Gamification → Customer Satisfaction	0.519	0.000	Hypothesis 1 Accepted
				Online Trust → Customer Satisfaction	0.570	0.000	Hypothesis 2 Accepted
Y□ = 0.066X□ + 0.113X□ + 0.615Y□	0.512	35.625	0.000	Gamification → Repurchase Intention	0.066	0.483	Hypothesis 3 Rejected
				Online Trust → Repurchase	0.113	0.249	Hypothesis 4 Rejected

				Intention			
				Customer Satisfaction → Repurchase Intention	0.615	0.000	Hypothesis 5 Accepted

Based on Table 3, the results of the path analysis were divided into two structural sub-models to evaluate the model fit and test the proposed hypotheses using t-tests.

1. Structural Sub-model 1 ($Y_1 = 0.519X_1 + 0.570X_2$)
   The first sub-model examined the effects of Gamification (X_1) and Online Trust (X_2) on Customer Satisfaction (Y_1). The regression model demonstrated a satisfactory fit, with an F-value of 87.400 and a significance level of 0.000 ($p < 0.05$). The Adjusted R^2 value of 0.637 indicates that 63.7% of the variance in Customer Satisfaction was explained by Gamification and Online Trust, while the remaining 36.3% was attributable to factors outside the proposed model. The partial regression results revealed that both Gamification ($\beta = 0.519$, $p = 0.000$) and Online Trust ($\beta = 0.570$, $p = 0.000$) had positive and statistically significant effects on Customer Satisfaction. Therefore, Hypothesis 1 (H1) and Hypothesis 2 (H2) were supported.
2. Structural Sub-model 2 ($Y_2 = 0.066X_1 + 0.113X_2 + 0.615Y_1$)
   The second sub-model assessed the simultaneous effects of Gamification (X_1), Online Trust (X_2), and Customer Satisfaction (Y_1) on Repurchase Intention (Y_2). The model was statistically significant, with an F-value of 35.625 ($p = 0.000$) and an Adjusted R^2 of 0.512, indicating that the three predictors jointly explained 51.2% of the variance in Repurchase Intention. The partial regression analysis showed that Gamification ($\beta = 0.066$, $p = 0.483$) and Online Trust ($\beta = 0.113$, $p = 0.249$) did not have significant direct effects on Repurchase Intention. Consequently, Hypothesis 3 (H3) and Hypothesis 4 (H4) were not supported. In contrast, Customer Satisfaction exerted a strong positive and statistically significant effect on Repurchase Intention ($\beta = 0.615$, $p = 0.000$), providing support for Hypothesis 5 (H5).

Mediation Analysis

The mediation analysis was conducted to examine the indirect effects of the exogenous variables (Gamification and Online Trust) on the endogenous variable (Repurchase Intention) through the mediating variable (Customer Satisfaction). The mediation effects were evaluated using the Sobel Test, and the summary of the mediation coefficients is presented in Table 4.

Table 4. Mediation Test Results (Sobel Test)

Independent Variable	Mediating Variable	Z-Value	Sig.
Gamification (X1) → Repurchase Intention (Y2)	Customer Satisfaction (Y1)	4.455	0.0000
Online Trust (X2) → Repurchase Intention (Y2)	Customer Satisfaction (Y1)	4.560	0.0000

Based on the statistical results presented in Table 4, the mediation analysis produced the following findings:

1. Mediation Effect of Customer Satisfaction on the Relationship between Gamification (X_1) and Repurchase Intention (Y_2)
   The Sobel test produced a Z-value of 4.455, which exceeded the critical value of 1.96 (4.455 > 1.96), with a significance level of p = 0.000 ($p < 0.05$). These results provide empirical support for Hypothesis 6 (H6), indicating that Customer Satisfaction significantly mediates the relationship between Gamification and Repurchase Intention. Since the direct effect of Gamification on Repurchase Intention was previously found to be insignificant (H3 was not supported), the mediation effect is classified as full mediation. This finding suggests that the entertainment value of Shopee's gamification features does not directly stimulate customers' intention to repurchase. Instead, gamification enhances repurchase intention only by first increasing customer satisfaction.
2. Mediation Effect of Customer Satisfaction on the Relationship between Online Trust (X_2) and Repurchase Intention (Y_2)
   The Sobel test yielded a Z-value of 4.560, which was also greater than the critical value of 1.96 (4.560 > 1.96), with a significance level of p = 0.000 ($p < 0.05$). Therefore, Hypothesis 7 (H7) was supported, confirming that Customer Satisfaction significantly mediates the relationship between Online Trust and Repurchase Intention. Consistent with the previous result, because the direct effect of Online Trust on Repurchase Intention was not statistically significant (H4 was not supported), this relationship is likewise characterized as full mediation. These findings indicate that the security and reliability provided by the Shopee platform contribute to customers' repurchase intention only when they successfully generate a high level of customer satisfaction.

Discussion

Effect of Gamification on Customer Satisfaction

The results of the partial hypothesis test showed that Gamification had a positive and significant effect on Customer Satisfaction ($\beta = 0.519$, $p < 0.001$), supporting H1. This finding indicates that more engaging and interactive gamification features enhance customer satisfaction among Shopee users.

This result is consistent with Expectancy Disconfirmation Theory (EDT) and the Stimulus–Organism–Response (S-O-R) framework. Gamification functions as an external stimulus that transforms routine shopping into an enjoyable experience. When gamification features exceed users' expectations, positive disconfirmation occurs, resulting in higher customer satisfaction (Oliver, 1980; Mehrabian & Russell, 1974). Descriptive analysis also showed high evaluations for mission challenges, membership levels, and entertainment features, whereas reward-related items received relatively lower ratings. These findings suggest that users derive satisfaction primarily from the enjoyment of gameplay rather than from monetary rewards.

The findings are consistent with previous studies demonstrating that gamification enhances customer satisfaction by creating hedonic value and fulfilling users' psychological needs (Supraptiningsih & Young, 2025; Bitrian, Buil, & Catalan, 2021).

Effect of Online Trust on Customer Satisfaction

The results also revealed that Online Trust positively and significantly affected Customer Satisfaction (β = 0.570, $p < 0.001$), supporting H2. Greater confidence in Shopee's security, integrity, and system reliability leads to higher customer satisfaction.

According to Expectancy Disconfirmation Theory, consumers expect e-commerce platforms to provide secure transactions and protect personal information. When Shopee successfully delivers reliable infrastructure and institutional safeguards, such as Shopee Guarantee, consumers experience reduced perceived risk and positive disconfirmation, thereby increasing satisfaction. Descriptive statistics further confirmed that respondents highly evaluated system reliability, transaction security, and guarantee fulfillment.

These findings are consistent with previous studies reporting that online trust significantly enhances customer satisfaction in e-commerce environments (Farisi et al., 2024; Wandoko, Haryanto, & Panggati, 2023).

Effect of Gamification on Repurchase Intention

The results indicated that Gamification did not have a significant direct effect on Repurchase Intention (β = 0.066, $p = 0.483$), leading to the rejection of H3. Although gamification successfully increases user engagement, it does not directly encourage customers to make repeat purchases.

This finding can be explained through the concepts of cognitive distraction, empty engagement, and reward fatigue. Excessive gamification shifts consumers' motivation from utilitarian shopping to hedonic gameplay, causing users to focus on completing game missions rather than purchasing products (Xi & Hamari, 2019). Descriptive results further revealed that reward-related indicators received the lowest evaluation, suggesting that users perceived the incentives as insufficient compared with the required effort. Consequently, enjoyable gaming experiences alone were unable to stimulate repurchase intention.

These findings support previous studies reporting that gamification does not directly influence repurchase intention because of reward fatigue and the limited perceived value of gaming incentives (Indriastuti & Ramadhanti, 2025; Susilo, 2022; Putri & Mayasari, 2022).

Effect of Online Trust on Repurchase Intention

The analysis further showed that Online Trust did not have a significant direct effect on Repurchase Intention (β = 0.113, $p = 0.249$), resulting in the rejection of H4. Although customers perceive Shopee as a secure and trustworthy platform, trust alone is insufficient to motivate repeat purchases.

Within the S-O-R framework, transaction security functions primarily as a defensive stimulus that reduces perceived risk rather than as a proactive driver of loyalty. In today's highly competitive e-commerce market, secure payment systems, data protection, and transaction guarantees have become standard platform features rather than distinctive competitive advantages. Descriptive findings showed that respondents highly rated Shopee's security and reliability; however, consumers frequently engage in multi-homing, comparing multiple e-commerce platforms that offer similar security standards. As a result, online trust alone no longer serves as a unique determinant of repurchase intention.

This finding is consistent with Kusmita, Farida, and Saryadi (2022), who reported that e-trust does not directly influence online repurchase intention. The results suggest that online trust acts as a necessary prerequisite for customer retention but must first be transformed into customer satisfaction before it can effectively promote long-term repurchase behavior.

Effect of Customer Satisfaction on Repurchase Intention

The path analysis demonstrated that Customer Satisfaction had a positive and significant effect on Repurchase Intention ($\beta = 0.615$, $p < 0.001$), supporting H5. This result indicates that customers who are more satisfied with Shopee's services and features are more likely to continue purchasing through the platform.

This finding is consistent with the Stimulus–Organism–Response (S-O-R) framework, in which customer satisfaction represents the Organism (O) that transforms external stimuli into behavioral responses. Once consumers perceive that their expectations regarding entertainment (gamification) and security (online trust) have been fulfilled, they develop favorable internal evaluations that subsequently encourage long-term repurchase behavior. Descriptive results also revealed similarly high mean scores for both Customer Satisfaction and Repurchase Intention, suggesting that satisfied consumers are more willing to remain loyal despite competitive alternatives.

The findings are consistent with previous studies identifying customer satisfaction as the strongest predictor of repurchase intention in digital commerce (Afinia & Tjahjaningsih, 2024; Chiu & Cho, 2021).

The Mediating Role of Customer Satisfaction in the Relationship between Gamification and Repurchase Intention

The Sobel test indicated a significant mediation effect ($Z = 4.455$, $p < 0.001$), providing support for H6. Because the direct effect of Gamification on Repurchase Intention was not significant, Customer Satisfaction functions as a full mediator.

This finding confirms the S-O-R framework, in which gamification acts as an external Stimulus, while customer satisfaction represents the internal Organism that converts enjoyable gaming experiences into behavioral responses. Gamification alone cannot directly generate repurchase intention; instead, it first creates positive customer evaluations, which subsequently motivate repeat purchasing.

The descriptive findings support this explanation. Although respondents rated game rewards relatively low, they still reported high overall satisfaction and repurchase intention, indicating that entertainment value alone is insufficient unless it contributes to customer satisfaction. These findings also support previous studies showing that customer satisfaction fully mediates the relationship between gamification and repurchase intention (Indriastuti & Ramadhanti, 2025; Sitthipon et al., 2022).

The Mediating Role of Customer Satisfaction in the Relationship between Online Trust and Repurchase Intention

The Sobel test also confirmed a significant mediation effect of Customer Satisfaction on the relationship between Online Trust and Repurchase Intention ($Z = 4.560$, $p < 0.001$), supporting H7. Since the direct effect of Online Trust on Repurchase Intention was insignificant, the mediation is classified as full mediation.

Within the S-O-R framework, online trust serves as an external stimulus by reducing consumers' perceived risk through secure transactions and institutional protection mechanisms. However, trust alone functions primarily as a hygiene factor and is insufficient to generate customer loyalty directly. Instead, consumers must first perceive that these security mechanisms have produced a satisfying shopping experience before developing an intention to repurchase.

The descriptive results further support this conclusion. Although respondents highly evaluated Shopee's transaction security and guarantee system, such security is no longer considered a unique competitive advantage because competing e-commerce platforms provide similar protections. Consequently, Customer Satisfaction becomes the critical mechanism that transforms online trust into long-term repurchase intention. These findings are consistent with previous studies demonstrating that customer satisfaction mediates the relationship between online trust and repurchase intention (Ginting et al., 2023; Iffan, Syafei, & Cuong, 2024).

CONCLUSION

This study aimed to examine the direct effects of Gamification and Online Trust on Repurchase Intention, as well as the mediating role of Customer Satisfaction among Shopee e-commerce users in Indonesia. Based on the data analysis and hypothesis testing, the following conclusions can be drawn:

1. Gamification had a positive and significant effect on Customer Satisfaction ($\beta = 0.519$, $p < 0.001$), supporting H1. This finding indicates that more engaging, interactive, and enjoyable gamification features enhance customer satisfaction.
2. Online Trust also had a positive and significant effect on Customer Satisfaction ($\beta = 0.570$, $p < 0.001$), supporting H2. Improved transaction security, system reliability, and privacy protection contribute significantly to higher customer satisfaction.
3. Gamification did not have a significant direct effect on Repurchase Intention ($\beta = 0.066$, $p = 0.483$). Therefore, H3 was not supported. Entertainment-oriented features alone are insufficient to directly encourage customers to make repeat purchases.
4. Online Trust likewise showed no significant direct effect on Repurchase Intention ($\beta = 0.113$, $p = 0.249$), leading to the rejection of H4. In the highly competitive e-commerce

market, trust functions primarily as a hygiene factor rather than a direct driver of customer loyalty.

5. Customer Satisfaction had a strong positive and significant effect on Repurchase Intention ($\beta = 0.615$, $p < 0.001$), supporting H5. This finding confirms that customer satisfaction is the strongest predictor of customers' willingness to continue purchasing from the same platform.
6. Customer Satisfaction significantly mediated the relationship between Gamification and Repurchase Intention (Sobel Z = 4.455, $p < 0.001$). Because the direct effect of gamification was insignificant, this relationship represents full mediation, indicating that gamification increases repurchase intention only by first enhancing customer satisfaction.
7. Customer Satisfaction also significantly mediated the relationship between Online Trust and Repurchase Intention (Sobel Z = 4.560, $p < 0.001$). Since the direct effect of online trust was insignificant, this relationship is likewise characterized as full mediation. These findings demonstrate that transaction security and platform reliability promote repurchase intention only when they generate a satisfactory customer experience.

Overall, the findings validate the Stimulus–Organism–Response (S-O-R) framework by demonstrating that Customer Satisfaction serves as the key psychological mechanism through which Gamification and Online Trust influence Repurchase Intention. Rather than directly encouraging repeat purchasing, both external stimuli first shape customers' internal evaluations, which subsequently determine their intention to continue purchasing through the Shopee platform.

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