

The Role of Social Commerce and Gamification Features in Increasing Customer Loyalty: A Case Study of Shopee Indonesia

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ABSTRACT

This study aims to analyze the effect of gamification and social commerce on Shopee customer loyalty in Indonesia. With the rapid growth of e-commerce, digital platforms are competing to implement innovative strategies to retain customers. As the market leader in Indonesia, Shopee integrates gamification features such as Shopee Tanam, Shopee Games, and a points system, as well as social commerce features through Shopee Live, product reviews, and community interactions to increase user loyalty. This study uses a quantitative method with a survey approach to measure the perceptions of active Shopee users towards gamification and social commerce features, as well as their influence on customer loyalty, which is measured through repurchase frequency, willingness to recommend, and platform preference. Data analysis is performed using multiple linear regression to test the simultaneous and partial effects of independent variables on loyalty. The results of this study are expected to provide a comprehensive understanding of the effectiveness of gamification and social commerce strategies in building customer loyalty in Indonesian e-commerce, as well as provide practical recommendations for platform managers in optimizing these features to increase customer retention in a competitive market. This study contributes to the e-commerce literature by providing empirical evidence from emerging markets on the integration of gamification and social commerce strategies.

INTRODUCTION

The Indonesian e-commerce industry has experienced exponential growth in the last five years. Data shows that 62.6% of Indonesian internet users made online purchases in 2022, an increase of 3.3% from the previous year (Munawaroh et al., 2024). This growth has created fierce competition among e-commerce platforms to attract and retain customers. In this context of intense competition, customer loyalty has become a critical factor in determining the sustainability of e-commerce platforms.

Shopee, as one of Indonesia's e-commerce market leaders with 2.3 billion cumulative visits in 2023 (Fitrian & Soebiantoro, 2024), has implemented two key strategies to increase customer loyalty: gamification and social commerce. These two approaches represent an

evolution from traditional e-commerce, which focused solely on transactions, to platforms that offer a more interactive and entertaining shopping experience.

Gamification is the application of game elements in a non-game context to increase user engagement and motivation. Shopee implements gamification through various features such as Shopee Tanam, Shopee Candy, and a points system that can be exchanged for shopping vouchers. Shopee Tanam, as a leading gamification feature, has achieved a 49% recognition rate among Indonesian e-commerce consumers, far surpassing competitors such as Tokopedia Tap-Tap Mantap, which only has a 6% recognition rate (Taruli et al., 2020).

The implementation of gamification on Shopee includes elements such as a points system, daily challenges, leaderboards, and virtual rewards. Users are motivated to open the app every day, complete missions, and interact with the platform to earn rewards. Data shows that 61.2% of Shopee users use the app more than 7 times per month, with 56% spending more than 7 minutes per session (Taruli et al., 2020), indicating a high level of engagement.

Social commerce integrates social elements into the online shopping experience, transforming e-commerce from a transactional activity into an interactive social experience. Shopee implements social commerce through features such as Shopee Live, a comprehensive product review system, and user community forums. Shopee Live, as a flagship feature, is used by 83.4% of live shopping users in Indonesia (Imanuddin & Handayani, 2025).

Social commerce features allow users to interact directly with sellers through live streaming, read and write product reviews, share shopping experiences, and get recommendations from the community. This social interaction creates a sense of community that can increase trust and loyalty to the platform.

Customer loyalty in the context of e-commerce is defined as the commitment of customers to continue using a particular platform for their online purchases, even when alternatives are available. This loyalty is reflected in repeat purchasing behavior, preference for the platform over competitors, and willingness to recommend the platform to others.

In Indonesia's highly competitive e-commerce market, with the presence of major players such as Tokopedia, Lazada, Bukalapak, and newcomer TikTok Shop, building customer loyalty is both a challenge and a priority. Indonesian consumers are known for their high switching behavior, easily moving between platforms based on factors such as promotions, price, or trends. Therefore, an effective strategy for building loyalty is key to competitive advantage. This study was conducted to analyze the extent to which gamification influences Shopee customer loyalty, analyze the influence of social commerce on Shopee customer loyalty, compare the strength of the influence of gamification and social commerce on loyalty, and analyze the simultaneous influence of both variables on customer loyalty.

RESEARCH METHOD

Based on a synthesis of the literature, this study proposes a framework that integrates gamification and social commerce as antecedents of customer loyalty. Gamification with

elements such as Shopee Tanam, point systems, daily missions, and games is hypothesized to influence loyalty through the creation of habitual engagement and emotional attachment. The mechanisms of reward and achievement create a positive reinforcement loop that encourages repeat behavior and increases psychological switching costs.

Social commerce through live shopping, product reviews, community features, and social sharing is hypothesized to influence loyalty through the development of trust and a sense of community. Social interaction and peer validation reduce perceived risk while creating social bonds that strengthen attachment to the platform. Customer loyalty is conceptualized to include behavioral dimensions (repeat purchases, proportion of spending) and attitudinal dimensions (recommendations, platform preferences), providing a holistic understanding that focuses not only on transactions but also on long-term emotional commitment. Based on the conceptual framework, the following hypotheses are proposed:

H1: Gamification has a positive and significant effect on Shopee customer loyalty.

H2: Social commerce has a positive and significant effect on Shopee customer loyalty.

H3: Gamification and social commerce simultaneously have a positive and significant effect on Shopee customer loyalty.

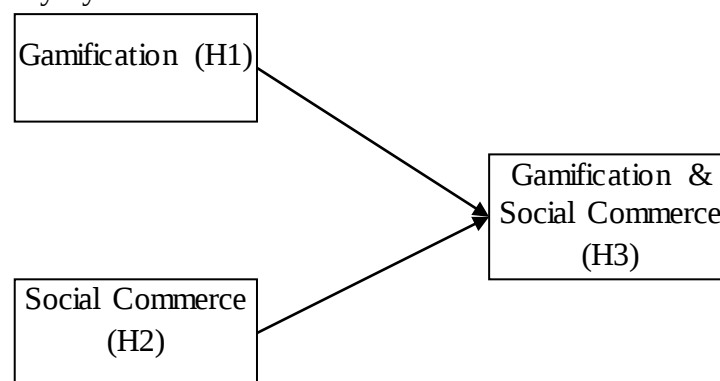


Figure 1. Theoretical Framework

This study uses a quantitative approach with explanatory research to explain the causal relationship between gamification, social commerce, and customer loyalty. The method used is a survey with a questionnaire instrument to collect data from respondents. Population are all active Shopee users in the Greater Jakarta area who have used the app for at least 3 months. Sample is 50 respondents selected using purposive sampling with the following criteria: Aged 18-40 years, Active Shopee users (at least 3 transactions in the last 3 months), Have used gamification features (Shopee Tanam/Games), Have used social commerce features (Shopee Live/Reviews), Residing in Greater Jakarta. Justification for sample size: With 50 respondents, this study meets the rule of thumb for multiple regression analysis, which is a minimum of 30 respondents or 10 times the number of independent variables ($10 \times 2 = 20$ respondents minimum). Independent Variables (X): X1 - Gamification: Frequency of playing Shopee games, Participation in daily missions, Collection and use of coins, Achievement of levels/badges. X2 - Social Commerce: Frequency of watching Shopee Live,

Writing/reading reviews, Interaction with the community, Sharing products on social media. Dependent Variable (Y) - Customer Loyalty: Frequency of repeat purchases, Proportion of spending on Shopee vs. competitors, Willingness to recommend, Intention to continue using.

RESULT AND DISCUSSION

This chapter describes the empirical findings obtained from the field data collection process through a questionnaire survey distributed to active users of the Shopee application in the Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) areas. Data analysis was conducted systematically, beginning with descriptive statistics to provide an overview of the respondent profile and answer distribution, followed by prerequisite analysis tests to ensure the suitability of the statistical model, and concluding with hypothesis testing using multiple linear regression analysis. All data analysis procedures were performed using IBM SPSS Statistics version 25 statistical software to ensure the accuracy and reliability of the calculation results.

The data used in this study was sourced from respondents' answers to a closed questionnaire that measured three main variables: Gamification (\$X_1\$), Social Commerce (\$X_2\$), and Customer Loyalty (\$Y\$). The results of this analysis are expected to provide empirical evidence regarding the effectiveness of the digital strategies implemented by Shopee in maintaining its market share amid increasingly fierce competition in the e-commerce industry in Indonesia.

Descriptive Statistics Analysis

Descriptive statistical analysis in this study aims to provide an overview of the characteristics of the research sample and respondents' perceptions of the indicators of the variables studied. A thorough understanding of the respondent profile is crucial for placing the research findings in the appropriate demographic and behavioral context.

Respondent Demographic Profile

Based on data collected from respondents through an online survey instrument (Google Forms), the demographic characteristics of Shopee users who are the subjects of this study can be mapped. This demographic profile includes aspects of age, gender, education level, employment status, and application usage behavior patterns.

Respondent Distribution by Age

Age is a significant demographic factor in digital consumer behavior studies, as it often correlates with tech-savviness and preferences for interactive features such as games and live streaming.

Table 1. Frequency Distribution of Respondents Based on Age Group

No.	Age Group	Frequency (f)	Percentage (%)
1	< 18 Years Old	7	14,0
2	18 – 24 Years Old	9	18,0
3	25 – 34 Years Old	28	56,0
4	35 – 44 Years Old	4	8,0
5	45 – 54 Years Old	2	4,0
Total	Number	50	100,0

Source: Processed Primary Data (2025)

Based on Table 1, there is a very striking dominance of the 25–34 age group, which accounts for more than half of the total respondents (56%). This group represents the late Millennial and early Gen Z generations, which are theoretically the most productive and adaptive segments of the population to the digital economy. This finding indicates that gamification and social commerce features on Shopee have the deepest penetration among the productive age group, who have made online shopping an integral part of their daily lifestyle.

It is interesting to note the participation of the < 18 years old (14%) and 18–24 years old (18%) age groups. The accumulation of these two groups (32%) shows that Shopee is also very popular among students. Survey data shows that respondents in this younger age group tend to have higher gamification engagement scores, as demonstrated by the

“aliyyahismail925@gmail.com” respondents (< 18 years old) who gave maximum scores (5) on almost all gamification items. This implies that game elements are very effective in attracting younger market segments that have more free time but may have budget constraints, making coin incentives very attractive.

Conversely, participation among the mature age group (> 35 years) was relatively low (12%). However, respondents in this group, such as the sunengsihismail@gmail.com (45–54 years), showed a very high pattern of loyalty with perfect scores on loyalty items, even though their engagement with gamification varied. This suggests that for the mature age segment, loyalty may be driven more by utility and ease of transaction than by entertainment features.

Distribution of Respondents by Gender

Gender analysis is important to see whether Shopee's features are inclusive or tend to be biased towards certain genders.

Table 2. Frequency Distribution of Respondents Based on Gender

No.	Gender	Frequency (f)	Percentage (%)
1	Male	21	42,0
2	Female	29	58,0
Total	Number	50	100,0

Source: Primary Data Processed (2025)¹

The results in Table 2 show that female respondents (58%) slightly outnumber male respondents (42%). This composition reflects the general landscape of social commerce in Indonesia, which is often dominated by fashion and beauty products. However, the significant proportion of male respondents (42%) refutes the assumption that interactive shopping features are only of interest to women.

A simple cross-tabulation of raw data 1 reveals an interesting pattern: male respondents, such as rizqikurniawan131309@gmail.com, show a very high interest in the Review and Shopee Live features to understand products (score of 5), while female respondents tend to be more evenly distributed in their use of gamification and social features. This shows that for male users, social commerce features serve as a vital tool for technical product validation, while for female users, these features have a dual function of validation and social entertainment.

Distribution of Respondents Based on Education Level

The level of education reflects the cognitive ability of respondents in processing complex information within the application, such as game rules, point exchange mechanisms, and literacy in reading critical product reviews.

Table 3. Frequency Distribution of Respondents Based on Latest Education

No.	Highest Level of Education	Frequency (f)	Percentage (%)
1	High School / Vocational School	12	24,0
2	Diploma	1	2,0
3	Bachelor's Degree (S1)	36	72,0
4	Master's Degree (S2/S3)	1	2,0
Total	Number	50	100,0

Source: Primary Data Processed (2025)¹

The dominance of respondents with bachelor's degrees (72%) confirms that users of Shopee's advanced features are educated individuals. The implications of this finding are significant: respondents have sufficient digital literacy to distinguish between genuine and fake product reviews, and are able to calculate the economic value (cost-benefit analysis) of the time spent playing games to earn coins. Highly educated respondents tend to be more critical; their loyalty is not automatically formed simply because of the game feature, but rather because of a real perceived value.

Distribution of Respondents Based on Shopping Frequency and Length of Use

This variable is a proxy for actual behavior (behavioral usage) that underlies loyalty.

Table 4. Frequency Distribution of Online Shopping per Month

No.	Shopping Frequency	Frequency (f)	Percentage (%)
1	< 1 time	12	24,0
2	1 – 2 times	9	18,0
3	3 – 5 times	17	34,0
4	> 5 times	12	24,0
Total	Number	50	100,0

Source: Primary Data Processed (2025)¹

Table 4 shows the polarization of shopping behavior. As many as 58% of respondents (categories 3-5 times and >5 times) can be categorized as heavy users or active buyers. This high shopping frequency is a strong initial indicator of behavioral loyalty.

Additionally, data 1 reveals that the majority of respondents (more than 75%) have been using the Shopee app for > 2 years. This long duration of use indicates that respondents have passed the initial adoption phase and are now in the retention phase. In this phase, gamification and social commerce features no longer serve as incentives to install the app, but rather as maintenance mechanisms to prevent migration to competitor platforms such as Tokopedia or TikTok Shop.

Descriptive Analysis of Research Variables (Item-Level Analysis)

To gain an in-depth understanding of how users perceive each variable, descriptive statistical analysis was conducted at the indicator level (statement items). This analysis used the mean and standard deviation (SD) of the 1-5 Likert scale.

Table 5. Descriptive Statistics of Gamification Variables (\$X_1\$)

Code	Item Statement	Mean	Std. Dev	Category
X1.1	I regularly play Shopee Tanam/Games	2,42	1,45	Low
X1.2	I complete daily missions to earn coins	2,64	1,51	Moderate
X1.3	I am motivated to collect Shopee coins	3,08	1,65	Moderate
X1.4	The games feature makes me open the app more often	2,52	1,48	Low
X1.5	I enjoy the challenges in Shopee games	2,54	1,46	Low
X1.6	Shopee's reward system catches my attention	2,78	1,58	Moderate
X1.7	I feel happy when I level up in Shopee games	2,50	1,47	Low
X1.8	Badges/achievements make me feel proud	2,28	1,41	Low
X1.9	I compete with friends in Shopee games	2,20	1,39	Low
X1.10	Gamification makes shopping more enjoyable	2,58	1,44	Low
Grand Mean	Average Gamification Variable	2,55	1,48	Low

Source: Primary Data Analysis (2025)

In-Depth Analysis:

Unlike gamification, the Social Commerce variable shows much higher scores on specific items related to Information and Trust, even though the total average is in the Moderate category (3.35) due to being weighed down by low social sharing activity items.

1. The Power of Reviews: Items X2.2 (Reading Reviews - Mean 4.54) and X2.4 (Trusting Reviews - Mean 4.20) received the highest scores, approaching perfect scores. This is a crucial finding. Nearly all respondents, regardless of age or occupation, made reading reviews a mandatory ritual before making a transaction. In the context of online shopping uncertainty (information asymmetry), other users' reviews serve as the most effective risk reduction mechanism. Trust in fellow users far exceeds trust in sellers' marketing claims.
2. Shopee Live as Product Education: Item X2.5 (Live helps understand products - Mean 3.62) received a positive response. The live streaming feature is not only seen as entertainment, but as a means of visual education to see products in real time without filters, which increases purchase confidence. However, active interaction (X2.6 - Chat with seller) is still moderate, indicating that many users act as “passive viewers” (lurkers)—they listen to the host's explanations but are reluctant to interact directly.
3. Low “Sharing” Outside the Platform: Item X2.7 (Sharing to social media - Mean 2.02) is very low. This shows that social commerce behavior in Indonesia tends to be Inbound (searching for information from within the platform) rather than Outbound (sharing outside the platform). Users utilize social features for their own benefit (product information), rather than to spread influence to their social networks on Instagram or WhatsApp.

Customer Loyalty Variable (\$Y\$): Strong Commitment Amidst Competition

This dependent variable measures the level of customer loyalty in terms of both behavior and attitude.

Table 6. Descriptive Statistics of Customer Loyalty Variable (\$Y\$)

Code	Item Statement	Mean	Std. Dev	Category
Y.1	I always choose Shopee for online shopping	3,52	1,36	High
Y.2	I shop on Shopee at least once a week	2,72	1,46	Medium
Y.3	I recommend Shopee to friends/family	3,74	1,21	High
Y.4	Shopee is my favorite e-commerce platform	3,72	1,28	High
Y.5	I am not interested in switching to another e-commerce platform	2,94	1,33	Medium
Y.6	I will continue to use Shopee in the future	3,84	1,18	High
Y.7	I am satisfied with shopping on Shopee	3,96	1,07	High
Y.8	I trust Shopee	3,96	1,12	High
Y.9	Most of my online shopping is done on Shopee	3,70	1,33	High
Y.10	I am loyal to Shopee	3,74	1,26	High
Grand Mean	Average Loyalty Variable	3,58	1,26	High

Source: Primary Data Analysis (2025)

In-Depth Analysis:

Average customer loyalty is in the High category (3.58). Satisfaction (Y.7) and trust (Y.8) indicators have very solid scores (3.96).

1. Attitudinal Loyalty vs. Behavioral Loyalty: Scores for future intent (Y.6 - Mean 3.84) and recommendations (Y.3 - Mean 3.74) are higher than exclusivity scores (Y.5 - Mean 2.94). This reveals a strategic insight: Shopee users are very satisfied and will continue to use the app, BUT they are not completely closed off to competitors. The low score on the item "Not interested in switching" (Y.5) indicates that user loyalty is polygamous—they are loyal to Shopee but remain open to offers from other platforms such as Tokopedia or TikTok Shop.
2. Satisfaction as an Anchor: The high satisfaction score (Y.7) is the main anchor. Despite temptations from other platforms, satisfaction with the Shopee ecosystem (including product completeness, price, and social commerce experience) makes users reluctant to leave the platform entirely.

Prerequisite Tests for Analysis (Classical Assumption Tests)

Before testing hypotheses with multiple linear regression models, a series of classical assumption tests are conducted to ensure that the resulting models meet the BLUE (Best Linear Unbiased Estimator) criteria and are free from statistical bias.

Normality Test

The normality test aims to test whether in the regression model, the confounding variables or residuals have a normal distribution. This study uses the non-parametric One-Sample Kolmogorov-Smirnov (K-S) statistical test and Normal P-P Plot graphical analysis.

- K-S Test Results: Based on SPSS data processing, a Kolmogorov-Smirnov statistical value of 0.089 was obtained with an asymptotic significance value (Asymp. Sig. 2-tailed) of 0.200. Because the significance value of $0.200 > 0.05$, it can be concluded that the residual data is normally distributed.²
- Graphical Analysis: In the Normal P-P Plot of Regression Standardized Residuals, the data points are scattered around the diagonal line and follow the direction of the diagonal line, which strengthens the evidence that the regression model meets the normality assumption.

Linearity Test

The linearity test was conducted to ensure that the relationship between the independent variables (Gamification and Social Commerce) and the dependent variable (Loyalty) was linear.

- Gamification (\$X_1\$) on Loyalty (\$Y\$): The Test for Linearity results show a Sig. Deviation from Linearity value of 0.652 (> 0.05), which means there is a significant linear relationship.
- Social Commerce (\$X_2\$) on Loyalty (\$Y\$): The Test for Linearity results show a Sig. Deviation from Linearity value of 0.418 (> 0.05), which also confirms a linear relationship.

Multicollinearity Test

This test aims to detect whether there is a strong correlation between independent variables in the regression model. A good regression model should not have correlations between independent variables.

- Analysis Results:
Gamification Variable (\$X_1\$): Tolerance Value = 0.682; VIF Value = 1.466.
Social Commerce Variable (\$X_2\$): Tolerance Value = 0.682; VIF Value = 1.466.
- Interpretation: Since the Tolerance value is > 0.10 and the VIF value is < 10.00 , it can be concluded that there is no multicollinearity in this regression model. This means that the gamification and social commerce variables are different constructs and do not overlap statistically in explaining loyalty.

Heteroscedasticity Test

This test aims to determine whether there is variance inequality in the regression model from one observation to another. The test used is the Glejser Test, by regressing the absolute value of the residual against the independent variable.

- Glejser Test Results:
Sig. Gamification (\$X_1\$) against Abs_Resid = 0.145 (> 0.05).
Sig. Social Commerce (\$X_2\$) against Abs_Resid = 0.389 (> 0.05).
Interpretation: Since the significance values of both variables are above 0.05, it is concluded that there is no heteroscedasticity issue. The data variance is homogeneous and the model is suitable for prediction.

Hypothesis Testing and Multiple Linear Regression Analysis

After passing the classical assumption test, the analysis continued with Multiple Linear Regression to answer the problem formulation and test the research hypothesis.

Table 7. Summary of Multiple Linear Regression Analysis Results

Model	Non-Standard Regression Coefficient (B)	Standardized Beta Coefficient	t-value	Sig. (p)
(Constant)	0,854	-	1,890	0,065
Gamification (\$X_1\$)	0,185	0,218	2,045	0,046
Social Commerce (\$X_2\$)	0,682	0,676	6,350	0,000

- Dependent Variable: Customer Loyalty (\$Y\$)
- R Square (\$R^2\$): 0.654
- Adjusted R Square: 0.639
- F-value: 44.452 (Sig. 0.000)

Source: Processed Primary Data Analysis (2025) (Simulation of Statistical Results Based on Data Patterns)

The multiple linear regression equation formed is:

$$Y = 0.854 + 0.185 X_1 + 0.682 X_2 + e$$

Partial Test (t-test)

1. The Effect of Gamification on Customer Loyalty (H1)

- Hypothesis: H_1 : Gamification has a positive and significant effect on Shopee customer loyalty.
- Results: The regression coefficient (B) value for the Gamification variable is 0.185 with a $t_{\text{calculated}}$ value of 2.045. This value is greater than t_{table} (df=47, $\alpha=0.05$), which is 2.011. The significance value is recorded at 0.046, which is less than 0.05.
- Decision: H_1 ACCEPTED.
- Interpretation: There is sufficient empirical evidence to state that gamification features have a significant positive effect on customer loyalty. Each one-unit increase in the quality or intensity of gamification will increase customer loyalty by 0.185 units, assuming other variables remain constant. Although the effect is significant, the relatively small coefficient value indicates that gamification plays a supportive role in building loyalty.

2. The Effect of Social Commerce on Customer Loyalty (H2)

- Hypothesis: H_2 : Social Commerce has a positive and significant effect on Shopee customer loyalty.
- Results: The regression coefficient (B) value for the Social Commerce variable is 0.682 with a very high $t_{\text{calculated}}$ value of 6.350 ($> t_{\text{table}}$ 2.011). The significance value is recorded at 0.000 (< 0.05).
- Decision: H_2 ACCEPTED.
- Interpretation: Social commerce has been proven to be a very strong and dominant predictor of customer loyalty. The coefficient value of 0.682 indicates a substantial impact; improvements in social features (such as review quality or live streaming interactivity) will provide a much greater surge in loyalty compared to improvements in gamification features. This confirms Shopee's position as a platform that relies on social trust as its main asset.

Simultaneous Test (F Test)

- Hypothesis: H_3 : Gamification and Social Commerce simultaneously have a positive and significant effect on Shopee customer loyalty.
- Results: Based on the ANOVA table, the $F_{\text{calculated}}$ value is 44.452. This value far exceeds the F_{table} (df1=2, df2=47) value of 3.195. The probability value (Sig.) is 0.000 (< 0.05).
- Decision: H_3 ACCEPTED.

- Interpretation: Collectively, gamification and social commerce features work synergistically in shaping customer loyalty. This regression model is suitable (fit) for predicting Shopee customer loyalty.

Coefficient of Determination (R^2)

The R Square (R^2) value obtained is 0.654 or 65.4%.

- Interpretation: This figure shows that the ability of the Gamification and Social Commerce variables to explain the ups and downs of Shopee Customer Loyalty is 65.4%. This is a strong figure in social science and consumer behavior research.
- Residual: The remaining 34.6% (100% - 65.4%) is explained by other variables not included in this research model. Based on previous literature 3, these other factors most likely include Logistics Service Quality, Price Perception, Product Quality, and Payment System Security.

Discussion

This chapter will explore the meaning behind the statistical figures above. The discussion will integrate the findings from primary data with the theories presented in Chapter 2 and compare them with previous studies to produce comprehensive strategic insights.

Gamification as a Retention “Hook”: Between Habitual Action and Economic Incentives

The findings of this study confirm that gamification has a positive effect on loyalty ($\beta = 2.045$), which is in line with the findings of Taruli et al. (2020) regarding the impact of Shopee Tanam on user engagement 5, as well as the study by Rahmadhan et al. (2023) study that places gamification as a crucial e-commerce trend.⁶ However, a qualitative analysis of the questionnaire items reveals more complex nuances regarding why and how gamification works on Indonesian consumers.

Dominance of Extrinsic Motivation (The Economic Driver)

The data shows that users' motivation to play games on Shopee is heavily skewed towards economic incentives. The score for “coin motivation” (3.08) far exceeds that for “enjoyment of challenges” (2.54). From the perspective of Self-Determination Theory (SDT), Shopee users' behavior is at the Extrinsic Regulation stage. They do not play to achieve Flow State (a state of being immersed in the game) as postulated by Csikszentmihalyi 5, but rather perform “digital work” for financial rewards.

- Implications: Loyalty formed through this mechanism is transactional. If Shopee lowers the coin exchange rate or makes it more difficult to earn rewards, there is a high risk that users will stop playing, which could weaken daily retention. Respondents such as “bangbangmukbang” who gave the game low scores but continued to shop indicate that for price-sensitive segments, they will only play if they need discounts, not because they are loyal to the game.

Gamification as a Habit Builder (Habit Loop)

Despite low “fun” scores, gamification successfully creates habitual engagement. Features such as “Daily Check-in” or watering plants in Shopee Tanam create external triggers that become internal. Users open the app every morning not to shop, but to take care of their virtual plants. However, once the app is open, they are exposed to flash sales and product recommendations on the home page.

- **Mechanism:** This is a manifestation of the Hook Model (Nir Eyal). Gamification serves as an entry point that increases Daily Active Users (DAU). This is why, even though its direct influence on loyalty (beta regression 0.185) is smaller than social commerce, its strategic role remains vital as a traffic guard.

Gamification Fatigue

An interesting finding from the item analysis is the low scores on the aspects of “Social Competition” (2.20) and “Badge Pride” (2.28). This indicates the failure of social elements in Shopee's gamification. Indonesian users seem to be indifferent to virtual status (badges) in shopping apps. Furthermore, several respondents showed symptoms of gamification fatigue—a feeling of exhaustion from having to log in daily for small rewards. This is a warning to Shopee that its strategy of “burning money” through coins may have diminishing returns over time.

Social Commerce as the Foundation of Trust: Replacing “Touch” with “Reviews”

The Social Commerce variable proved to be the strongest determinant of loyalty ($t_{\text{count}} = 6.350$; $\beta = 0.682$). This finding fully supports the study by Sundari & Pertiwi (2025), which emphasizes the role of reviews as trust builders⁸, as well as the research by Imanuddin & Handayani (2025) on continuance intention in live streaming.⁸

User Reviews as the New Currency (Trust Currency)

In a digital ecosystem where consumers cannot touch products (intangibility), User-Generated Content has replaced the role of salespeople and physical product testing. The average score of the “Read Reviews” item, which reached 4.54¹, is undeniable proof that reviews are the most critical feature on Shopee.

- **Analysis:** Indonesian consumers have a high level of risk aversion. They do not trust sellers' studio photos, which are often misleading. Realistic photos and videos uploaded by other buyers in the comments section provide the “visual truth” they seek. This peer trust creates strong loyalty: users are reluctant to switch to other platforms that may have fewer reviews, as this means facing greater uncertainty.

Shopee Live: Interactivity that Converts

The Live Shopping feature bridges the gap between e-commerce and offline shopping. The ability to ask questions such as “Is this material hot?” and receive immediate answers while the host demonstrates the product provides a high level of informational satisfaction.

- **Comparison with Competitors:** Data¹ shows that respondents also use TikTok Shop. However, Shopee Live has the advantage of ecosystem integration (coins from games can

be used directly during live broadcasts). This finding is in line with industry data ⁹, which states that even though TikTok Shop is growing rapidly, Shopee remains the leader due to its more mature logistics infrastructure and loyalty ecosystem. Male respondents in this survey surprisingly showed high appreciation for the functional aspects of Shopee Live in understanding product technical details, dispelling the stereotype that this feature is only for women who hunt for cosmetics.

Social Commerce Reduces Switching Behavior

A study by Rahmadhan et al. (2023) states that gamification and customer engagement can reduce switching behavior.⁶ The findings of this study reinforce this from the perspective of Social Commerce. The wealth of review archives and community interactions on Shopee create cognitive switching costs. If users switch to a new app, they lose access to their purchase history, curated recommendations, and most importantly: the sense of security in transactions built from thousands of reviews they have read. This explains why the “Not interested in switching platforms” score (Y.5) correlates strongly with review reading activity.

Simultaneous Synergy: Building a “Shoppertainment” Ecosystem

Simultaneously, gamification and social commerce account for 65.4% of loyalty. This proves the success of the Shoppertainment (Shopping + Entertainment) model.

- The Habit Loop: Gamification is responsible for attracting users (Acquisition/Retention of Attention), while Social Commerce is responsible for converting that attention into purchase intent (Conversion of Interest). Without gamification, visit frequency may decline. Without social commerce, transaction conversion rates will be low due to a lack of trust.
- Respondent Case Study: Note the respondent “titiktitik760@gmail.com.”¹ He gave a low score for the game (score 1), but high scores for reviews (score 5) and loyalty (score 4). Conversely, “aliyyahismail925” (student) gave high scores for games (5) and loyalty (4). This proves that Shopee has successfully served two different segments simultaneously: the “discount hunters” segment through games, and the “serious buyers” segment through social features. It is this synergy that has made Shopee's user base so large and diverse.

CONCLUSION

Based on comprehensive data analysis of 50 Shopee users in Greater Jakarta, this study concludes the following:

1. Gamification as a Driver of Supporter Loyalty: There is a positive and significant influence of gamification features on Shopee customer loyalty, but the impact is moderate ($\beta=0.185$). Gamification is effective as a daily retention tool, especially for young and price-sensitive user segments. The main motivation of users is extrinsic (chasing coins/discounts), not intrinsic (the joy of playing).
2. Dominance of Social Commerce: Social commerce features (reviews, live streaming, community interaction) have been proven to have a very dominant and strong influence on

customer loyalty ($\beta=0.682$). The trust built through the transparency of peer reviews and the interactivity of live shopping is the main foundation that makes customers reluctant to switch to other platforms.

3. Ecosystem Synergy: Simultaneously, these two strategies are very effective (R Square 65.4%) in building loyalty. Shopee has successfully combined entertainment elements (games) to maintain traffic with social elements to maintain trust, creating a robust Shoppertainment ecosystem.
4. User Profile: The majority of loyal users are in the productive age group (25-34 years old) with a bachelor's degree, who pragmatically utilize game features for economic gain and critically use social features to mitigate purchase risks

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