# ABSTRACT

*This study was conducted to determine the effect of gamification on consumer loyalty to game users in The Tokopedia app. The purpose of this study was to determine and analyze how gamification is applied to The Tokopedia app, how the consumer loyalty of game users to Tokopedia, and how much influence gamification on consumer loyalty of game users in The Tokopedia app.*

*The method used in this research is descriptive quantitative. The sampling technique used was non-probability sampling, which is purposive sampling, with the total of respondents being 100 people. The data were analyzed descriptively and simple linear regression analysis.*

*Based on the results of descriptive analysis, respondents' responses to the application of gamification and consumer loyalty are included in the good category, with the percentages are 72.79% and 72.95% respectively. Based on the t-test, gamification significantly influences consumer loyalty for game users in the Tokopedia app. This is proven by the value of $t_{count}$ (9.127) > $t_{table}$ (1.987) with a significant level of 0.000 <0.05. Based on the coefficient of determination, the influence of gamification on consumer loyalty is 45.9% and the remaining 54.1% is influenced by other factors not examined in this study.*

**Keywords :** *Gamification, Consumer Loyalty*