

## **ABSTRACT**

Technological advancements have driven changes in consumer shopping behavior towards a more practical way, with e-commerce becoming the main choice both globally and in Indonesia. This condition triggers competition among e-commerce platforms in Indonesia to provide the best services and offers for consumers through continuous innovation. One such innovation is the application of in-app gamification, where game design elements are adapted to a non-game context, namely e-commerce.

This study aims to understand how gamification dynamics can influence consumer enjoyment, which in turn impacts online purchase intentions. The variables used include four aspects of gamification (autonomy, rewards, absorption, competition), enjoyment, and online purchase intention.

This research uses quantitative methods with a descriptive analysis approach and structural equation modeling (SEM) to analyze the data. Hypothesis testing on the research model was carried out using SmartPLS to estimate the magnitude and direction of the causal effect. This research applies an individual approach to Shopee e-commerce application users in Bandung City who have made purchases and played games in the Shopee Games feature through surveys.

The results of the study show that each element of gamification, namely Autonomy, Rewards, Absorption has a positive and significant effect on Enjoyment. And Enjoyment has a positive and significant effect on Online Purchase Intention

Keywords: Gamification, e-commerce, autonomy, rewards, absorption, competition, enjoyment, online purchase intention.