

ABSTRACT

This study aims to analyze the effect of gamification and perceived usefulness on purchase intention with e-Trust as a mediating variable among Shopee application users. The research uses a quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM) as the analysis technique. Data were collected through an online questionnaire distributed to 201 Shopee users. The results show that both gamification and perceived usefulness have a significant effect on e-Trust and purchase intention. Moreover, e-Trust also significantly influences purchase intention. The findings further reveal that e-Trust mediates the relationship between gamification and purchase intention, but does not mediate the relationship between perceived usefulness and purchase intention. These results highlight the importance of implementing gamification strategies and enhancing platform usability to build user trust and encourage purchase decisions in e-commerce platforms.

Keywords: *Gamification, Perceived Usefulness, E-Trust, Purchase Intention, Shopee, E-Commerce*