

## ABSTRAK

Penelitian ini bertujuan untuk mencari hubungan terkait penggunaan gamifikasi pada *marketplace* dengan menggunakan aspek *perceived usefulness*, *perceived ease of use*, *perceived social influence*, dan *perceived enjoyment* terhadap *intention of engagement*, serta pengaruhnya pada *brand attitude* dan *repurchase intention*. Penelitian ini menggunakan aplikasi *marketplace* Shopee dengan gamifikasi Goyang Shopee yang dimilikinya sebagai objek penelitian, pemilihan ini berdasar dari jumlah pengunjung yang lebih tinggi jika dibanding *marketplace* lainnya. Pengumpulan data dalam penelitian ini menggunakan kuesioner. Kuesioner disebarikan melalui *offline* maupun *online* kepada responden. Hasil dari kuesioner ini selanjutnya diproses dengan teknik pengujian data *Partial Least Square-Structural Equation Modelling* (PLS-SEM). Hasil penelitian ini menunjukkan bahwa *perceived usefulness* dan *perceived enjoyment* berpengaruh terhadap *intention of engagement*. *Intention of engagement* berpengaruh terhadap *brand attitude*. Serta *brand attitude* berpengaruh terhadap *repurchase intention*.

**Kata Kunci:** gamifikasi, gamifikasi marketing, gamifikasi *marketplace*, *brand attitude*, *repurchase intention*.

**ABSTRACT**

*This study aims to look for relationships related to the use of gamification in the marketplace by using aspects of perceived usefulness, perceived ease of use, perceived social influence, and perceived enjoyment of engagement intentions, and their influence on brand attitudes and repurchase intentions. This study uses the Shopee Marketplace application with the gamelan Toko gamification determined as the object of research, this selection is based on a higher number of visitors than other markets. Data collection in this study used a questionnaire. Questionnaires were distributed both offline and online to respondents. The results of this questionnaire were then processed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) data testing technique. The results of this study indicate that the perceived benefits and perceived enjoyment of engagement intentions. The intention of involvement affects brand attitude. And brand attitudes that have an impact on repurchase intentions.*

**Keywords:** *gamification, marketing gamification, marketplace gamification, brand attitude, repurchase intention.*