

Effectiveness of gamification strategy to increasing shopee's customer loyalty in shopee's marketing public relations

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Abstract

This study discussed about the gamification strategy implemented by e-commerce platform in Indonesia, Shopee to improving their customer loyalty. Gamification is one of the methods in Marketing Public Relations that aimed on increasing customer loyalty of Shopee's marketplace. This study measures the effectiveness of gamification strategies to improving Shopee's customer loyalty. The theory used is customer relationship management theory. The method used is quantitative research. Using survey research design. The results of the study stated, there is a direct influence between gamification strategies on customer loyalty. The use of Shopee games's gamification strategy implemented by Shopee's Marketing Public Relations has the potential to increased the customer loyalty in Shopee's marketplace users located in Malang effectively by 77.8%. It was concluded that the gamification strategy has been quite effective on giving a significant impact to increased the loyalty of Shopee customers, especially Shopee users aged 16-30 years in Malang.

Keywords

Customer Loyalty, Customer Relationship Management, Gamification.

1. Introduction

In the last decade, the development of internet usage in Indonesia has progressed rapidly. In the past year, nline activity has increased due to the government's stay-at-home recommendations, and various activities are required online which results in higher levels of online consumption (Koesno, 2020). The use of the internet for digital activities is what encourages the creation of a social commerce environment or online social networks to assisted in the purchase and sale of goods and services that become technological advances in the digitalization era. All online purchasing and selling activities of goods and services are included in E-Commerce activities. According to Kalakota

and Whinston E-Commerce is an online shopping activity using the internet network and the way it is transacted through digital money transfer (Kalakota & Whinston, Electronic commerce : a manager's guide, 1997). The development of E-Commerce received a positive response from the community, especially the development of marketplaces in Indonesia, marketplaces that are part of E-Commerce has a role as a provider of basic needs online. The market that becomes a container of all forms of transactions between sellers and buyers in cyberspace is called marketplace. Marketplace carries the concept of C2C or Customer to Customer that makes it easy for marketplace users to make sales or purchases online. This online shopping lifestyle has been increasingly carried out in the last two years where the whole world is being hit by a disease, namely SARS-CoV-2 virus or better known as COVID-19 which is transmitted very quickly, various restrictions on activities are carried out to reduce transmission of the virus. Right now, marketplaces are the main core of Indonesia's digital economy growth in Southeast Asia. One of the marketplaces in Indonesia is Shopee.

Shopee is a marketplace originating from Singapore, under the auspices of Garena better known as SEA Group. To forming a solid marketplace identity, Shopee must have a good communication strategy, in order to maintain the loyalty of its users. In the midst of intense marketplace competition, user loyalty is a must-see. The role of customer relationship management implementation is needed to increase the attractiveness of the company, maintain relationships with customers and improve the quality of relationships with partners in order to create customer loyalty that leads to repeat purchases (Hasan, 2014). This shows that the loyalty that users have is very valuable for the owners of the marketplace. Therefore, Marketing Public Relations Shopee offers one of the customer loyalty programs by using gamification methods to its users in hopes of maintaining the loyalty that Shopee marketplace users have. Gamification itself is the use of game-based design elements as a technique in marketing. Continuing the statement from Shopee Director, Christin Djuarto also said that as a subsidiary of Garena and SEA limited they combine gaming and E-Commerce as a strategy to keep their customers spending longer at Shopee with the aim of bringing more transaction growth opportunities and users to Shopee (Ulya N. , 2019). Gamification is a unique form of promotion to increase brand awareness, in large companies gamification is intended to improve the standard of service in the company, specifically aims to introduce the brand to prospective consumers and increase customer loyalty (Gamelab, 2020). The majority of E-Commerce users are millennials who are 16-30 years old. 16-30 years olds are considered fluent in technology and spend an average of 25 hours per week doing various activities through the internet including in doing online shopping (@Work, 2016). Malang was chosen because it can represent the location where the population aged 16-30 years are located and potential to be used as a research site.

In a previous study entitled The Impact of Digital Marketing on Increasing Customer Loyalty: A Study on Dhaka City, Bangladesh (Khan & Islam, 2017). The result of study stated that the impact of the implementation of digital marketing strategy on Customer Loyalty is based on the ability of brands to provide value attributes, content attributes, service attributes and also Entertainment in the marketing strategy applied. The application of digital marketing strategy will direct consumers indirectly to repetitive purchase behaviour. In another study entitled The Influence of Shopee's E-servicescape Online Marketplace on Perceived Value and Customer Satisfaction, and Its Impact on Customer Loyalty (Karina, 2019). The results of the study stated Shopee has loyalty because they feel satisfaction while using the website. Customer satisfaction with E-Commerce services can affect website user loyalty. From the satisfaction of these users formed their loyalty to re-transaction on the website whenever the user intends to buy the product. The difference this study from previous research is using Shopee games gamification as the main tool, the variables that researchers raised in this study focused more on the brand's approach to customer as one of the efforts of Customer Relationship Management.

The main theory that used in this study are Marketing Public Relations, Customer Relationship Management, Gamification and Customer Loyalty. Marketing Public Relations is a marketing-oriented part of Public Relations. If, the image of the company, product or service has been positive on the perspective of consumers, it will facilitate public marketing efforts to retain customers and attract new customers. In the implementation of Marketing Public Relations, there are three strategic approaches that must be taken to public relations (public relations) and marketing (Chaffey & Smith, 2013). One of the branding methods of Marketing Public Relations is to arrange special events such as seminars, trade shows, contests or competitions and loyalty programs. Loyalty programs are incentive systems designed to improve customer consumption behavior over time beyond the direct influence of price changes or core offerings (George, Joshua, & Robert, 2015). To fulfill one of the roles of Marketing Public Relations is to build interaction and communication with customers to continue to maintain good relationships. Good relationship with customers can not be separated from the role of Customer Relationship Management. The main objective of Customer Relationship Management in the field of Marketing Public Relations is to build and maintain a profitable

customer base and commit to the organization. This research will be based on the processes and stages that occur in the theory of Customer Relationship Management, where Customer Relationship Management plays an important role as a factor behind the formation of changes in customer attitudes that lead to customer loyalty. Gamification conducted by Marketing Public Relations is the process of Customer Relationship Management, fostering long-term relationships in the form of customer satisfaction and Customer Loyalty.

Gamification itself focuses on the application of game mechanics and dynamics used to increase motivation, enthusiasm and user engagement (Botra, Rerselman, & Ford, 2014). From a marketing point of view, gamification aims to improve the customer journey which is a perceived experience and experienced by users that will affect the user's motivation in conducting trade transactions. Through gamification a brand strives to bring together functions and engagement, improve usability, productivity levels, and user satisfaction with the intention of creating more meaningful experiences to drive behaviors that generate positive influence on business (Baptista & Oliveira, 2019). In this study took three aspects of gamification that influenced the experience that has been published in Hsu & Chen's research namely Entertainment, Interaction, and Intimacy these three aspects are considered general to measure effectiveness based on user experience. The entertainment aspect is more specialized by combining it with indicators from previous research conducted by Karina (Karina, 2019) namely aesthetic appeal that discusses aesthetics and application layout. The focus of the entertainment indicator is content combined with aesthetic appeal or aesthetics so that it becomes a new dimension namely Entertainment. So in this study will use three indicators of Gamification Strategy namely Entertainment, Interaction and Intimacy. The other main theory that used is customer loyalty, Loyalty describes behavior related to a product or service. Customers are considered to have loyalty to a product if the product can give the highest satisfaction to the customer (Giddens, 2002). Some of the determining factors of loyalty that became a measurement in customer loyalty in this study are Utility, Satisfaction, and Continuity. Utility can be defined as an overall assessment of the functional benefits and sacrifices of a product and service (Overby & Lee, 2006). Satisfaction assesses the user's feelings towards the application and implementation of the use of a system (Bhattacharjee, 2001). Continuity measured the characteristic of loyal consumers is to make repeated purchases regularly, buy between product lines and services, refer to others and show retention on other products.

From the problem formulation that has been presented above, it was found that the identification of the problem is, "How much is the effectiveness of gamification implementation in an effort to increase the loyalty of Shopee users aged 16-30 years in Malang?" which will be tested through this study. The purpose of this study to know the effectiveness of the implementation of Shopee Gamification Strategy in improving Customer Loyalty, which is collected from Shopee marketplace users aged 16-30 years in Malang.

1.1 Objectives

To identify about gamification strategy implemented by e-commerce platform in Indonesia, Shoope to improving their customer loyalty.

2. Methods

This study aims to determine the effectiveness of gamification in improving Shopee user loyalty and to test hypotheses related to the influence of gamification as Shopee loyalty program on Shopee marketplace user loyalty. This research uses quantitative approach, which is research that emphasizes its analysis on numerical data (numbers) that are processed statistically. The use of quantitative methods was chosen by researchers, because quantitative research is an approach to test objective theory by testing the relationship between variables. These variables, in turn, can be measured using instruments, so that the sum data can be analyzed using statistical procedures (Creswell, 2014).

The research design used is quantitative survey research design. Quantitative survey research is research that aims to test hypotheses, explain causal relationships, and predict future events, evaluation and development of social indicators. Based on the use of research design with independent variables namely Gamification Strategy with dimensions Entertainment, Interaction, and Intimacy against dependent variables namely Customer Loyalty with dimensions Utility, Satisfaction and Continuity. More focusedly, the study will use quasi-quantitative experimentation methods that show causal relationships by involving control groups and experimental groups, but the two groups were not randomly selected. In general, research uses quasi-experiments.

The target population of this study is Shopee app users who have or often access Shopee games features in online shopping activities. The population in this study was Shopee users who had accessed Shopee games. Samples were taken from respondents in Malang, residents of Malang have a tendency to meet the needs by spending online, and this has increased by 30% since the pandemic that took place starting at the end of 2019 (Cahyati, 2020). Age 16-30 years was chosen because in that age range is considered fluent in every technological advancement, especially on the Shopee marketplace. Researchers randomly sampled 100 samples representing more than 334,580 total residents of Malang aged 16-30 years who are active users of E-Commerce.

3. Data Collection

The data collection technique used in this study is to share questionnaires. Questionnaire is a technique of data collection by giving a number of questions or written statements to respondents to obtain information from respondents in the sense of personal, thoughts and experiences. The questionnaire will include some questions and statements concerning the experience of using gamification in Shopee games which is an effort of Marketing Public Relations to influence the improvement of Customer Loyalty. The type of questionnaire that the author uses is a closed questionnaire, which is a questionnaire that has been provided the answer. In this study in table 1, the questionnaire will use measurements in a likert scale.

Table 1 Likert Scale

| Scale | Score |
|-------------------|-------|
| Strongly Disagree | 1 |
| Disagree | 2 |
| Neutral | 3 |
| Agree | 4 |
| Strongly Agree | 5 |

Source: (Sugiyono, 2013)

Calculated formula = $T \times P_n$
 information

T = Total number of respondents who voted

P_n = Choice of likert score numbers

Index formula in percent (%)

Total score / Y x 100

Interval formula

= $100 / (\text{number of likert scores}) = 20$

(This is the interval of distance from as low as 0 % to a high of 100%)

Percentage 0% - 19.99% = Strongly disagree

Percentage 20% - 39.99% = Disagree

Percentage 40% - 59.99% = Enough

Percentage 60% - 79.99% = Agree

Percentage 80% - 100% = Strongly agree

4. Results and Discussion

Based on the results of questionnaires distributed to 100 respondents, as many as 64 people were female respondents with a percentage of 64% and as many as 36 people were male respondents with a percentage of 36%.

A. Overview of Respondent Age

Table 2 Age Characteristic Testing

| Age Range | Frequency | Percentage |
|-------------------|-----------|------------|
| 16 – 20 years old | 19 | 19% |
| 21 – 25 years old | 77 | 77% |
| 26 – 30 years old | 4 | 4% |
| Total | 100 | 100% |

Source: Processed Research Data Questionnaire no 4 (2021)

Table 2 describes the age range taken from 100 respondents divided into three categories, the age range of 16-20 years by 19%, the age range of 21 to 25 years by 77% and the age range of 26 to 30 years by four percent. This result is in accordance with the sample target in this study, Shopee users aged 16-30 years, which is a category of generation of millenials who are fluent in technology (Esther, 2016).

A. Overview Intensity of Shopee Games Usage in one day

Table 3 Intensity of Shopee Games Usage in one day

| User Intensity | Frequency | Percentage |
|------------------|-----------|------------|
| 1 times each day | 54 | 54% |
| 2 times each day | 18 | 18% |
| 3 times each day | 20 | 20% |
| 4 times each day | 4 | 4% |
| 5 times each day | 4 | 4% |
| Total | 100 | 100% |

Source: Processed Research Data Questionnaire no 9 (2021)

Looking at table 3 above, out of 100 respondents in a day 54% of respondents use Shopee games once a day, 18% use Shopee games twice a day, 20% use Shopee games three times a day, four percent use Shopee games four times a day, and four percent use Shopee games five times a day. From these results, respondents will be seen using or re-accessing Shopee games within one day. The intensity of repeated use is an indicator of loyalty expressed by Griffin in the results of his research which is a form of behavioral measurement (Griffin, Customer Loyalty, 2005).

B. Overview Shopee Games Types

Table 4 Shopee Games Types

| Shopee Games Types | Frequency | Percentage |
|--------------------|-----------|------------|
| Shopee Tanam | 53 | 53% |
| Shopee Candy | 8 | 8% |
| Shopee Lucky Prize | 6 | 6% |
| Shopee Capit | 4 | 4% |
| Shopee Goyang | 29 | 29% |
| Total | 100 | 100% |

Source: Processed Research Data Questionnaire no 8 (2021)

Table 4, Implementation of Shopee games gamification, there are five games that are often visited by respondents. Of the five types of games Shopee Tanam became a favorite and often visited games with a voting result of 53%, followed by Shopee Goyang with 29%. Next, Shopee Candy by eight percent, then Shopee Lucky Prize by six percent, the rest Shopee Capit got a vote of 4 percent. This result shows what type of game is the respondent's favorite and can be seen the alignment with the results of the study, namely the influence of dimensions on gamification based on the respondent's experience.

C. Respondent Answer Description

Table 5 Respondents' Answer Description Results Per Question

| Question Indicator | Skala Likert Value | | | | | Percentage |
|--|--------------------|----|----|----|----|---------------------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Entertainment Dimension | | | | | | |
| Aesthetics – The look presented by Shopee games of design and aesthetics is interesting to look at. | 0 | 6 | 27 | 46 | 21 | 74,8% |
| Content – The level mechanics and challenges provided by Shopee games are easy to understand and solve | 2 | 4 | 22 | 50 | 22 | 77,2% |
| Content – The levels and challenges provided by Shopee games make the user again access Shopee at a certain time to continue the game. | 18 | 20 | 25 | 22 | 15 | 59,2% |
| | | | | | | Dimension Average = 70,4% |
| Interaction Dimension | | | | | | |
| Usage – Shopee games allows users to express their opinions on Shopee's loyalty program. | 12 | 30 | 24 | 30 | 4 | 56,8% |
| Responsiveness – Shopee games allow users to interact bidirectionally with other users. | 7 | 19 | 31 | 34 | 9 | 63,8% |
| | | | | | | Dimension Average = 60,3% |
| Intimacy Dimension | | | | | | |
| Privacy – Playing Shopee games creates a feeling of comfort to the user when shopping online. | 15 | 17 | 32 | 32 | 10 | 63,4% |

| | | | | | | |
|---|-----|-----|-----|-----|-----|---------------------------|
| Priority – Shopee games become an important part when users do online shopping activities. | 11 | 25 | 21 | 30 | 9 | 58,6% |
| Variety – Rewards or rewards offered by Shopee games, can affect the user's choice in shopping online. | 11 | 11 | 26 | 34 | 18 | 67,4% |
| | | | | | | Dimension Average = 63,1% |
| <i>Utility Dimension</i> | | | | | | |
| Capability – Shopee games helps understand the mechanics of shopping online using Shopee. | 14 | 22 | 22 | 33 | 9 | 60,2% |
| Efficiency – Playing Shopee games helps in maximizing the use of Shopee's other features and benefits. | 6 | 11 | 20 | 47 | 16 | 71,2% |
| Productivity – Shopee Games helps increase effectiveness in online shopping. | 10 | 28 | 16 | 38 | 8 | 61,2% |
| | | | | | | Dimension Average = 64,2% |
| <i>Satisfaction Dimension</i> | | | | | | |
| Services – A positive user experience when using Shopee games. | 4 | 8 | 31 | 41 | 16 | 71,4% |
| Services – The user experience is less than satisfactory when using Shopee games. | 31 | 27 | 14 | 20 | 8 | 49,4% |
| Services – Overall user satisfaction assessment of Shopee games services. | 5 | 5 | 24 | 54 | 12 | 72,6% |
| | | | | | | Dimension Average = 64,4% |
| <i>Continuity Dimension</i> | | | | | | |
| Behavioral – Interested in reusing Shopee games in online shopping activities in the future. | 4 | 8 | 29 | 46 | 13 | 71,2% |
| Attitudinal – Interested in offering and introducing Shopee app and Shopee games feature to friends, family and others. | 7 | 20 | 22 | 36 | 15 | 66,4% |
| Composite – Want to continue playing Shopee games and use Shopee app as the number one marketplace choice for online shopping. | 6 | 15 | 26 | 35 | 18 | 68,8% |
| Total | 163 | 276 | 412 | 634 | 223 | Dimension Average = 68,8% |

Source: Processed Research Data Questionnaire no 13-29 (2021)

The criteria for interpretation of the score are based on intervals in table 5:

Interval formula = $100 / 5 = 20$

Calculation of related answers

Calculated formula = $T \times P_n$

Gamification Strategy Variable (X) with eight questions is accumulated into an assessment of 100 respondents per question item

a. Respondents who answered strongly agreed (5) = $223 \times 5 = 1115$

b. Respondents who answered agreed (4) = $634 \times 4 = 2536$

c. Respondents who answered sufficiently (3) = $412 \times 3 = 1236$

d. Respondents who answered disagreed (2) = $276 \times 2 = 552$

e. Respondents who answered strongly disagreed (1) = $163 \times 1 = 163$

Total score when summed = 5602

Total Scores Strongly Disagree = $1 \times 17 \times 100 = 1700$

Total Scores Disagree = $2 \times 17 \times 100 = 3400$

Number of Scores Enough = $3 \times 17 \times 100 = 5100$

Total Scores Agreed = $4 \times 17 \times 100 = 6800$

Total Score Total agreed = $5 \times 17 \times 100 = 8500$

The highest score for a "Strongly Agreeable" item is $5 \times 1700 = 8500$, while the "Strongly Disagree" item is $1 \times 1700 = 1700$

Index formula

$$= \text{Actual score} / \text{ideal score} \times 100$$

$$= 5602 / 8500 \times 100$$

$$= 65.9 \%$$

the effectiveness of Gamification Strategy (X) on Customer Loyalty (Y) was 65.9% in the category of "Agree"
 Therefore, in this case the effectiveness of gamification strategy is shown in the following figure:

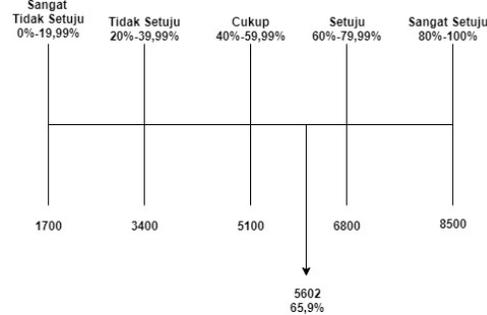


Figure 1. Measurement of The Effectiveness of Gamification Strategies Continuously

Based on figure 1, the total actual score of the respondent's assessment of 5602 shows the assessment of Shopee users aged 16-30 years in Malang related to the effectiveness of Gamification Strategy in increasing customer loyalty Shopee is in the category of agree, because the score of 5602 with the index formula is percentaged to 65.9% so that when viewed from the assessment range at intervals is at a percentage between 60%-79.99% with "agrees" or setuju.

Result of Simple Linear Analysis

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | | | |
| 1 | (Constant) | 12.173 | 17.562 | | .693 | .490 |
| | Strategi Gamifikasi | .972 | .052 | .882 | 18.523 | .000 |

a. Dependent Variable: Customer Loyalty

Source: Processed Research Data (2021)

The influence of Gamification Strategy in increasing customer loyalty Shopee aged 16-30 years in Malang is declared effective enough because it gets a rating of more than 50%. After conducting a hypothesis test that includes F test, T test and coefficient of determination test, F sig results. smaller than 0.05 then H0 rejected, it can be stated that the H1 hypothesis in this study is accepted that there is an influence of Gamification Strategy (X) on Customer Loyalty (Y) directly. Based on the calculation results, it is known that Shopee's Marketing Public Relations in implementing The Gamification Strategy in the form of Shopee Games has the potential to increase Shopee customer loyalty by 77.8%.

Discussion

Based on the calculation results, it is known that Shopee's Marketing Public Relations in implementing The Gamification Strategy in the form of Shopee Games has the potential to increase Shopee customer loyalty by 77.8%. The 77.8% effectiveness percentage value reinforces the hypothesis acceptance in this study, H0 was rejected and H1 was accepted. The influence of Gamification Strategy in increasing customer loyalty Shopee aged 16-30 years in Malang is stated to be quite effective because it gets a rating of more than 50%, where the percentage value of effectiveness of Gamification Strategy in increasing Shopee customer loyalty according to the response of Shopee user respondents aged 16-30 years in Malang in this study by 77.8%.

The Effect of Independent Variables on Dependent Variables, Overall, the Entertainment, Interaction and Intimacy factors in independent variables namely Gamification Strategy (X) have a vital influence on the chances of increasing Customer Loyalty (Y) in Shopee users aged 16-30 years in Malang. This indicates that the higher the

quality of service and engagement based on the Entertainment, Interaction and Intimacy factors in gamification, the higher the tendency of users to achieve a loyal level.

Customer satisfaction is the level of consumer feeling after comparing between what is received and the expectation, if a customer is satisfied with the value of a product or service, they will likely be a customer for a long time (Kotler & Keller, 2008). The 77,8% assessment indicates that respondents' chances of achieving a loyal level are quite effective and through gamification can make it easier for Shopee to develop its Customer Relationship Management program.

From the respondent's assessment of this study, after using Shopee games, about 71 out of 100 respondents were interested in reusing Shopee games in online shopping activities (Interested in apps), about 66 out of 100 respondents claimed to be interested in offering Shopee games and Shopee games to friends, family and others (Shared to others), and 68 out of 100 respondents expressed an interest in continuing to play Shopee games and using Shopee as a marketplace number option one in online shopping (Committed users). Based on the observations, researchers think these results are in accordance with the conditions in the field, where the form of loyalty to users will increase when users have a sense of customer satisfaction that is met and in accordance with each individual's expectations for the ease and uniqueness of Shopee games that are part of Shopee. Users need to use Shopee games repeatedly in order to gain experiences that lead to behavior changes that lead to loyalty.

4.1 Validation

Validity tests are used to measure the validity or validity of a questionnaire. Validity testing is a process to prove that the instrument, technique or process used in measuring a concept actually measures the validity of a question item from a questionnaire. Steps in the validity test:

1. Determining R_{table} :

From R_{table} , for $df = n - 2$, n = number of questionnaires to be tested with a significant rate of 5% or 0.05. This test was conducted with SPSS version 25.

2. Find R results:

The result R value for each variable n can be seen in the Corrected Item-Total Correlation column.

3. The basis of decision making:

1. If R_{hitung} is positive (+), and $R_{hitung} > R_{table}$ then the variable is valid
2. If R_{hitung} negative (-), and $R_{hitung} < R_{table}$ then the variable is invalid.
3. If $R_{hitung} > R_{table}$ but marked negative (-), then the variable is invalid
4. If the question item is valid, then the interpretation criteria regarding the index.

5. Conclusion

Based on the results of research related to Gamification Strategy in Marketing Public Relations Shopee in increasing customer loyalty Shopee, can be concluded in the conclusion of statistics as follows:

1. Based on the data obtained, the characteristics of respondents in this study were dominated by female respondents with a percentage of 64% while male respondents were 36%. With a breakdown of 19% aged 16-20 years, then 77% aged 21-25 years and 4% aged 26-30 years.

2. Out of 100 respondents, it was obtained that 54% access Shopee games once every day, while 46% of other respondents access Shopee games more than once per day. In addition, the type of Shopee games that are the favorite of respondents is Shopee Tanam with a percentage of 53% and the less desirable by respondents is Shopee Capit with a percentage of 4%.

3. Based on respondents' answers, on the variable Gamification Strategy in the Entertainment dimension influenced by 70.4% in this study, with aesthetic incore of 74.8%, the Levels indicator got the highest score from the overall question of 77.2%, content indicator of 59.2%. Interaction dimension got the lowest rating Interaction was judged to have an effect of 60.3% in improving Customer Loyalty, Usage indicator got a rating of 56.8% and Responsiveness by 63.8%. while intimacy dimension is considered influential by 63.1%, Privacy indicator gets a value of 63.4%, Priority indicator gets a value of 58.6% and Variety indicator gets a percentage of 67.4% in improving Customer Loyalty.

4. Based on respondents' answers, the Customer Loyalty variable in utility dimension has an effect of 64.2% in maintaining Customer Loyalty with details of Capability indicator value of 60.2%, Efficiency indicator of 71.2% and Productivity indicator of 61.2%. Satisfaction dimension influenced by 64.4% in maintaining Customer Loyalty

with the details of the value of the first point Services indicator of 71.4%, the second point Services indicator by 49.4% and the Third Services indicator point by 72.6%. Continuity dimension has an effect of 68.8% in maintaining Customer Loyalty. In the Continuity dimension, after reaching a loyal level, 71.2% of respondents expressed an interest in reusing Shopee games. On the Attitudinal indicator, 66.4% of respondents expressed an interest in introducing and recommending Shopee and Shopee games to their friends, relatives and family. On the Composite indicator, and 68.8% of respondents want to continue playing Shopee games and use Shopee as the marketplace's top choice in online shopping.

5. Each item of the question is declared valid because the score is much higher than the significance value or score > 0.05 .

6. Each question item in this study is considered reliable because all reliability test results show Cronbach Alpha results of 0.843 for Gamification Strategy variables and 0.902 for Customer Loyalty variables. The value of the second Cronbach Alpha variable has a value greater than 0.60.

7. The classic assumption test in this study is stated to have been fulfilled because all the data in this study are normally distributed with a value of 0.33 for Gamification Strategy and 0.14 for Customer Loyalty where the results are normally distributed. On independent variables also do not occur heterokedastisitas because it has $g.s. 0.653$ which is much higher than 0.05.

8. Simple linear regression test results in regression equation for Gamification Strategy variable (X) with Customer Loyalty variable (Y) as follows: $\hat{Y}=12.173+0.972 X$

9. Looking at the results of the analysis and data processing on the respondent's answer index, the effectiveness of the implementation of Gamification Strategy in increasing the loyalty of Shopee customers aged 16-30 years in Malang proved to be quite effective with a rating of 65.9%. A percentage of 65.9% or 66 respondents agreed that the Gamification Strategy affects Customer Loyalty, as evidenced by the results of the T test, coefficient of determination and hypothesis test.

In this study, from the results of the hypothesis test proved that Gamification Strategy has an effect on Customer Loyalty. The influence exerted by independent variables had a value of 77.8% and by 22.2% was influenced by other factors not contained in this study. So that gamification strategy achieves effectiveness by 77.8% in increasing shopee customer loyalty in Malang aged 16-30 years. The results of significance show a fairly high number because basically the use of Gamification Strategy aims to increase brand awareness and brand engagement so as to further strengthen the customer journey felt by users to achieve a level of loyalty to the brand.

Gamification Strategy has been quite effective in making a significant impact to increase shopee customer loyalty, especially Shopee users aged 16-30 years in Malang with a percentage effectiveness of 77.8%, after using Shopee games.

The implementation of Gamification Strategy on Customer Loyalty is focused on the creation of Continuity or continuity in order to keep users playing Shopee games, and still use Shopee for online shopping activities. So for the next marketing public relations Shopee must really think of a strategy to continue innovating on the development of Shopee games in order to continue to keep users who are already loyal and try to continue to attract new users to play Shopee games.

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