



## Regular article

# The Influence of Gamification, User Experience and E-Service Quality on Repurchase Intention with Customer Satisfaction as an Intervening Variable on Tokopedia Consumers in Medan City

In Angelin Sinaga<sup>a\*</sup>, Arlina Nurbaity Lubis<sup>b</sup>, Yeni Absah<sup>c</sup>

<sup>a</sup> Master of Management Science, Faculty of Economics and Business University of North Sumatera, Indonesia

<sup>b</sup> Faculty of Economics and Business University of North Sumatera, Indonesia

<sup>c</sup> Faculty of Economics and Business University of North Sumatera, Indonesia

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## ABSTRACT

The development of information technology has encouraged a shift in consumer behavior from conventional to online shopping. Although the e-commerce industry generally shows growth, Tokopedia, as one of the major platforms, has experienced a decline in the number of visitors. According to data from iPrice, Tokopedia's monthly visitors decreased from 158,136,700 in 2021 to 96,933,334 in 2023. This study aims to examine and analyze the influence of gamification, user experience, and e-service quality on repurchase intention through customer satisfaction as a mediating variable among Tokopedia users in Medan City. This is an associative study using a quantitative approach. The population in this study consists of Tokopedia consumers in Medan City who have the Tokopedia application and have made at least two online transactions through the application, with the exact total population being unknown. The sample comprises 225 respondents selected using purposive sampling, with criteria including a minimum age of 18 years and a minimum education level of senior high school (or equivalent). Data were analyzed using Structural Equation Modeling with the Partial Least Squares (PLS-SEM) method. Data analysis was conducted using Structural Equation Modeling with the Partial Least Squares (PLS-SEM) method. The results indicate that gamification has a positive but not significant direct effect on customer satisfaction and repurchase intention among Tokopedia users in Medan City. User experience and e-service quality have a positive and significant direct effect on both customer satisfaction and repurchase intention. Additionally, customer satisfaction itself has a positive and significant direct effect on repurchase intention. Indirectly, user experience and e-service quality have a positive and significant influence on repurchase intention through customer satisfaction, while gamification shows a positive but not significant indirect effect through the same mediating variable.

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\* Corresponding author.

Email address: [angeliinangelina@gmail.com](mailto:angeliinangelina@gmail.com) (I. A. Sinaga)

## Introduction

Continuous changes in the era give rise to various developments that can affect human life. With the internet, human life is increasingly easier because of its speed, convenience, and ability to reach a wide area, resulting in the number of internet consumers also growing. According to the DataReportal report, the number of internet consumers in Indonesia at the end of 2023 reached 221,563,479 people, or 79.5% of the

total population of Indonesia. This number increased by 1.31% compared to 2022. As a correlation, DataReportal also explains information for the absolute population in Indonesia, which reached 278,696.2 million in 2023. Through all of this, it is meant that there are 57,132.7 million Indonesians who do not use the internet in mid-2023 ([www.suara.com](http://www.suara.com), 2023).

Tokopedia is a technology company that has a mission to achieve

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digital economic equality. As an e-commerce, Tokopedia offers a variety of products and services such as fashion, electronics, home and living, beauty, and so on. Tokopedia's journey in the last 15 years has been to equalize the digital economy by encouraging people to make online sales. Tokopedia created a platform that can help everyone shop anywhere. Tokopedia's growth has been very significant, starting in 2009 when they started a C2C business. In 2020, Tokopedia launched "Tokopedia Jasa". Tokopedia has won many awards in a decade. Among them, in 2019, they received "Fastest Value Growth" in the Top 50 Valuable Indonesian Brands. In addition, Tokopedia was in the 10th largest position for the first time, with the largest growth in brand value of 487%.

According to Putri and Pradhanawati (2021), repurchase intention is the intention to make a repeat purchase of a product twice or more based on trust. Dominiq and Ellitan's (2021) repurchase intention is a form of positive response to a product in the form of a desire to reuse the product over time.

Tokopedia strives to provide the best experience for consumers in various ways, including by providing various features and good customer service. To satisfy consumers, Tokopedia continues to improve its applications and websites to make them easier to use, faster, and more responsive. Maintaining consumer loyalty is one way for companies to compete with other companies. One of them is by implementing game elements into the application, or what is commonly called gamification.

The next factor that influences repurchase intention is user experience. According to Nadhif et al. (2020), user experience is defined as how consumers feel about every interaction experience by consumers with what consumers feel when consumers use it. According to Aulia and Kusuma (2020), a good user experience is defined as a user experience that meets consumer needs with the elegance of a product that is pleasant to use and own.

The next factor that influences repurchase intention is e-service quality. Harahap et al. (2020) explain that e-service quality is the effectiveness and efficiency of a website, referring to the website's ability to facilitate consumers' online shopping activities, starting from searching for information, selecting products, processing payments, to sending purchased goods. Meanwhile, Silviana et al. (2022) said that e-service quality can be defined as a comprehensive evaluation and assessment by consumers of the advantages and disadvantages of electronic services provided and offered in the digital market.

Based on the background and phenomena above, the author is interested in conducting research with the title "The Influence of Gamification, User Experience and E-Service Quality on Repurchase Intention with Customer Satisfaction as an Intervening Variable on Tokopedia Consumers in Medan City".

## Literature Review

### *Consumer Behavior*

According to Shiffman and Wisenbilt (2019), consumer behavior can be defined as behavior that can be displayed by consumers in searching for, buying, using, and evaluating products and services that they expect will meet their needs. Consumer behavior is the underlying factor for consumers to make purchasing decisions. When deciding to buy an item or product, consumers always think first about the item to be purchased.

### *Gamification*

Gamification is a term that refers to the incorporation of game elements into contexts outside the game to encourage certain behaviors. Gamification utilizes game mechanics and design to influence and motivate consumer behavior in non-game contexts, such as on E-Commerce platforms (Rahmadhan, 2023). As stated in Dhahak and Huseynov's (2020) definition, the goal of gamification is to provide enjoyable experiences but, in a context other than games, and to motivate certain behaviors or ideas that are relevant in the real world.

### *User Experience*

According to Sari & Padmanty (2023), user experience can be interpreted as a combination of experiences so that the activities carried out by consumers in using a product or service are good and memorable experiences, so that consumers are interested in using the product for the umpteenth time. User experience includes consumer involvement; consumers interact with products, systems, or anything through the interface, and consumer experiences are interesting and can be observed or measured (Albert and Tullis, 2023).

### *E-Service Quality*

Ashiq and Hussain (2024) explain that electronic service quality in the context of e-commerce covers the entire consumer journey, including pre-purchase evaluation, product purchase, and post-purchase activities. E-service quality is an electronic media service consisting of consumer-controlled transactions, information searches, privacy policies, website navigation, ordering processes, shipping, return policies, and product satisfaction (Mamakou et al. 2023). According to Yulianti and Satya (2021), the better the service provided by a company, the more likely consumers are to use it again.

### *Customer Satisfaction*

According to Manyanga et al. (2022), customer satisfaction is a typical performance measure and is the result of the superiority of the experience and aspects of consumers around the gap between consumer expectations and actual experiences. Customer satisfaction can directly or indirectly affect business sustainability, competitiveness, and profitability, with satisfied consumers considered less price conscious and less influenced by competitors' strategies, resulting in a broad consumer base for a brand (Kataria and Saini, 2020).

Repurchase Intention

According to Putri and Pradhanawati (2021), repurchase intention is the intention to repurchase a product twice or more based on trust. Dominiq and Ellitan's (2021) repurchase intention is a form of positive response to a product in the form of a desire to reuse the product over time. Athoillah and Hidayat (2024) define repurchase intention as a

repeat purchase process carried out by consumers with a minimum purchase experience of one time and have the intention to buy again. Repurchase intention is a purchase interest based on or purchase experience that has been made in the past.

Following the description above, a framework for thinking about the problems presented can be drawn up as follows:

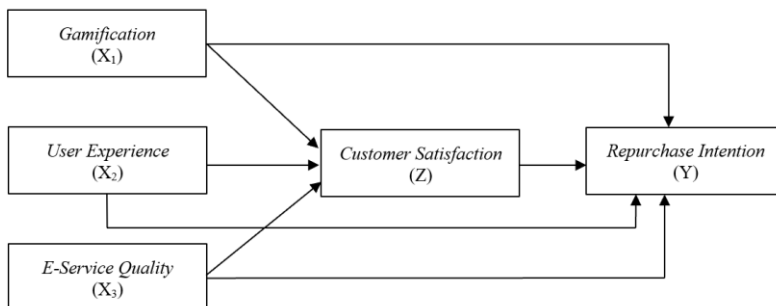


Figure 1 Conceptual Framework

Methodology

Research Population and Sample

In this study, the population is Tokopedia consumers in Medan City, especially consumers who have the Tokopedia application and use Tokopedia in online transactions at least twice, but it cannot be known for sure how many are used as samples, so this population is classified as an unlimited population. Based on the results of the sample calculation, the number of respondents who will be used as samples in this study is 225.

Data Analysis

The data analysis used was SEM-PLS Version 3.2.9 by carrying out Validity Tests and Reliability Tests. The Outer Model will be tested through Convergent Validity, Discriminant Validity, and Composite Reliability. The Inner Model will be tested through Composite Reliability and Cronbach's Alpha, through bootstrapping.

Research Result

Direct Effect

Table 1 Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Customer Satisfaction > Repurchase Intention	0,488	0,487	0,071	6,920	0,000
E-Service Quality > Customer Satisfaction	0,326	0,329	0,116	2,818	0,005
E-Service Quality > Repurchase Intention	0,256	0,258	0,067	3,832	0,000
Gamification > Customer Satisfaction	0,159	0,159	0,116	1,370	0,171
Gamification > Repurchase Intention	0,012	0,009	0,093	0,132	0,895
User Experience > Customer Satisfaction	0,270	0,270	0,094	2,859	0,004
User Experience > Repurchase Intention	0,283	0,283	0,074	3,807	0,000

Based on the results of Table 1, the following results are obtained:

1. The results of the direct effect test of the gamification variable on customer satisfaction show a coefficient value of 0.159 with a p value = 0.171 (> 0.05). Based on the results found, it can be concluded that gamification has a positive but insignificant effect on customer satisfaction.
2. The results of the direct effect test of the gamification variable on repurchase intention show a coefficient value of 0.012 with a p value = 0.895 (> 0.05). Based on the results found, it can be concluded that gamification has a positive but insignificant effect on repurchase intention.
3. The results of the direct effect test of the user experience variable on customer satisfaction show a coefficient value of 0.270 with a p value = 0.004 (<0.05). Based on the results found, it can be concluded that User Experience has a positive and significant effect on customer satisfaction.
4. The results of the direct effect test of the user experience variable on repurchase intention show a coefficient value of 0.283 with a p value = 0.000 (<0.05). Based on the results found, it can be concluded that user experience has a positive and significant effect on repurchase intention.
5. The results of the direct effect test of the e-service quality variable on customer satisfaction show a coefficient value of 0.326 with a p value = 0.005 (<0.05). Based on the results found, it can be concluded that e-service quality has a positive and significant effect on customer satisfaction.
6. The results of the direct effect test of the e-service quality variable on Repurchase Intention show a coefficient value of 0.256 with a p value = 0.000 (<0.05). Based on the results found, it can be

concluded that e-service quality has a positive and significant effect on repurchase intention.

- The results of the direct effect test of the customer satisfaction variable on repurchase intention show a coefficient value of 0.488 with a p value = 0.000 (<0.05). Based on the results found, it can be concluded that customer satisfaction has a positive and significant effect on repurchase intention.

*Indirect Effect*

Table 2 Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>E-Service Quality &gt; Customer Satisfaction &gt; Repurchase Intention</i>	0,159	0,161	0,063	2,529	0,012
<i>Gamification &gt; Customer Satisfaction &gt; Repurchase Intention</i>	0,078	0,078	0,059	1,324	0,186
<i>User Experience &gt; Customer Satisfaction &gt; Repurchase Intention</i>	0,132	0,133	0,055	2,419	0,016

Based on Table 2, the results of the indirect effect in this study are as follows:

- The results of the indirect effect test of the gamification variable on repurchase intention through customer satisfaction show a coefficient value of 0.078 with a p value = 0.186 (> 0.05), which means H8 is rejected. Gamification does not have a significant effect on repurchase intention through customer satisfaction.
- The results of the indirect effect test of the user experience variable on repurchase intention through customer satisfaction show a coefficient value of 0.132 with a p value = 0.016 (<0.05), which means H9 is accepted. This shows that user experience has a significant effect on repurchase intention through customer satisfaction.
- The results of the indirect effect test of the e-service quality variable on repurchase intention through customer satisfaction show a coefficient value of 0.159 with a p value = 0.012 (<0.05), which means H10 is accepted. This shows that e-service quality has a significant effect on repurchase intention through customer satisfaction.

*Total Effect*

Table 3 Total Effect

	Direct Effect	Indirect Effect	Total Effect
<i>Gamification → Customer Satisfaction</i>	0,159	-	0,159
<i>Gamification → Repurchase Intention</i>	0,012	0,078	0,090
<i>User Experience → Customer Satisfaction</i>	0,270	-	0,270
<i>User Experience → Repurchase Intention</i>	0,283	0,132	0,415
<i>E-Service Quality → Customer Satisfaction</i>	0,326	-	0,326
<i>E-Service Quality → Repurchase Intention</i>	0,256	0,159	0,415
<i>Customer Satisfaction → Repurchase Intention</i>	0,488	-	0,488

Based on Table 3, the results of the total influence in this study are as follows:

- The results of the total effect test of the gamification variable have a direct effect on customer satisfaction with a coefficient value of 0.159. This relationship is positive but not significant, and there is no indirect effect in this relationship.
- The results of the total effect test of the gamification variable have a total effect of 0.090 on repurchase intention. This value is the result of a direct effect of 0.012 and an indirect effect through customer satisfaction of 0.078. Although the direction of this relationship is positive, both directly and indirectly, the overall effect is not significant.
- The results of the total effect test of the user experience variable have a direct effect of 0.270 on customer satisfaction. This relationship is positive and significant, and there is no indirect effect in this relationship.
- The results of the total effect test of the user experience variable have a total effect of 0.415 on repurchase intention, consisting of a direct effect of 0.283 and an indirect effect through customer satisfaction of 0.132. Both of these influence paths are positive and significant.
- The results of the total effect test of the e-service quality variable have a direct effect of 0.326 on customer satisfaction. This relationship is positive and significant, and there is no indirect effect in this relationship.
- The results of the total effect test of the e-service quality variable have a total effect of 0.415 on repurchase intention. This value is a combination of a direct effect of 0.256 and an indirect effect through customer satisfaction of 0.159. Both of these influence paths are positive and significant.
- The results of the total effect test of the customer satisfaction variable have a direct effect of 0.488 on repurchase intention. This relationship is positive and significant, and there is no indirect effect in this relationship.

**Discussion**

- Based on the results of the direct influence test, it was found that the Gamification variable has a positive but insignificant influence on customer satisfaction. This finding indicates that although the implementation of Gamification elements such as rewards, achievements, missions, and progression on the Tokopedia platform in Medan City tends to increase customer satisfaction, the influence is not statistically strong enough. This means that Gamification-based features have not been fully able to create a satisfying shopping experience for consumers in the

- region.
2. Based on the results of the direct influence test, it is known that the Gamification variable does not have a significant effect on repurchase intention. This shows that the implementation of Gamification elements in Tokopedia services in Medan City has not been able to directly encourage consumer intentions to make repeat purchases. In Tokopedia, these elements are implemented through four main dimensions, namely rewards, achievements, missions, and progression. However, the results of this study indicate that these four dimensions have not succeeded in providing a significant influence on repurchase intention.
  3. The test results show that User Experience has a positive and significant effect on customer satisfaction, so it can be concluded that the better the user experience in using the Tokopedia platform, the higher the level of customer satisfaction is felt significantly. In the context of Tokopedia users in Medan City, User Experience reflects the quality of interaction between users and digital systems, which includes various aspects such as application response speed, an attractive and easy-to-understand interface, ease of product search, and efficiency in the payment process and transaction completion. When users feel that the entire process of use is running smoothly, pleasantly, and without obstacles, then satisfaction with the service will arise naturally.
  4. Based on the results of the direct influence test, the User Experience variable has a positive and significant effect on repurchase intention. These results indicate that the better the user experience while interacting with the Tokopedia application, the higher the intention of consumers in Medan City to make repeat purchases. This finding indicates that the quality of consumer interaction with the Tokopedia platform greatly influences their decision to shop again.
  5. The test results also show that E-Service Quality has a positive and significant influence on customer satisfaction. This means that the better the consumer perception of Tokopedia's digital service quality, the higher their level of satisfaction. In practice, Tokopedia consumers in Medan City assess their satisfaction based on service consistency, system reliability, delivery speed, and transaction process efficiency. When the service provided meets or even exceeds expectations, customers tend to feel deep satisfaction.
  6. The results of the study show that E-Service Quality has a positive and significant effect on repurchase intention. This means that the higher the quality of electronic services perceived by Tokopedia consumers in Medan City, the higher their intention to make repeat purchases. In the context of e-commerce, E-Service Quality includes Efficiency, information quality, reliability, reputation, and responsiveness. When customers are satisfied with all aspects of the digital services provided, they tend to build strong trust and loyalty to the platform, which ultimately influences the decision to make repeat transactions.
  7. Based on the test results, it is known that Customer Satisfaction has a positive and significant effect on Repurchase Intention. This means that the higher the level of customer satisfaction with Tokopedia's services, the greater their desire to make repeat purchases. In a study conducted on Tokopedia consumers in Medan City, customer satisfaction reflects an assessment of service aspects. When consumers are satisfied with the entire transaction process they experience, they tend to shop again at Tokopedia.
  8. Based on the results of the indirect influence analysis, it was found that Gamification did not have a significant effect on Repurchase Intention through customer satisfaction. This finding indicates that although the implementation of Gamification elements such as rewards, achievements, missions, and progression on the Tokopedia platform in Medan City shows a tendency to increase Customer Satisfaction and ultimately encourage Repurchase Intention, it turns out that the indirect effect is not strong enough empirically.
  9. Based on the results of the indirect influence analysis, it is known that User Experience has a positive and significant effect on Repurchase Intention through Customer Satisfaction. In other words, the positive experience felt by consumers when using Tokopedia not only has a direct impact on repurchase decisions, but also forms satisfaction with the service, which then strengthens the intention.
  10. Based on the results of the indirect influence analysis, it is known that E-Service Quality has a positive and significant effect on Repurchase Intention through customer satisfaction. Based on these results, it can be interpreted that E-Service Quality has a positive and significant effect on Repurchase Intention through customer satisfaction. This means that E-Service Quality has a direct effect on repurchase intention, while indirectly influencing Repurchase Intention through Customer Satisfaction as an intervening variable. This shows that customer satisfaction functions as an important link between service quality and loyalty, especially in the realm of e-commerce. Satisfaction arising from service quality will encourage consumers to build long-term behavioral commitments, including the intention to make repeat purchases.

## Conclusions

1. The gamification variable has a positive and insignificant effect on customer satisfaction.
2. The gamification variable has a positive and insignificant effect on repurchase intention.
3. The user experience variable has a positive and significant effect on customer satisfaction.
4. The user experience variable has a positive and significant effect on repurchase intention.
5. The e-service quality variable has a positive and significant effect on customer satisfaction.
6. The e-service quality variable has a positive and significant effect on repurchase intention.
7. The customer satisfaction variable has a positive and significant effect on repurchase intention.
8. The gamification variable does not have a significant effect on repurchase intention through customer satisfaction as an intervening variable.
9. The user experience variable has a positive and significant effect on repurchase intention through customer satisfaction as an intervening variable.
10. The e-service quality variable has a positive and significant effect on repurchase intention through customer satisfaction as an intervening variable.
11. The repurchase intention of Tokopedia consumers in Medan City is mostly influenced by gamification, user experience, e-service quality, and customer satisfaction. These four factors contribute to the formation of repeat purchase intentions by increasing positive shopping experiences, perceptions of service quality, and consumer satisfaction in transactions on the Tokopedia platform.
12. This study is expected to be a reference for further research in examining the factors that influence Customer Satisfaction and Repurchase Intention on e-commerce platforms. It is recommended that subsequent researchers consider adding other variables such as trust, perceived value, or promotional strategy, which are believed to contribute to consumer repurchase behavior.
13. In this study, it was found that Gamification has a positive but insignificant effect on Repurchase Intention through customer satisfaction, which indicates the possibility of other factors that are more dominant in influencing the relationship. Therefore, it is recommended for further researchers to further explore other variables, such as customer engagement or brand experience, as mediating variables. This is expected to enrich the research model and provide a deeper understanding of consumer behavior in the context of using digital platforms such as

Tokopedia, especially for consumers in urban areas such as Medan City.

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