

ABSTRACT

Since the emergence of the Covid-19 pandemic, e-commerce users have increased rapidly. Shopee is an e-commerce site that has the largest number of users in Indonesia. Shopee is implementing gamification as a new marketing strategy to get more users and increase the user experience in using their application. Shopee wants to expand the gamification they make for customer satisfaction and loyalty. This research is aimed to find out more about the acceptance of Shopee Games technology that is applied by Shopee to become a material for the evaluation and development of Shopee Games.

This study used a modified UTAUT-2 model by adding the impact gamification construct with age and gender as moderating variables. This study uses the Bernoulli's formula to determine the sample size. The sample used in this study is a Shopee Games user. Data collection was carried out by distributing questionnaires to 403 Shopee Games users in Indonesia. The data obtained were analysed with the SmartPLS 3.3.3 generating outer model testing and inner testing model application. Besides, for a better understanding, this study also uses descriptive analysis.

The results show that there are six significant factors influencing behavioural intention, they are effort expectancy, gamification impact, habit, price value, hedonic motivation, and social influence. Performance expectancy and facilitating condition are shown insignificant. Moreover, one significant factor influencing use behaviour to use Shopee Games is Habit. The age has moderating effect on the relationship between habit and behavioural intention. It is found that different age generation shows an influence on habit. This may be due to a different preference to play Shopee Games. Furthermore, the gender also has not moderating effect towards the relationship between independent variable and dependent variable except the relationship between price value and behavioural intention.

The implications of this research are, for academicians, it could be useful to do prior research to include gamification impact in other non-game applications in Indonesia, and for practitioners, understanding each construct is crucial to design, refine, and

implement Shopee Games that achieve high users' acceptance and value, and with the right amount of game techniques in Shopee Games.

Keywords: Shopee, Shopee Games, Gamification, Behavioural Intention, UTAUT2.