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Pengaruh Gamification Terhadap Customer Engagement E-Commerce Tokopedia

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ABSTRAK

Tingkat persaingan pemasaran e-commerce di Indonesia sangat ketat. Pemasaran Digital (Digital Marketing) menjadi salah satu cara dalam pemasaran brand e-commerce mereka. Salah satu tools dari pemasaran digital adalah gamification. Gamification adalah penggunaan unsur-unsur permainan atau game ke dalam konteks nongame. Gamification banyak diaplikasikan ke dalam bidang pendidikan, ketenagakerjaan dan pemasaran.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh dari gamification terhadap customer engagement Tokopedia. Penelitian berdasarkan teori SOR (Stimulus-Organism-Respons), dimana teori ini menyebutkan bahwa stimulus tertentu akan memberikan respon yang sesuai oleh organism, dalam hal ini stimulusnya adalah gamification, organism adalah customer Tokopedia dan response adalah customer engagement. Hal ini yang diukur seberapa besar oleh peneliti.

Tipe penelitian yang dilakukan adalah penelitian kuantitatif dengan menggunakan metode survey. Survey dilakukan kepada pengguna Tokopedia secara umum diambil dari jumlah pelanggan Tokopedia sebanyak 400 responden dengan teknik sampling non probabilitas atau purposive sampling.

Hasil penelitian memperlihatkan hubungan yang kuat antara gamification dengan customer engagement dimana uji korelasi sebesar 0,845 yang artinya dalam kategori sangat kuat, dari hasil uji koefisien determinasi menunjukkan customer engagement dipengaruhi 71,4% oleh gamification. Menariknya penelitian ini menemukan bahwa unsur attention dari customer engagement mempunyai nilai rendah. Akan tetapi penelitian ini juga memperlihatkan bahwa unsur gamification yaitu poin, reward, cashback menjadi daya tarik utama pelanggan untuk mengikuti dan terlibat dalam gamification Tokopedia.

Keyword: *gamification, customer engagement, e-commerce*



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ABSTRACT

The level of competition for e-commerce marketing in Indonesia is very fierce. Digital Marketing is one way to market their e-commerce brand. One of the tools of digital marketing is gamification. Gamification is the use of game or game elements into a nongame context. Gamification is widely applied in the fields of education, human resource, and marketing.

This study aims to find out how much influence gamification has on Tokopedia's customer engagement. Research based on the SOR (Stimulus-Organism-Response) theory, where this theory states that certain stimuli will provide an appropriate response by the organism, in this case the stimulus is gamification, the organism is Tokopedia's customer, and the response is customer engagement.

The type of research carried out is quantitative research using survey methods. The survey conducted on Tokopedia users was generally taken from the number of Tokopedia customers as many as 400 respondents with non-probability sampling techniques or purposive sampling.

The results showed a strong relationship between gamification and customer engagement where the correlation test was 0.845 which means that it is in the very strong category, from the results of the coefficient of determination test shows that customer engagement is influenced by 71.4% by gamification. Interestingly, this study found that the element of attention from customer engagement has a low value. However, this research also shows that the elements of gamification, namely points, rewards, cashback, are the main attractions for customers to follow and engage in Tokopedia gamification.

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