HOW DOES GAMIFICATION INFLUENCE A CONSUMER'S PURCHASE INTENTION? STUDY IN SHOPEE INDONESIA

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Abstract: *The purpose of this study is to determine the effect of perceived value dimensions as predictors of game use intention and platform purchase intention. This study uses the dimensions of perceived value, namely utilitarian value, hedonic value, social value, and time/effort, to predict game use intention and platform purchase intention. This research data consists of answers to questionnaires distributed online. Game users on the Shopee Indonesia platform in Jakarta were selected as the object of this research. The researcher selected the samples for this study using purposive sampling of 301 respondent data with specific criteria. We used the PLS structural equation modeling (SEM) method and SPSS for this study. The results obtained in this study show that utilitarian value, hedonic value, social value, and time/effort have an influence on the game use intention variable. Utilitarian Value, Social Value, and Game Use Intention variables affect the Platform Purchase Intention variable, while the Hedonic Value and Time/Effort variables have no effect on Platform Purchase Intention. Game use intention does not play a role in mediating the influence of utilitarian value, hedonic value, social value, and time/effort on platform purchase intention.*

Keywords: Game Use Intention, Gamification, Hedonic Value, Mobile Commerce, Platform Purchase Intention, Social Value, Time/Effort, Utilitarian Value

INTRODUCTION

Technological advancements are an inevitable part of time's evolution. One of the advances in technology is the presence of mobile phones and the Internet, which are two examples of technological advancements. The number of Internet users continues to grow from year to year. Cindy Mutia Annur (2023) reported that as of January 2023, the total number of Internet users in Indonesia stood at 213 million, as documented in the online publication We Are Social. This represents 77% of Indonesia's entire population as of the start of the current year, which amounted to 276.4 million individuals. Continuously evolving technology requires companies to further review the opportunities and risks of technological developments in order to continue to innovate and develop potential so that they run more competitively. The presence of m-commerce is one of the opportunities for technological advances, as the use of mobile phones and the Internet continues to increase from year to year.

This year, many companies are starting to implement gamification in mobile commerce applications. Yu and Huang (2022) defined

gamification as a process that enhances services by offering a comprehensive gaming experience, with the goal of promoting the creation of overall user value. In Indonesia, Lazada, Tokopedia, and Shopee are some examples of companies that implement gamification. In 2019, Shopee introduced its first game feature, Goyang Shopee. Maulandy Rizky Bayu Kencana, in an online article published on Merdeka on September 5, 2019, claimed that Goyang Shopee has been played over 500 million times. This has resulted in an increase in the number of visitors and longer app usage by its users. Shopee's success led to the development of a gamification app (Lau and Soediono 2022 and Triandewo and Sagy 2021).

According to Snapcart's 2020 research results, ten Shopee features ranked at the top of the most well-known and consumer-recognized online shopping features and apps. While Shopee has successfully integrated game features into its platform, Vika Azkiya holds a different perspective. In the databoks dated July 19, 2022, Dihni reported that Shopee only ranked second after Tokopedia in terms of average monthly visitors in the first quarter of 2022, with a total of 132.77 million visitors. So this becomes inconsistent with Yu and Huang's study (2022), which concludes that the application of gamification brings a considerable number of active visitors to the m-commerce platform. So we need empirical proof. The purpose of this empirical study is to examine the predictive power of perceived value on the intention to purchase platforms and play games. The research model proposed by Yu and Huang (2022) will be utilized for this purpose.

In Indonesia, where technological developments–the use of the Internet, mobile phones, and m-commerce–are at stake, companies that want to grow rapidly and become market leaders need to create services that have the attractiveness to boost their consumer purchasing intentions. Adding game features is one of the options. According to Hofacker et al. (2016), gamification claims to increase loyalty, customer engagement, and motivation. The strategy of gamification, which promotes purchase intentions on m-commerce platforms, has given rise to a novel phenomenon in Indonesia that has received limited research. This research will examine the extent to which the application of gamification influences purchase intention on Shopee Indonesia platforms, focusing on the dimensions of utilitarian value, social value, hedonic value, and time/effort. These dimensions of perceived value in game use intention ultimately influence purchase intent.

In the context of mobile commerce, marketers place significant importance on the utilitarian and hedonic value dimensions. These dimensions exert a substantial impact on user behavior, including intentions, purchasing choices, and the likelihood of revisiting the website. (Huang and Yu, 2022). Rewards for game victories on the Shopee platform typically correlate with the value of products and coupons, both of which are utilitarian in nature. Unlike utilitary values, hedonic values are more related to the pleasure, happiness, and convenience of playing games. Most games on the Shopee platform require time and effort to be able to earn rewards. For example, in the Shopee Plant game, players must plant crops and water them for a certain period of time. Regarding social value, Shopee also provides chat columns, likes, leaderboards, and connects with other players in the game by asking for help to irrigate plants, give snacks, and more, so players can interact and compete.

The results of the research are expected to help retail companies whose activities are in the marketplace improve the purchase intention platform among Shopee users, thereby improving performance and sustainability and winning the competition.

This research refers to the Theory of Reasoned Action [TRA], explaining what predicts people's behavioral intentions and identifying their true behavior. There are two definitions of behavioral intention, namely attitude and subjective norm. This theory is used to predict various behaviors consisting of finance, marketing, spending, etc. As a result, the Theory of Reasoned Action is suitable for use within the purchase intention platform.

The research on the purchase intention platform focuses on technology's presence. Therefore, the application of the technology acceptance model is essential for forecasting user acceptance of a technology and elucidating its usage behavior. In addition to its usefulness in prediction, the Technology Acceptance Model (TAM) also offers an explanation, enabling researchers and practitioners to pinpoint the reasons why a system is unacceptable, necessitating a comprehensive set of improvement steps.

Utilitarian Value

Bagyarta and Dharmayanti (2014) describe utilitarian value as rational shopping behavior, with a tendency to seek the highest utility or benefit at the lowest possible cost. Utilitarian value gives consumers functional benefits that are useful, practical, and necessary (Chen et al., 2009). Utilitarian value comes from monetary savings and convenience (Rintamäki et al., 2006). In this study, utilitarian value is an assessment of how well a product can provide functional usefulness or benefits, as well as convenience and monetary savings (Kusumaningrum and Danibrata 2023).

Hedonic Value

Overby and Lee (2006) define it as a comprehensive evaluation of the advantages and drawbacks of experiences, including entertainment. Evaluated according to the degree to which individuals value products or services for their own benefit (Sweeney and Soutar, 2001), it is a more personal and subjective concept than utilitarian value (Ryu et al., 2010), as it derives from the desire for enjoyment and amusement rather than the necessity to complete tasks. Hedonic value is a source of exploration and entertainment (Rintamäki et al., 2006). This study defines hedonic value as the overall assessment of a good or service that can influence consumer interest in using a subjective product for entertainment.

Social Value

Users analyze items and services based on their hedonic and utilitarian value, as well as their social value (Sweeney and Soutar, 2001). Social value refers to the perception of a socially constructed self-concept that arises from the use of social commerce sites. (Sweeney and Soutar, 2001). According to Hamid and Suzianti (2020), the value of a product or service stems from its ability to enhance its users' social concepts, as well as its capacity to improve social interaction. Social value is the use of a product or service that enhances the social interaction of users of a site. According to the social dimension of games, players have to engage with each other in order to achieve their goals.

Time/Effort

Non-monetary costs reflect the time, effort, and inconvenience associated with searching, purchasing, and using services (Wirtz dan Lovelock 2016, 310). Spending time on a single activity represents a loss of opportunity, as one could spend that time more pleasantly or profitably in other ways. (Wirtz dan Lovelock 2016, 311). The processing of information and the duration of its use determine the time dimension (Grotenhuis et al. 2007), while the cost of obtaining the service may include effort. (Wirtz dan Lovelock 2016, 311). Time and effort refers to the non-monetary expenses incurred during an activity to obtain a service.

Game Use Intention

According to Koo (2009), it is the player's condition to play online games. The dimensions of social value, hedonic value, and utilitarian value, along with the time and effort required to access the game, may influence players' intention to play and their continuous participation. (Yu and Huang, 2022). A person's intention to play a game is their condition.

Purchase Intention Platform

A platform serves as a channel for facilitating customer interaction, enhancing targeting and expanding market niches through marketing, delivering new products, and exploring new business models. (Chaffey and Ellis-Chadwick, 2019, 268). Digital platforms encompass several mediums such as the internet, the web, mobile devices, and TV. Shopee is a sales transaction platform. Digital platforms like laptops, tablets, and mobile devices can access these applications. Purchase intention is the user's willingness to make future purchases. (Hamid dan Suzianti, 2020). Kotler and Keller (2015, 587) explain that purchase intention occurs when consumers decide to buy a brand or take actions related to the purchase. This research platform's purchase intention is the willingness of users to make purchases on a platform like Shopee.

Hypothesis development
The correlation between the utilitarian value and the intention to use a game.

Yu and Huang (2022) found that utilitarian value strongly affects the intention to use a game in a favorable manner. The research conducted by Lin et al. (2012) further validates that utilitarian value plays a substantial role in determining the intention to utilize a game. Consumers who emphasize monetary savings tend to form a rational, favorable attitude towards online shopping sites. Businesses can boost m-commerce user adoption rates by incorporating game features that highlight the advantages of gaming.

H1a: Utilitarian value can positively predict game use intention among Shoppe users in Jakarta.

The correlation between utilitarian value and the intention to purchase on a platform.

Research by Chunmei and Wang (2017) found that utilitarian value has the greatest influence on purchase intention. Functional benefits and performance outcomes are more closely associated with utilitarian value. Yu and Huang study (2022) finds that utilitarian value has a significant positive influence on the purchase intention platform. Furthermore, Moon et al. (2017) also confirmed the significant influence of utilitarian value on the purchase intent platform. Consumers who emphasize monetary savings tend to form a rational, favorable attitude towards online shopping sites.

H2a. Utilitarian value can predict positive influence on the purchase intention platform among Shoppe users in Jakarta.

There is a correlation between the intention to play a game and its hedonic value.

The findings of Yu and Huang's study (2022) indicate that hedonic values have a significant positive influence on game use intention. Lin et al. (2015) suggest that gaming providers can boost user gaming intentions by incorporating additional entertainment elements into physical games and highlighting the enjoyment that potential users derive from the game.

H1b. Hedonic value can predict a positive influence on game use intention among Shoppe users in Jakarta.

The correlation between hedonic value and the purchase intention platform.

Yu and Huang (2022) stated that hedonic value had no significant influence on the purchase intention platform. Additional research by Moon et al. (2017) revealed that platforms for purchase intention were substantially influenced by hedonic values.

Further investigation by Moon et al. (2017) revealed that platforms associated with purchase intention were substantially impacted by hedonic values. Additionally, the research of Chunmei and Wang (2017) validates the notion that purchase intention is impacted by hedonic value. A customer who feels pleasure and satisfaction is encouraged to make a purchase. H2b. Hedonic value can predict a positive influence on game use intention among Shoppe users in Jakarta.

The relationship between social values and the intention to use a game.

Previous research by Yu and Huang (2022) found that social value had a significant positive influence on game use intention. When playing games on m-commerce platforms, social attributes abound, including the ability to recruit new users for mini-games, compete with other players for ranking points, and so on. H1c: Social value can positively predict game use intention among Shoppe users in Jakarta.

The relationship between social values and the purchase intention platform.

Social value, according to Yu and Huang (2022), had a substantial positive impact on the purchase intention platform. In addition, during the process of social interaction and sharing, users can feel social value, such as recognition from others. Chunmei and Wang (2017) argue that the more social value users gain from using trading sites, the stronger their purchase intentions. A study by Moon et al. (2017) found that social value had no significant influence on the purchase intention platform. H2c. Social value can predict positively against the purchase intention platform among Shoppe users in Jakarta.

The relationship between time/effort and the intention to use a game.

Yu and Huang (2022) found that time and effort had a significant positive influence on game use intention. Spending less time and effort playing games can improve game use intentions on m-commerce platforms. The majority of short-duration minigames on m-commerce platforms do not demand an excessive amount of user time or effort. H1d: Time and effort can positively predict game use intention among Shoppe users in Jakarta.

The relationship between time/effort and the purchase intention platform.

Time and effort have no significant influence on the purchase intention platform (Yu and Huang, 2022). Anderson et al. (2014) explained that time savings was one of the factors that influenced purchase intention. Access to information significantly influences time savings. Moreover, retailers have numerous reasons to identify ways to meet consumer needs and save time. H2d. Time and effort can positively predict purchase intention among Shoppe users in Jakarta.

Game use intention relationship to the purchase intentions platform

The intention to use games has a significant positive impact on the purchase intention platform (Yu and Huang, 2022). Certain games on m-commerce platforms require players to complete challenging tasks; in order to surmount these obstacles, some players resort to purchasing. Certain rewards encourage users to exchange them within a limited time. H3. Among Shoppe users in Jakarta, the intention to play games can positively predict the intention to make purchases.

Game Use Intention as Mediation

The research findings of Yu and Huang (2022) indicate that the impact of utilitarian value on the purchase intention platform is mediated by game use intention. Furthermore, it has been demonstrated that the intention to use the game acts as a mediator between hedonic value and the purchase intention

platform. Certain games on m-commerce platforms require players to complete challenging tasks; in order to surmount these obstacles, some players resort to purchasing. Certain rewards encourage users to exchange them within a limited time. Other findings suggest that, apart from the game use intention's role in mediating the influence of social value on the purchase intention platform, time and effort also serve as mediation variables on the purchasing intention platform.

H4a. Game use intention can mediate a positive utilitarian value prediction against the purchase intention platform among Shoppe users in Jakarta.

H4b. Game use intention can mediate predictions of positive hedonic value against the purchase intention platform among Shoppe users in Jakarta.

H4c. Game use intention mediates the influence of social value on the purchase intention platform of Shoppe users in Jakarta.

H4d. The intention to use games can mediate a positive time/effort prediction against the purchase intention platform among Shoppe users in Jakarta, according to research.

RESEARCH METHODS

Forms of descriptive research and causality. Researchers often design descriptive research to gather data that characterizes objects (like people, organizations, products, or brands), events, or situations (Sekaran and Bougie 2016, 44). Researchers use causation research to determine whether a change in one variable leads to a change in another. (Sekaran dan Bougie 2016, 43). In causal research, there is a relationship between cause and effect.

Purposiveness sampling is the technique of determining samples with specific consideration. (Sugiyono, 2022:85). The survey criteria included respondents who resided in Jakarta, made a purchase on the Shopee platform at least once in the last month and were the decision-makers in the purchase, as well as users who played games on the Shopee platform more than twice in the previous week.
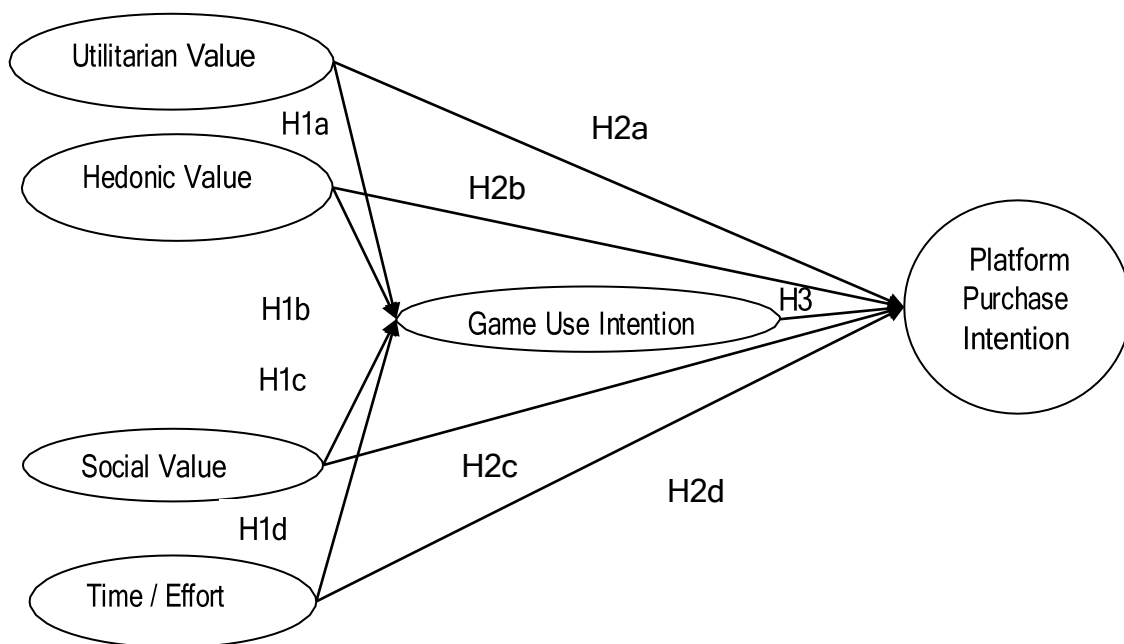

Figure 1. Research Model

RESULTS

Of the 301 respondents according to the established criteria, the majority are women (59.5%), aged 20-24 (49%), with a S1 final education (54%), and occupied as public or private officials (41%). On average, 56% of the respondents reported playing games on the Shoppe platform 3 to 4 times a week in the last month.

There are three criteria in data analysis techniques using SmartPLS to evaluate external models: convergent validity, discriminant validity, and reliability testing. From Table 1, we can see that the convergent validity test worked. The loading factor value for each structure is higher than the rule of thumb value (> 0.70), and the AVE value for each construction is higher than the rule of thumb value (> 0.50). See Table 1 for the square root of AVE for each structure or variable: intention to use the game ($\sqrt{0.607}=0,779$), hedonic value ($\sqrt{0.667}=0,817$), intention to buy the platform, social value, time/effort, and utilitarian value. This is higher than the correlation value between the other latent variables, which means that all of the models constructions meet the criteria for discriminant validity.

To measure the accuracy, consistency, and precision of instruments in measuring structures, a reliability test is performed. Table 4 reveals that every variable exhibits cronbach alpha values surpassing 0.70. This includes utilitarian values exceeding 0.836, hedonic values falling below 0.833, social values surpassing 0.803, time/effort values surpassing 0,771, game use intentions surpassing 0.783, and platform purchase intentions surpassing 0.804. Furthermore, the above table also shows that all of the variables have composite reliability values over 0.70, where utilitary values are over 0,883, hedonic values are over 0,836, social value is over 0,871, time/effort is over 0,867, game usage intentions are over 0,860, and purchase intention is over 0.871. This study concludes that every variable exhibits a strong reliability value. The above table shows that each construction's value is less than 0.85, supporting each construction's discriminatory validity.

A reliability test is conducted to assess the precision, consistency, and accuracy of measuring instruments when applied to structures. Table 4 reveals that all variables exhibit Cronbach alpha values exceeding 0.70. Furthermore, the composite reliability values of all variables exceed 0.70, indicating a good reliability value for the entire variable in this study. With an R-Square of 0.643, the variables utilitarian value, hedonic value, social value, and time/effort can explain 64.3 percent of the variability of game use intention, placing it in the moderate category. With an R-Square of 0.564, the purchase intention platform falls into the moderate category, explaining 56.4 percent of the variability in purchase intentions through the utilitarian value, hedonic value, social value, time/effort, and game use intention variables. The small effect includes the influence of utilitarian value on game use intention, with a value between 0.02 and 0.15. The small effect incorporates the influence of the hedonic value on the intention to use the game, with a value ranging from 0.02 to 0.049. The small effect includes the influence of social value on the game's use intention, with a value ranging from 0.02 to 0.15. The medium effect includes the time/effort influence on the game's use intention, with a value ranging from 0.15 to 0.162 to 0.35. While time and effort have a considerable influence on the game use intentions of users of the Shopee Indonesia platform, by paying more attention to the time and effort spent by users, companies can improve game usage intentions. To determine and measure the influence of an independent variable on a dependent variable, it is necessary to perform a t test. Assuming a 5% significance level, the p value must be less than 0.05, so the conclusion is that the relationship considered is significant at a 5% rate. ([Hair et al. 2017, 153]).

Table 1. Convergent Validity

Variable	Item	Loading	AVE
UV1	Bermain *game* di platform Shopee memberi peluang lebih tinggi untuk berbelanja dengan harga yang lebih baik.	0,731	0,604
UV2	Bermain *game* di platform Shopee memungkinkan memperoleh informasi yang berguna untuk belanja yang lebih hemat biaya.	0,847	
UV 3	Bermain *game* di platform Shopee bermanfaat (seperti menghemat uang, hiburan, perlindungan lingkungan, dan promosi sosial).	0,721	
UV 4	Mendapatkan nilai yang diinginkan dari *game* platform Shopee.	0,815	
UV 5	*Game* di platform Shopee telah mengurangi biaya pembelian.	0,762	
HV 1	Bermain *game* di platform Shopee sangat menyenangkan.	0,768	0,667
HV 2	Bermain *game* di platform Shopee bisa membuat rileks.	0,858	
HV 3	Bermain *game* di platform Shopee menyenangkan.	0,816	
HV 4	Bermain *game* di platform Shopee membuat saya bahagia.	0,823	
SV 1	Banyak orang bermain *game* di platform Shopee.	0,741	0,629
SV 2	Banyak orang bermain *game* di platform Shopee.	0,822	
SV 3	Terpengaruh oleh orang lain untuk bermain *game* di platform Shopee.	0,793	
SV 4	Kerabat dan teman memiliki sikap positif terhadap *game* di platform Shopee.	0,813	
TE 1	*Game* di platform Shopee tidak membutuhkan banyak usaha.	0,809	0,686
TE 2	Menghabiskan waktu dan energi untuk bermain game di platform Shopee sangatlah bermanfaat.	0,848	
TE 3	Dibandingkan dengan aplikasi *game* formal, bermain *game* di platform Shopee menghabiskan lebih sedikit waktu dan energi.	0,827	
GUI 1	Berniat untuk bermain *game* di platform Shopee.	0,742	0,606
GUI 2	Terus bermain *game* di platform Shopee.	0,820	
GUI 3	Suka dengan *game* platform Shopee yang dimainkan baru-baru ini.	0,789	
GUI 4	Positif tentang *game* di platform Shopee.	0,763	
PPI 1	Dalam hal berbelanja, lebih memilih platform Shopee.	0,770	0,629
PPI 2	Sering menggunakan platform Shopee untuk berbelanja.	0,804	
PPI 3	Berbelanja sebanyak mungkin melalui platform Shopee.	0,809	
PPI 4	Ke depannya terus menggunakan platform Shopee untuk berbelanja.	0,787	

Tabel 2 Fornell-Larcker Criterion

	GUI	HV	PPI	SV	TE	UV
GUI	0,779					
HV	0.713	0,817				
PPI	0,634	0,657	0,793			
SV	0,705	0,788	0,708	0,793		
TE	0,743	0,703	0,565	0,700	0,828	
UV	0,655	0,660	0,647	0,703	0,678	0,777

Tabel 3 HTMT

	GUI	HV	PPI	SV	TE	UV
GUI	**0,779**					
HV	0.713	**0,817**				
PPI	0,634	0,657	**0,793**			
SV	0,705	0,788	0,708	**0,793**		
TE	0,743	0,703	0,565	0,700	**0,828**	
UV	0,655	0,660	0,647	0,703	0,678	**0,777**

Tabel 4 Uji Reliabilitas

Variabel	Cronbach's Alpha	Composite Reliability	R-Square	Q² (=1-SSE/SSO)
Utilitarian Value	0,836	0,883		
Hedonic Value	0,833	0,889		
Social Value	0,803	0,871		
Time/Effort	0,771	0,867		
Game Use Intention	0,783	0,860	0,643	0,632
Platform Purchase Intention	0,804	0,871	0,564	0,528

Hypotheses are tested by analyzing the intrinsic values of the model, which reflect the level of relevance. The model's internal score, as indicated by the t-statistic value, must above the critical t-table value for a two-tailed or two-directional test (>1.96) with a significance level (α) of 5%. In order for the proposed study hypothesis to be considered acceptable, the internal score of the model, as indicated by the p-values, must be lower than α (0.05). The citation for this information is Hair et al. (2017, 211).

The hypothesis 1a (H1a) has a coefficient value of 0.136, a t-value of 2.333 > 1.96, and p-values of 0.020 < 0.05, so H1a is accepted. It is concluded that there is an influence of utilitarian value on game use intention among Shopee Indonesia consumers in Jakarta. The results of this study are consistent with those of Yu and Huang (2022) and Lin et al. (2012). The hypothesis 2a (H2a) has a coefficient of 0.237, a t-value of 2.744 > 1.96, and p-values of 0.006 < 0.05, so H2a is accepted. We conclude that utilitarian value has an influence on Shopee Indonesia consumers' purchase intention platform in Jakarta. Research from Chunmei and Wang (2017) and Yu and Huang (2022) supports this conclusion.

Table 6. *T-value* dan *P-value Structural Model*

Hipotesis	Path	Coefficients	T-Value	P-Value
H1a	UV → GUI	0,190	2,333	0,020
H2a	UV → PPI	0,217	2,999	0,003
H1b	HV → GUI	0,150	2,388	0,017
H2b	HV → PPI	0,176	1,731	0,084
H1c	SV → GUI	0,353	2,225	0,027
H2c	SV → PPI	0,376	4,094	0,000
H1d	TE → GUI	0,089	5,330	0,000
H2d	TE → PPI	0,136	0,202	0,840
H3	GUI → PPI	0,237	2,406	0,016
H4a	UV → GUI →PPI	0,025	1,989	0,047
H4b	HV → GUI →PPI	0,044	1,328	0,185
H4c	SV → GUI →PPI	0,033	2,011	0,045
H4d	TE → GUI →PPI	0,071	1,433	0,153

Sumber: Hasil Olah Data dengan Aplikasi SmartPLS.

This study demonstrated the impact of utilitarian value on the intention of Shopee Indonesia consumers in Jakarta to play games, indicating that rewards like discount coupons, which result in money savings, can stimulate the consumer's desire to play. Utilitarian value also influences the purchase intention platform of Shopee Indonesia consumers in Jakarta. This implies that functional benefits, such as convenience and monetary savings, can drive the consumer's intention to make a purchase on the platform.

Hypothesis 1b (H1b) has a coefficient value of 0.217, a t-value of 2.388 > 1.96, and p-values of 0.017 < 0.05, so H1b is accepted. We conclude that hedonic value influences game use intention among Shopee Indonesia consumers in Jakarta. Yu and Huang's research (2022) and Lin et al.'s (2012) support this conclusion. Specifically, users are interested in playing games for fun or entertainment. The results of this study also showed that hedonic value affects game use intention in Shopee Indonesia consumers in Jakarta, which means the need to have fun affects their intention to play the game. However, hedonic value has no influence on the purchase intention platform

used by Shopee Indonesia consumers in Jakarta. This means that a consumer's perception of having fun does not affect their interest in making a purchase on a platform.

Hypothesis 2b (H2b) has a coefficient value of 0.109, a t-value of 1.378 < 1.96, and p-values of 0.169 > 0.05; therefore, H2b is rejected. We conclude that hedonic value does not influence the purchase intention platform of Shopee Indonesia consumers in Jakarta. The Moon et al. (2017) study's findings contradict the notion that hedonic value has a major impact on the purchase intention platform. However, this finding is consistent with Yu and Huang's (2022) research, suggesting that the platform's purchase intention remains unaffected by the hedonic value. This means that users who enjoy using the Shopee Games feature can't predict their intention to make a purchase on a platform. The results of this study also showed that hedonic value affects game use intention in Shopee Indonesia consumers in Jakarta, which means the need to have fun affects their intention to play the game. Hedonic value, on the other hand, has no influence on Shopee Indonesia consumers' purchase intention platform in Jakarta.

The H1c hypothesis (H1c) has a coefficient value of 0.078, a t-value of 2.225 > 1.96, and p-values of 0.027 < 0.05, so H1C is accepted. The study concluded that Shopee Indonesia consumers in Jakarta experienced a social value influence on their intention to use games. According to research by Yu and Huang (2022) and Moon et al. (2017), Games on the Shopee platform offer some social attributes that can encourage new users to participate, such as asking a friend to water plants in a game.

The H2c hypothesis (H2c) is accepted based on its coefficient value of 0.096, t-value of 3.659 which above the critical value of 1.96, and p-value of 0.000 which is less than the significance level of 0.05. We conclude that social value has an influence on Shopee Indonesia consumers' purchase intention platform in Jakarta. This aligns with the findings of Yu and Huang's (2022) and Chunmei and Wang's (2017) investigations. That means users of Shopee Games features in Jakarta who interact with each other influence them to make purchases on a platform. Similar to ShopeePets games, users have the ability to view the appearance of other users' pet characters, which can impact their purchasing decisions. According to Wu et al. (2018) and Moon et al. (2017), social value has no significant influence on purchase intention. In addition, social value influences game use intention among Shopee Indonesia consumers in Jakarta. It means that consumers interact with each other and influence their intentions when playing the game. The game feature on the Shopee platform also offers a chat feature where users can seek assistance from friends to participate in the game, thereby attracting more people to play. Additionally, social values have a significant impact on the purchase intentions of Shopee Indonesia customers in Jakarta. This means that social interaction between consumers promotes the intention to make purchases on the platform. The findings are in line with research by Yu and Huang

(2022), where social value has an influence on the purchase intention platform.

The coefficient value of hypothesis 1d (H1d) is 0.070, with a t-value of 5.330, which is greater than 1.96. Additionally, the p-value is 0.000, which is less than 0.05. Therefore, H1d is accepted. We conclude that time and effort have an influence on the intention to use games among Shopee Indonesia consumers in Jakarta. According to Yu and Huang's (2022) research, time and effort have an influence on game use intention. There are some games, too, that require a certain period of time to be able to earn rewards. Users are motivated to earn the reward because they have invested their time and effort in it. Thus, it affects their ability to continue playing games. The following hypothesis (H2d) is rejected based on the coefficient value of 0.084, the t-value of 1.051 (which is less than 1.96), and the p-value of 0.294 (which is greater than 0.05). We concluded that neither time nor effort had any impact on the purchase intention platform of Shopee Indonesia customers in Jakarta. The findings align with those of Yu and Huang (2021). Research results prove time and effort influence game use intention among Shopee Indonesia consumers in Jakarta. Generally speaking, games on the Shopee platform are short games, which do not require consumers to spend a lot of time completing missions in such games. As a result, consumers do not want to lose the reward and continue to play the game in order to complete the existing mission. Furthermore, research shows that time and effort have no influence on Shopee Indonesia consumers' purchase intention platform in Jakarta.

Hypothesis 3 (H3) is supported by the data, as it has a coefficient value of 0.079, a t-value of 2.406 which exceeds the critical value of 1.96, and p-values of 0.016 which is less than the significance level of 0.05. We conclude that the intention to utilize games influences the purchase intentions of Shopee Indonesia customers in Jakarta. Yu and Huang's (2022)

study findings confirm that game use intention influences platform purchase intention. Rewards for games on the Shopee Indonesia platform typically have a time limit. The presence of a given period of time can stimulate the user to utilize rewards as a result of the game he has played. The intention to play games influences the purchasing intentions of Shopee Indonesia consumers in Jakarta. The findings are consistent with Yu and Huang's (2022) research, which found that game use intention influences the purchase intention platform. The time and energy spent playing a game are relatively short for a small reward, whereas a larger reward generally takes longer to earn. Thus, consumers will continue to play games on the platform to be able to earn rewards.

As demonstrated in this study, game use intention serves as an intervening or mediating variable. Game use intentions play a good role in mediating the influence between utilitarian value and social value variables on the purchase intention platform. However, the role of the use intention game does not mediate the influence of hedonic value and time/effort variables on the purchase intention platform. The coefficient value of hypothesis 4a (H4a) is 0.022, with a t-value of 1.989, which above the critical value of 1.96. Additionally, the p-value of 0.047 is less than the significance level of 0.05. Therefore, we can conclude that H4a is accepted. This means that there is a partial influence of utilitarian value on the purchase intention platform through Shopee Indonesia consumer use intention games in Jakarta. So, game use intention as an intervening variable plays a partial role in mediating the influence between utilitarian value variables on the purchase intention platform. The findings are consistent with The research conducted by Yu and Huang (2022) discovered that game use intention serves as a mediating variable between the utilitarian value and purchase intention of platforms.

Hypothesis 4b (H4b) has a coefficient value of 0.025, a t-value of 1.328 < 1.96, and p-values of 0.185 > 0.05; therefore, H4b is rejected. Therefore, the hedonic value does not exert any influence on the purchase intention platform via Shopee Indonesia, where consumers in Jakarta utilize intention games. So, game use intention as an intervening variable does not play a role in mediating the influence between utilitarian value variables on the purchase intention platform. The findings are inconsistent with Yu and Huang's (2022) research revealed that game use intention acts as a mediating variable between the utilitarian value and purchase intention of platforms.

The hypothesis 4c (H4c) has a coefficient value of 0.035, a t-value of 2.011 > 1.96, and p-values of 0.045 < 0.05, so H4c is accepted. Then, game use intention exerts a social value influence on the purchase intention platform, partially affecting Shopee Indonesia consumers in Jakarta. So, game use intention as an intervening variable plays a partial role in mediating the influence between the social value variables on the purchase intention platform. This finding is consistent with Yu and Huang's (2022) research, which found that game usage intention acts as a mediating variable between social value and purchase intention. The hypothesis 4d (H4d) has a coefficient value of 0.017, a t-value of 1.433 < 1.96, and p-values of 0.153 > 0.05, so H4d is rejected. The Shopee Indonesia consumer game use intention in Jakarta indicates that time and effort have no influence on the purchase intention platform. Thus, game use intention as an intervening variable does not play a role in mediating the influence between time and effort variables on the purchase intention platform. This finding contradicts the research conducted by Yu and Huang (2022), where the intention to use games serves as the mediating variable between time and effort and the intention to make purchases on platforms.

CONCLUSIONS, LIMITATIONS, AND FUTURE RESEARCH DIRECTIONS

This study offers a theoretical framework for understanding the phenomenon of gamification on m-commerce platforms, employing the concept of perceived value. The study's results indicate that consumers of Shopee Indonesia in Jakarta are positively influenced to play games (game use intention) on the m-commerce platform Shopee Indonesia by utilitarian value, hedonic value, social value, and time/effort. Social attributes are integrated into games on m-commerce platforms in a variety of ways, including the promotion of competition among players for ranking points, the facilitation of new users engaging in mini-games, the ability to steal products from their friends, and the request for assistance in negotiating reduced prices from friends. In addition, players have the option to discontinue participation in the game in accordance with the social interactions they encounter. Furthermore, the predominant focus of prior investigations regarding the influence of gamification on the intention to use games has been the purchasing patterns exhibited within games. However, the study also explains how gamification influences the purchasing intentions of Shopee Indonesia users.

The limitations of this research focused only on users of the Shopee Indonesia m-commerce platform in Jakarta, where Shopee is just one of the few m-commerce platforms that implements gamification. The selection of perceived value dimensions and the number of samples are still limited. Furthermore, the selection of online questionnaire methods demonstrates a lack of understanding regarding users' reasoning in making decisions.

We anticipate that this research will offer practical insights, serving as future evaluation material, and shed light on how companies can apply gamification to enhance their purchase intentions in the m-commerce sector. We anticipate that future research will incorporate an additional dimension of perceived value, which can forecast users' inclination to engage in gaming and make purchases on the platform. Further research could potentially explore other m-commerce sites that have also implemented gamification. We can use methods other than online questionnaires to collect data, including experimental methods to gain a deeper understanding of the user's intentions. The results of this research could be a consideration for adding game elements to m-commerce platforms that have not yet implemented gamification.

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