

THE IMPACT OF GAMIFICATION ON REPURCHASE INTENTION: MEDIATING ROLE OF PERCEIVED ENJOYMENT AND MODERATING ROLE OF REWARD SATISFACTION

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ABSTRACT: The advancement of technology has brought a significant impact to the tourism industry, marked by the rise of Online Travel Agents (OTAs) that assist consumers in planning their trips. Traveloka ranked first as the most popular OTA, followed by Tiket.com and Agoda. In an effort to attract and retain customers, Traveloka has integrated gamification features that encourage repeat transactions by offering rewards such as points that can be redeemed for vouchers. This study examines the Influence of gamification on repurchase intention, with perceived enjoyment serving as a mediator and reward satisfaction functioning as a moderator. Data was collected from 201 Traveloka users who had made a transaction and engaged with the gamification features within the last six months. Using purposive sampling and a quantitative research approach, the study employed structural equation modeling (SEM) for data analysis. The findings found that gamification significantly influences repurchase intention and enhances perceived enjoyment. Additionally, perceived enjoyment partially mediates the relationship between gamification and repurchase intention. Meanwhile, reward satisfaction, as a moderating variable, weakens the relationship between gamification and repurchase intention. These results offer valuable insights into the effectiveness of gamification strategies for customer engagement and repeat purchase behavior in the highly competitive OTA market.

Keywords: Gamification, Repurchase Intention, Perceived Enjoyment, Reward Satisfaction, Online Travel Agent

INTRODUCTION

The advancement of Information and Communication Technology (ICT) has profoundly influenced the global tourism sector, especially in the context of Industry 4.0 (Putra et al., 2020). One of the roles of ICT advancement in the tourism industry is the significant transformation in the presentation, distribution, and sale of tourism products, as well as in consumer behavior, with consumers increasingly planning their travels online. This phenomenon is reflected by the increasing popularity of online travel agents (OTAs)

as the primary. platforms for planning and booking trips (Roldan, 2023).

In Indonesia, Traveloka emerged as the leading OTA in a 2023 Rakuten Insight survey. As illustrated in Figure 1, Traveloka secured the top position as the most popular OTA in Indonesia, with a share of 84.62%, followed by Tiket.com and Agoda (Nurhayati-Wolff, 2023).

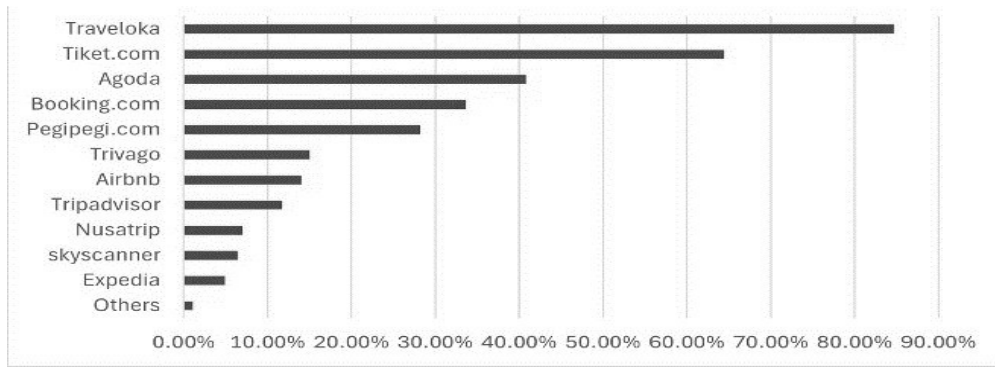


Figure 1. Popularity Ranking Data of OTAs in Indonesia

Source: Nurhayati-Wolff (2023)

Online consumers tend to exhibit rational purchasing behavior, often seeking information or making comparisons before they decide to buy (Kusumawidjaya et al., 2021). The number of OTAs in Indonesia has been increasing over time, each with its own unique advantages. This growth has intensified competition among companies to attract customers (Wijaya & Susilo, 2021).

To maintain its popularity as Indonesia's market leader among OTAs, Traveloka consistently innovates to retain customers, encouraging them to continue using Traveloka as their primary platform for booking airline tickets, hotels, and more. Consequently, Traveloka has to innovate to increase the frequency of repeat transactions among consumers, commonly referred to as repurchase intention. A transaction is considered a repurchase intention when a consumer purchases the same product or service from the same company more than twice, with their experience with the service or product as a key factor driving repurchase intention (El Shiffa et al., 2022).

One of Traveloka's innovations to attract consumer repurchase intention is through its gamification program (Laoli, 2023). There are several gamification programs that have been implemented by Traveloka, such as "Gebyar Traveloka,"

"Soda Loka," and "Pick a Loka." Traveloka has adapted these gamification programs to provide new and engaging experiences for its users. To strengthen their position as the most used platform in Southeast Asia, one of the most popular programs that Traveloka launched, called "Gebyar Traveloka," in 2022, offers various rewards like electric cars, jewelry, hotel vouchers, return tickets, and many more to attract users to join the program (Sayekti, 2022).

Through this program, users can earn points from their Traveloka transactions, which can be redeemed for various rewards on their next purchase (Rahayu, 2023). The winner will be selected. Based on the points they earn from each transaction, they can view their rank on the leaderboards. Who has the highest point on leaderboards will be the winner. The bigger they spend, then bigger points they will earn.

The concept of gamification refers to the integration of game design elements such as points, levels, badges, leaderboards, challenges, and rewards into non-game contexts with the primary objective of enhancing user engagement and creating more enjoyable and immersive experiences (Merhabi et al., 2021). Through its gamification program, Traveloka encourages users to make as many transactions as possible by completin

missions, with rewards that can be traded for various benefits (Arnani, 2023). Elgarhy et al. (2023) found that the implementation of gamification in online travel agents gives a positive impact to consumer repurchase intention. However, this finding contradicts the results of Susilo (2022), who found that gamification doesn't have a significant effect on repurchase intention. Therefore, this research aims to bridge these conflicting findings.

In the existing literature, the concept of gamification is often associated with reward satisfaction and perceived enjoyment. Reward satisfaction can serve as an extrinsic motivation for individuals to take certain actions, such as playing a game. Individuals find gamification meaningful and valuable when they gain something from participating in the game (Suryavanshi et al., 2022). Meanwhile, perceived enjoyment refers to the emotional response that arises within an individual while playing a game (Bongso and Dewi, 2021).

Based on the above explanation, this research also analyzes how reward satisfaction and perceived enjoyment influence the connection between gamification and repurchase intention. This research positions reward satisfaction as a moderating variable between gamification and repurchase intention. Additionally, it posits perceived enjoyment as a variable that can mediate the relationship between gamification and repurchase intention.

The objective of this study is to propose a research model that examines repurchase intention in connection with gamification, reward satisfaction, and perceived enjoyment. The model proposed in this study has not been previously explored, making this research a valuable contribution to enriching the literature on repurchase intention.

LITERATURE REVIEW

Gamification

Gamification involves incorporating game mechanics and elements to engage users, providing enjoyment and enhancing loyalty (Sunarya, 2022). It has also been employed as a business strategy to offer products and services through a points system, encouraging consumers to actively use the application to achieve targeted points (Karundeng et al., 2022). The use of gamification in marketing can attract consumers' interest and encourage repeat purchases in an enjoyable way (Taruli et al., 2021).

Perceived Enjoyment

According to Almaudina et al. (2023), perceived enjoyment means giving a positive impression to consumers, making them feel comfortable, and having a good overall experience. Nuriska and Azizah (2021) stated that perceived enjoyment plays an important role in shaping consumer attitudes when using a service. When consumers feel happy and enjoy using a service, this can be categorized as perceived enjoyment (Chandra and Briliana, 2021).

Reward Satisfaction

The presence of rewards serves as the outcome of an action and motivates consumers to achieve them (Suryavanshi et al., 2022). One way to stimulate consumer motivation to engage with a service or product is by offering rewards (Wicaksono and Subari, 2021). Rewards are a key factor influencing consumers to make repeat purchases, as they derive satisfaction from earning rewards that can be used for their next purchase (Wicaksono and Subari, 2021). Consumers will feel that their

participation in a system is valuable if they successfully achieve a reward (Suryavanshi et al., 2022).

Repurchase Intention

Repurchase intention, according to Marina et al. (2020), is the act of repeat purchasing by consumers who have prior purchase experiences and intend to buy again. It is a behavior exhibited by consumers when they perceive a match between the value and the product, leading to an interest in consuming it again (Ginting & Harahap, 2022). In previous research, Yusra and Asnur (2022) define repurchase intention as the extent to which consumers will continue to use a product at a similar level of consumption.

Creativity is a key element of a company's success, often demonstrated by offering features that increase consumer repurchase intention (Habib et al., 2023). Gamification, a creative method increasingly used by companies today, can encourage consumers to use an application regularly (Bitrián et al., 2021), potentially leading to behaviors such as consumption and hedonism (Habib et al., 2023). A study by Djohan et al. (2022) found that gamification has a positive and significant influence on repurchase intention.

H₁: Gamification has a positive effect on repurchase intention

Gamification fundamentally has the potential to make consumer experiences more memorable (Hsu, 2023). Hsu (2023) stated that the application of gamification can alter how consumers access products or services, making them more inclined to use them again. This is supported by Wu and Santana (2022)'s study, which revealed that gamification elements significantly impact perceived enjoyment, where perceived enjoyment refers to the pleasure consumers feel when using a system

considered enjoyable (Muzdalifa and Taufik, 2023).

H₂: Gamification has a positive effect on perceived enjoyment.

Repurchase intention is a consumer action following a transaction, typically driven by satisfaction with a service or product, where the more satisfied the consumer, the higher the likelihood of repurchase intention (Sumiyati and Zabella, 2023).

Rewards provide satisfaction to consumers when engaging with gamification programs. In the existing literature on gamification, rewards are often used to stimulate consumer activity (Suryavanshi et al., 2022). The presence of rewards can strengthen consumers' repurchase intention by offering numerous benefits, such as discount vouchers, points redeemable for discounts, and hotel stay vouchers (Agustia et al., 2023). Reward satisfaction is believed to reinforce the effect of gamification on repurchase intention.

H₃: Reward satisfaction moderates the relationship between gamification and repurchase intention.

Consumer repurchase intention can be driven by perceived enjoyment, which is related to a positive impression of the product, making consumers feel comfortable and interested in repurchasing (Almaudina et al., 2023).

Hansel (2021) states that perceived enjoyment from using technology is a crucial factor that drives consumer repurchase intention. Consumers are more likely to make repeat purchases if they experience enjoyment when using features in a marketplace that support online transactions (Ratnasari and Dwujayanti, 2022).

This is further supported by the findings of (Handayani and Ardila, 2023), which reveal that perceived enjoyment positively impacts repurchase intention.

H4: Perceived enjoyment positively impacts repurchase intention.

Repurchase intention occurs when consumer expectations of a product are met (Darma, 2020). A consumer's experience with a product can encourage repeat purchases (Mailoor et al., 2021). Gamification could enhance consumers enjoyment of online shopping, which attracts them to make transactions (Xu et al., 2020). Raman's (2021) study shows that gamification indirectly affects repurchase intention through perceived enjoyment.

H5: Perceived enjoyment mediates the relationship between gamification and repurchase intention.

METHODOLOGY

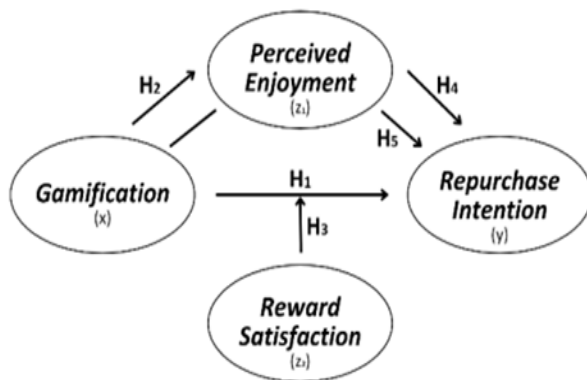


Figure 2. Research Design

Population and Sample

Population refers to a set of elements that share common characteristics but can be distinguished from one another by varying values of observable or measurable characteristics (Rawung, 2020). In the context of research, the population is the group that is the focus of the study. In this

research, the population consists of Traveloka users.

A sample is a small part of the population under study, with the expectation that its characteristics and composition can reflect the true nature of the entire population (Rawung, 2020). This study employs a non-probability purposive sampling method. The selection criteria for participants in this research are Traveloka users who have made transactions on Traveloka and have used Traveloka's gamification features within the last six months.

The minimum sample size for this study is determined by the guidelines provided by Hair et al. (2010), which suggest a minimum of 5 to 10 times the number of indicators. This study has 17 indicators, so the minimum required sample size is 170.

Instruments and Measurements

Data were collected in this study using an online questionnaire distributed via Google Forms. The research instrument used a Likert scale. The Likert scale is used to measure individuals' actions, opinions, and perceptions of a social phenomenon (Sugiyono, 2011). There are five response options available: strongly disagree, disagree, somewhat agree, agree, and strongly agree.

The questionnaire's questions are designed to assess the indicators of the variables in this study. The gamification variable is measured by five indicators adopted from Aparicio et al. (2021), namely badges, dynamics, mechanics, leaderboards, and points. The perceived enjoyment variable is measured by four indicators adopted from Muzdalifa and Taufik (2023), which include transaction comfort, the emergence of

happiness, ease of use, and attractive design. The reward satisfaction variable is measured using four indicators: attractive financial benefits, various types of rewards, various redemption options, and useful rewards, as defined by Sundjaja et al. (2022). Lastly, the repurchase intention variable is measured using four indicators adapted from Setiawardani and Riyanto

(2023) referential intention, transactional intention, preferential intention, and exploratory intention.

The collected data will be processed statistically using SmartPLS 3 software. This data processing is conducted to assess the validity, reliability, model fit, and hypothesis testing results.

Table 1. Definition of Operational Variable

Variable	Indicator
Gamification (Aparicio et al., 2021)	Badges
	Dynamic
	Mechanics
	Leaderboards
	Points
Perceived Enjoyment (Muzdalifa and Taufik, 2023)	Transaction Comfort
	The emergence of Happiness
	Ease of Use
	Attractive Design
Reward Satisfaction (Sundjaja et al., 2022)	Attractive Financial Benefit
	Various Type of Rewards
	Various Redemption Options
	Useful Rewards
Repurchase Intention (Setiawardani and Riyanto, 2023)	Referential Intention
	Transactional Intention
	Preferential Intention
	Exploratory Intention

RESULT AN DISCUSSION

Respondent Profile

The study involved a total of 201 respondents, comprising 162 female participants (80,6%) and 39 male participants (19,4%). The majority of respondents were aged 17 – 24 years and most participants reported a monthly

income ranging from IDR 2,500,000 60 IDR 5,000,000 and demonstrated a relitevely frequent usage of Traveloka and its gamification features. The data show that Travelokas is more popular among young adults who frequently travel for holidays, work, or education.

Table 2. Respondence's Demographic Demographic Frequency Percentage

Gender		
Male	39	19.4 %
Female	162	80.6%
Total	201	100%

Age		
17 – 24 years	186	92.5%
25 – 32 years	14	6.9%
33 – 40 years	1	0.6%
Total	201	100
Occupation		
Students	98	48.75%
Employee	45	22.39%
Entrepreneur	54	26.87%
Other	4	1.99%

Data Analysis

Table 3. Data Analysis

Total	201	100%
Income per month		
<Rp2.500.000	75	37.3%
Rp2.500.000 - Rp5.000.000	92	45.7%
Rp5.001.000 - Rp7.500.000	21	10.44%
>Rp7.501.000	13	6.46%
Total	201	100%

Validity testing is an instrument evaluation that assesses a research instrument's ability to measure the intended variables. Convergent validity is assessed by the loading factor for each indicator, with a minimum acceptable value of 0.7.

Table 4. Outer Loadings Test

Indicator	Loading Factor	Result
X1.1	0.931	Valid
X1.2	0.929	Valid
X1.3	0.933	Valid
X1.4	0.935	Valid
X1.5	0.939	Valid
Y1.1	0.898	Valid
Y1.2	0.851	Valid
Y1.3	0.890	Valid
Y1.4	0.891	Valid
Z1.1	0.876	Valid
Z1.2	0.900	Valid
Z1.3	0.895	Valid
Z1.4	0.894	Valid
Z2.1	0.920	Valid
Z2.2	0.899	Valid
Z2.3	0.898	Valid
Z2.4	0.887	Valid

Based on Table 4, the loading factor values for each indicator exceed the minimum threshold of 0.7, indicating that the indicators used in this study meet the requirements for convergent validity and are considered valid.

The outer model analysis is conducted to assess the validity and reliability of the data, enabling evaluation

of the relationships between variables and their indicators.

The minimum thresholds of Cronbach's Alpha and composite reliability are set at 0.6, while the Average Variance Extracted (AVE) must be at least 0.5 to confirm that the data is reliable and suitable for use in the study.

Table 5. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Rho_A	Composite Reliability	AVE
Gamification (X)	0.963	0.963	0.971	0.871
Moderating effect	0.996	1.000	0.996	0.931
Perceived Enjoyment (Z ¹)	0.924	0.917	0.939	0.794
Repurchase Intention (Y)	0.905	0.906	0.934	0.779
Reward Satisfaction (Z ²)	0.923	0.926	0.945	0.812

Based on Table 5, Cronbach's Alpha and composite reliability exceed the minimum threshold of 0.6, and AVE exceeds 0.5. Thus, each variable is considered reliable and suitable for use in the study. R-square, or the coefficient of determination, indicates how much of the variation in the dependent variable is explained by the

independent variables. A higher R-square value suggests that the proposed research model has greater predictive power. According to Nasir et al. (2024), an R-square value above 0.7 is considered strong, above 0.67 is substantial, above 0.33 is moderate, and above 0.19 is weak.

Table 6. R-square Test

Variable	R-square	R-square Adjusted
Perceived Enjoyment (Z ¹)	0.681	0.679
Repurchase Intention (Y)	0.752	0.747

Based on Table 6, the R-square value for the Perceived Enjoyment variable is 0.681, while the R-square value for the Repurchase Intention variable is 0.752. According to the literature, the R-square value for perceived

enjoyment indicates a substantial level of explanatory power, whereas the R-square value for repurchase intention reflects a strong level of explanatory power.

Table 7. Bootstrapping Test

Variable	Original Sample	Sample Mean	Standard Deviation	T statistic	P values
Gamification → Perceived Enjoyment	0.825	0.826	0.034	24.542	0.000
Gamification → Repurchase Intention	0.309	0.300	0.108	2.863	0.004
Moderating effect (Z^2) → Repurchase Intention	-0.081	-0.082	0.029	2.856	0.004
Perceived Enjoyment → Repurchase Intention	0.358	0.364	0.112	3.187	0.002
Reward Satisfaction → Repurchase Intention	0.167	0.170	0.084	1.997	0.046

The bootstrapping method was employed in this study to test the hypotheses. Using a t-test. A t-statistic value bigger than 1.96 indicates that the relationship between the independent and dependent variables is statistically significant.

Based on Table 7, the t-statistics for all hypotheses exceed 1.96, and the p-values are less than 0.05, indicating that the results are statistically significant. The accepted and significant findings are as follows: (1) Gamification has a positive and significant effect on perceived enjoyment; (2) gamification has a positive and significant effect on repurchase intention; (3) reward satisfaction moderates the relationship between gamification and repurchase intention; and (4) perceived

enjoyment has a positive and significant effect on repurchase intention.

The moderation hypothesis examines whether reward satisfaction moderates the relationship between gamification and repurchase intention. The negative value of -0.081, with a significant p-value of 0.004, indicates that reward satisfaction significantly weakens this relationship. Based on this result, H3 is supported, as the moderation effect is statistically significant.

According to Asyorori & Andani (2023), a mediation is considered partial mediation if the direct effect between variables remains significant in the presence of a mediator and full mediation if the direct effect between variables becomes non-significant when the mediator is included.

Table 8. Mediation Test

Variable	Original Sample	Sample Mean	Standard Deviation	T statistic	P values
Gamification → Perceived Enjoyment → Repurchase Intention	0.296	0.302	0.097	3.046	0.002

Based on Table 8, the perceived enjoyment variable partially mediates the relationship between gamification and repurchase intention, with a partial mediation effect of 29.6%. The hypothesis test results show that the direct effect of gamification on repurchase intention is

stronger. However, the mediation effect remains supported, indicating that perceived enjoyment plays a significant, though partial, role in influencing the relationship between gamification and repurchase intention.

The Impact of Gamification on Repurchase Intention Among Traveloka Users

Research findings indicate that gamification has a positive and significant effect on repurchase intention. This implies that the more gamification features are used, the greater the likelihood of repeat purchases by consumers on the Traveloka app. These results align with a study by Ratnasari & Dwujayanti (2022), which found that gamification features enhance consumers' intention to repurchase.

Traveloka's gamification features include a variety of missions that users can complete to earn points redeemable for attractive rewards. One example of a gamification feature that boosts repurchase intention is the "Gebyar Traveloka" event, in which consumers compete to collect as many points as possible by making repeated transactions, accessing Traveloka products for bonus points, sharing referral codes, and other activities.

The use of gamification not only motivates consumers to use the Traveloka app more frequently but also fosters greater user interaction, ultimately driving customer engagement and loyalty.

The Impact of Gamification on Perceived Enjoyment Among Traveloka Users

The research findings indicate that gamification has a positive and significant effect on perceived enjoyment. This suggests that the more frequently a user engages with gamification features, the greater the enjoyment they experience. These results align with the study by Shahzad et al. (2023), which stated the use of gamification elements enhances consumer pleasure by offering various services such as missions, level-ups, rewards, and more. Traveloka has launched several innovative gamification

features to increase user engagement and encourage more frequent use of its services.

One of the features is Traveloka Priority, which includes four badge levels that represent the frequency of a user's transactions on the Traveloka app. Each successful transaction earns points that accumulate to advance to the next badge level. The more frequently a consumer makes transactions, the higher their badge level and the more benefits they receive. For example, users with the highest badge levels gain priority access to special offers, 24-hour customer service, and other exclusive perks. The introduction of this program has made consumers feel more satisfied and valued, enhancing their overall experience with the gamification is typically designed to enhance engagement through reward mechanisms. However, this result can be explained by two key concepts: transactional relationships and the perceived value of the reward. When users feel the rewards aren't worth the effort they put into a program, their intention to participate decreases. They also might compare the prizes that are more attractive on another platform, rather than on Traveloka, with the same effort. In a transactional relationship, consumers tend to view their interactions with a company as an exchange of clear and immediate benefits, app.

Reward Satisfaction as a Moderator Between Gamification and Repurchase Intention

The research findings indicate that reward satisfaction acts as a moderator, significantly weakening the relationship between gamification and repurchase intention. This suggests that as consumer satisfaction with the rewards they receive increases, the relationship between

Gamification and repurchase intention tend to weaken. This outcome may seem counterintuitive at first, given that reward, they may focus more on the transactional aspect, and other gamification elements become less relevant. This type of transactional relationship often lacks long-term sustainability because users will only repurchase if there are additional incentives, rather than because they genuinely enjoy the product itself.

Furthermore, the perceived value of reward also plays a significant role. When consumers believe the reward has sufficient value or is highly satisfying, they are less likely to feel the need to engage further with gamification to obtain additional value. If they feel the reward isn't worth it, they won't be motivated to achieve it. In other words, high satisfaction with rewards can lead consumers to feel that further effort through gamification is unnecessary. As a result, the influence of gamification on repurchase intention weakens because the rewards have already met their primary needs.

The Impact of Perceived Enjoyment on Repurchase Intention

The research findings show that perceived enjoyment has a positive and significant effect on repurchase intention. This indicates that the greater the comfort and satisfaction a user experiences when using Traveloka's services, the more likely they are to make repeat purchases. These results align with the study by Muzdalifa & Taufik (2023), which also found that perceived enjoyment significantly influences repurchase intention. To enhance user comfort, Traveloka continuously improves its services by introducing features such as gamification, an interactive app design, personalized search and

recommendation features that cater to users' preferences, rating and review systems from other users to boost confidence in making reservations, etc. These innovations aim to create a seamless and enjoyable user experience, fostering customer loyalty and encouraging repeated transactions.

Perceived Enjoyment as a Partial Mediator Between Gamification and Repurchase Intention

The study reveals that perceived enjoyment mediates the relationship between gamification and repurchase intention. However, the identified mediation is partial, indicating that gamification not only influences repurchase intention indirectly through perceived enjoyment but also has a direct, positive, and significant effect on it. These findings are in line with Raman (2021), who demonstrated that gamification indirectly affects repurchase intention via perceived enjoyment.

In this context, perceived enjoyment plays a crucial role in amplifying the positive effects of gamification. When consumers derive enjoyment from experiences provided through gamification elements, they are more likely to feel motivated to make repeat purchases. Enjoyable interactions enhance emotional engagement and strengthen the overall user experience.

Nevertheless, despite the mediating role of perceived enjoyment, the results underscore that gamification itself retains a significant direct impact on repurchase intention. This suggests that an effective gamification strategy relies not only on fostering enjoyment but also on the inherent strength of the gamification mechanics in directly motivating consumers

behavior. By combining these elements, businesses can drive both immediate and sustained customer loyalty.

IMPLICATION AND LIMITATION

This research expands the existing body of knowledge by confirming the significant roles of gamification and perceived enjoyment in shaping repurchase intention. The partial mediation identified highlights the importance of dual pathways (both direct and indirect effects) through which gamification influences customer behavior.

The study provides evidence for the moderating role of reward satisfaction, suggesting that while rewards are essential, an excessive focus on them may shift user motivation from intrinsic enjoyment to transactional relationships. This adds nuance to the understanding of gamification in marketing strategies.

Businesses such as Traveloka should focus on designing gamification features that not only encourage repeat transactions but also enhance the overall user experience. Features like badges, missions, and reward programs should prioritize engagement beyond transactional benefits.

Companies should carefully balance the value of rewards offered in gamification programs. While rewards can motivate initial participation, over-satisfaction with rewards may inadvertently reduce users' desire to continue interacting with gamification features. A strategic approach to rewards that emphasizes gradual and long-term benefits could mitigate this risk. Enhancing perceived enjoyment through intuitive app designs, personalized recommendations, and seamless user interfaces can strengthen customer loyalty. Such features promote positive emotional experiences, encouraging users to engage more frequently and deeply with the

platform. Although this study makes valuable contributions, it has several limitations that provide opportunities for future research:

1. Sample Characteristics

The respondent pool was predominantly young adults aged 17-24, which may not fully represent other age groups with different motivations or responses to gamification features. Future research should include samples beside Gen-Z to generalize research.

2. Cross-Sectional Design

The research used a cross-sectional design, collecting data at a single point in time. This approach restricts the ability to draw causal conclusions. Longitudinal studies are recommended to observe changes in consumer behavior over time and validate the causal pathways identified.

3. Additional Variables

While this study considered gamification, perceived enjoyment, and reward satisfaction, other potential influencing factors were not considered. Future research could incorporate these variables to gain a more comprehensive understanding of consumer behavior.

CONCLUSIONS

Gamification significantly enhances repurchase intention among Traveloka users. This study found that the more frequently users engage with gamification features, the higher the likelihood of repeat transactions. These findings align with prior research highlighting the role of gamification in driving user engagement and behavior. Furthermore, perceived enjoyment partially mediates this relationship.

Interestingly, the study also revealed an unexpected moderating role of reward satisfaction in the relationship between gamification and repurchase intention. Although satisfaction is generally expected to positively influence consumer experiences, high levels of satisfaction can reduce motivation to engage further with gamification features. This occurs because users may feel their needs are already met by the rewards they receive.

These results highlight the significance of balancing reward satisfaction with sustained engagement in gamification features to maintain long-term repurchase intention. Overall, statistical analyses, including bootstrapping tests, confirmed the significance of both direct and indirect relationships among gamification, perceived enjoyment, reward satisfaction, and repurchase intention.

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