

THE INFLUENCE OF GAMIFICATION AND LIVE STREAMING SHOPPING ON PURCHASE DECISION WITH PURCHASE INTENTION AS AN INTERVENING VARIABLE INTENTION AS AN INTERVENING VARIABLE ON THE SHOPEE MARKETPLACE IN MEDAN CITY

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Abstract

The competition in e-commerce in Indonesia makes e-commerce companies increasingly competitive to issue innovations by developing attractive strategies for customers. According to the results of an iPrice Indonesia survey, the number of monthly web visitors to the Shopee marketplace is ranked second in the third quarter of 2023. These results explain why Shopee has not become the main choice of customers when shopping online. Consumer desires that continue to change cause consumers to turn to other e-commerce sites that have more superior specifications than Shopee, causing many Shopee's users to switch to other service providers. This study aims to determine and analyze the effect of gamification and live streaming shopping on purchase decisions, with purchase intention as an intervening variable in the Shopee marketplace in Medan City. The population in this study is citizens of Medan City who have bought and used the Shopee marketplace at least twice a month. The sampling technique in this study is an accidental sampling technique of 220 respondents. The data analysis method uses structural equation modeling with partial least squares (SEM-PLS). The results showed that gamification (X1) has a positive and significant influence on purchase decisions (Y). Gamification (X1) has a positive and significant influence on purchase intention (Z). Live streaming shopping (X2) has a positive and significant influence on purchase decisions (Y). Live streaming shopping (X2) has a positive and significant influence on purchase intention (Y). Purchase intention (Z) has a positive and significant influence on the purchase decision (Y). Gamification (X1) has a positive and significant influence on purchase decision (Y) through purchase intention (Z). Live streaming (X2) has a positive and significant influence on purchase decision (Y) through purchase intention (Z).

Keywords: *Purchase Decision, Purchase Intention, Live Streaming Shopping, Gamification*

1. INTRODUCTION

The latest technological inventions are bringing about major changes in human life. These technologies make it easier for individuals to fulfill their needs. The industrial era 5.0 requires businesses to always innovate. The internet is one of the major breakthroughs in information technology, creating changes in people's behavior by accelerating communication and trade (Lubis, 2018). A survey by APJII shows an increase in internet access in Indonesia by 13.39% in 5 years, impacting various economic sectors. The growth of internet users increased from 171.17 million to 215.62 million between 2018 and 2023. The use of internet technology by companies can influence customer buying behavior and increase profits. Technological developments affect the digital

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industry in Indonesia, especially e-commerce, which is digital trade between organizations and individuals (Laudon, 2017). E-commerce includes electronic business transactions, online marketing, and delivery of goods without face-to-face contact. It creates a digital marketplace with transparent pricing and trading efficiency. Fierce competition encourages companies to innovate and design attractive strategies to increase customer interest (Lubis, 2018). The changing desires of users affect companies, so it is important for companies to understand customer behavior. Customer behavior involves individual or group activities in assessing and obtaining products (Anita, 2023). Purchasing decisions are an important part of customer action, which includes how people determine, buy, and use products to meet their needs. Decision making occurs when consumers choose the appropriate product from a variety of choices available (Kotler, 2016).

The shift from traditional marketing to digital marketing has become a trend. Companies are increasingly adopting digital strategies as consumers prefer digital interactions. Digital marketing enables direct and personalized product promotion, with the advantages of flexibility and global reach. This is the basis for the success of modern marketing (Yasmin, 2015). Gamification is the use of game design elements in a non-game context for marketing purposes, namely to encourage customers to buy products (Raftopoulos, 2014). It attracts many users to e-commerce platforms by creating an environment to communicate and compete for shopping coupons through games. Gamification can increase product conversion, user engagement, and sales (Fathian, 2022). Games are an effective promotional medium because they are creative and communicative, but caution is needed in their implementation to avoid negative impacts on the Company (Kotler, 2019).

Live streaming shopping is a live broadcast that combines voice and video, enabling live social interaction. This gives vendors the opportunity to offer more personalized services and influence changes in online commerce (Sun, 2019). The purchase decision-making process involves several stages. First, consumers realize the problem, then search for product information. Next, they evaluate alternatives until finally making a purchase decision. The level of trust in the product influences the decision, while a high perception of risk can make consumers look for other options (Tjiptono, 2015).

Purchase intention is a condition in which consumers want to buy a particular product or service. It indicates the likelihood of choosing a brand and switching to another. The price factor is important in decision making. Purchase interest increases if the benefits received are more favorable than the sacrifices, including costs (Tjiptono, 2015). Purchase intention reflects consumer desire, considers purchasing power, and involves assessing various product options (Suyono, 2012).

2. RESEARCH METHODS

This study uses quantitative research. Population. The research population covers 21 sub-districts in Medan City and takes place from June 2023 to November 2023. And the criteria for this research object must have a Shopee account and have made purchases in the Shopee marketplace at least twice a month and have played Shopee Games.

3. RESULTS AND DISCUSSION

1) Direct Effect Test Table

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Gamification (x1) → Purchase Decision (y)	0.244	0.248	0.053	4.584	0.000

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Gamification (x1) → Purchase Intention (z)	0.236	0.234	0.083	2.859	0.004
Live Streaming shopping (x2) → Purchase Decision (y)	0.236	0.239	0.078	2.737	0.000
Live Streaming shopping (x2) → Purchase Intention (z)	0.716	0.719	0.078	9.182	0.000
Purchase Intention (z) → Purchase Decision (y)	0.624	0.617	0.074	8.466	0.000

2) Path Analysis Result Table

Hipotesis yang diajukan	Koefisien Jalur	Signifikan	Keterangan
X1 → Y	0,244	0,000	Diterima
X1 → Z	0,236	0,004	Diterima
X2 → Y	0,236	0,000	Diterima
X2 → Z	0,716	0,000	Diterima
X1 → Z	0,624	0,000	Diterima
X1 → Z → Y	0,147	0,008	Diterima
X2 → Z → Y	0,447	0,000	Diterima

3) R-Square Result Table

	R Square	R Square Adjusted
Purchase Decision (y)	0.952	0.952
Purchase Intention (z)	0.873	0.871

4. CONCLUSION

Based on the results of the explanation above, it can be concluded that:

1. Gamification has a positive and significant effect on Purchase Decision.
2. Gamification has a positive and significant effect on Purchase Intention.
3. Live Streaming shopping has a positive and significant effect on Purchase Decision.
4. Live Streaming shopping has a positive and significant effect on Purchase Intention.
5. Purchase Intention has a positive and significant effect on Purchase Decision.
6. Gamification has a positive and significant effect on Purchase Decision through Purchase Intention.
7. Live streaming shopping has a positive and significant effect on Purchase Decision through Purchase Intention.

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