

## Gamification as a Digital Marketing Strategy: Impact on Customer Value, Purchase Decision, and Repurchase Intention

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### ABSTRACT

Businesses increasingly use gamification to create interactive digital experiences that strengthen customer engagement and loyalty. This study examines the effects of gamification on customer value, purchase decision, and repurchase intention among Shopee users in Medan City, Indonesia. A quantitative survey was administered to 267 respondents who had used Shopee and made at least two purchases, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that gamification significantly influences purchase decision ( $b = 0.938$ ,  $p < 0.001$ ) and repurchase intention ( $b = 0.934$ ,  $p < 0.001$ ). Customer value also significantly affects purchase decision ( $b = 0.551$ ,  $p < 0.001$ ) and repurchase intention ( $b = 0.501$ ,  $p < 0.001$ ). Mediation testing indicates significant indirect effects of gamification on purchase decision through customer value ( $b = 0.515$ ,  $p < 0.001$ ), gamification on repurchase intention through purchase decision ( $b = 0.192$ ,  $p = 0.003$ ), and customer value on repurchase intention through purchase decision ( $b = 0.250$ ,  $p = 0.002$ ). However, customer value does not significantly mediate the effect of gamification on repurchase intention ( $b = 0.234$ ,  $p = 0.059$ ). These findings suggest that gamification strengthens digital consumer behavior when it enhances perceived value and facilitates purchase decisions.

**Keywords:** Customer Value; Consumer Behavior; Digital Marketing; Gamification; Purchase Decision; Repurchase Intention

## INTRODUCTION

The rapid advancement of digital technology has fundamentally changed consumer behavior and current marketing strategies. Furthermore, the proliferation of e-commerce platforms, mobile applications, and digital marketplaces has intensified competition between businesses, forcing organizations to adopt innovative interaction mechanisms to attract, retain, and convert potential consumers into loyal customers (Erlangga et al., 2023). Gamification is emerging as the most prominent strategy. Gamification is the application of game design elements and principles in non-game contexts. Gamification has received significant attention from scholars and practitioners as a powerful tool for enhancing consumer engagement and behavioral outcomes (Abou-Shouk & Soliman, 2021).

Gamification encompasses game-like features, including points, badges, leaderboards, rewards, challenges, and progress bars. These features are presented in digital platforms to stimulate intrinsic and extrinsic motivation among users (Aparicio et al., 2021). Empirical evidence suggests that gamification mechanisms can positively influence various consumer behaviors, including engagement, satisfaction, loyalty, and purchase decisions (Yuliawan et al., 2025). Furthermore, gamification has been identified as a fundamentally important factor in purchasing decisions, as it creates immersive and rewarding shopping experiences that encourage consumers to continue transactions (L. Zhang et al., 2026).

Alongside discussions of gamification, the notion of customer value has long been acknowledged as a fundamental element of consumer decision-making theory. Customer value is the overall judgment a customer makes about how useful a product or service is based on how much they think they get for what they pay (Canio et al., 2021). Modern research has broadened this idea to encompass functional, emotional, social, and epistemic aspects of value, recognizing that consumer value evaluation is complex and context-dependent. A burgeoning corpus of literature substantiates that perceived customer value is a crucial factor influencing both purchase decisions and repurchase intentions, as consumers are more inclined to exhibit buying behavior and maintain brand loyalty when the perceived benefits substantially surpass the perceived costs (Raza et al., 2024). In the realm of digital commerce, providing exceptional customer value has emerged as a strategic necessity for organizations aiming to develop an enduring competitive advantage.

Furthermore, despite the extensive knowledge on gamification and customer value. However, significant theoretical and empirical research gaps remain regarding the integrative construct of all variables, i.e., gamification, customer value, purchase decision, and repurchase intention. First, even though several studies have examined the direct effects of gamification on purchasing behavior (Koivisto & Hamari, 2019), relatively few have investigated the mediating role of customer value in translating gamified stimuli into concrete purchase decisions (Aparicio et al., 2021). Prior studies have concentrated on hedonic outcomes and engagement, neglecting the transactional and post-transactional effects of gamification among value-oriented consumers (Malik & Pradhan, 2025).

Second, the sequential mediation pathway, in which gamification indirectly affects repurchase intentions via customer value and purchase decisions, is still underexplored in the existing literature. Previous research tends to position customer value as an independent variable or sole mediator of repurchase intention (Alanazi et al., 2025), without exploring the role of purchase decision as a transitional mediator (Hsu, 2023).

However, behavioral loyalty develops through actual purchasing experiences before forming repurchase intention. Third, most prior studies have been conducted in Western or East Asian consumer markets, leaving a paucity of evidence from emerging market contexts where digital commerce adoption patterns and consumer value perceptions may differ substantially (Yuliawan et al., 2025).

To address these gaps, this study utilizes an integrative theoretical framework based on the Stimulus-Organism-Response (S-O-R) theory (Xiang et al., 2024) and the Customer Value Theory (Zeithaml, 1988). The S-O-R framework asserts that environmental stimuli associated with gamification affect perceived customer value, subsequently provoking behavioral responses, such as purchase decisions and intentions to repurchase. This theoretical framework provides a robust foundation for modeling the integrative and mediated relationships proposed in this study. The Customer Value Theory highlights how the way customers perceive value affects their thoughts and feelings, which then influences their behavior in response to marketing efforts, showing that customer value is an important mediating factor in the proposed model (Liu et al., 2021).

This study contributes to the body of knowledge synergize digital marketing and consumer behavior. Theoretically, it extends the application of S-O-R theory to the gamification and consumer behavior nexus by incorporating customer value as a theoretically grounded mediating mechanism. Thus, this study presents a novel contribution by testing a complex, sequential structural model of gamification, customer value, purchase decision, and repurchase intention.

## **LITERATURE REVIEW**

### **Gamification**

In digital marketing, gamification can be defined as the application of game elements to increase motivation, engagement, and user experience. Gamification refers to the application of game elements (points, badges, leaderboards, challenges) in a non-game context to increase user motivation and engagement (Raza et al., 2024). In digital marketing, gamification is seen as an effective experiential marketing strategy. Gamification can create interactive value experiences that increase the probability of purchase conversion. Furthermore, Yuliawan et al. (2025) assert that gamification increases engagement and behavioral intention through intrinsic motivation and leads to actual decision-making actions. Meanwhile, the results of research by Hsu (2023) found that gamification elements such as rewards and progress tracking increase consumer engagement and strengthen behavioral commitment. Ultimately, this behavioral commitment will have an impact on behavioral loyalty.

Moreover, recent research shows that gamification increases repurchase intention through customer engagement and positive experiences (Alanazi et al., 2025). Gamification not only influences the first purchase but also creates a pleasant repeat experience that strengthens repurchase intention. This is also supported by the results of research by Alves et al. (2023), which explains that gamification in e-marketplaces significantly influences repurchase intention through the mediation of customer experience. However, some studies also show that the effectiveness of gamification depends on the context and design of the game elements (Faganel et al., 2024). Thus, the literature confirms that gamification functions as an external stimulus that triggers cognitive and behavioral responses. Therefore, the more effective the gamification design in a digital platform, the more likely consumers are to make purchasing decisions and have repurchase intentions.

### **Customer Value**

Customer value or perceived value is a consumer's overall evaluation of the benefits received compared to the sacrifices made. When consumers perceive superior benefits, the probability of making a purchase decision increases. Customer value consists of functional, emotional, social, and epistemic dimensions. The results of [Basrowi et al.'s \(2023\)](#) study show that customer value significantly influences repeat purchase intention through consumer experience evaluation. The functional and emotional value dimensions are the main determinants that influence purchasing decisions. Furthermore,

In the digital marketing landscape, customer value is influenced by system quality, ease of use, and interactive experience ([Ghali et al., 2024](#)). Furthermore, customer value is the long-term foundation for business sustainability. Thus, customer value functions as a cognitive mediator that bridges marketing stimuli and purchasing behavior.

### **Purchase Decision**

Purchase decision is the actual behavioral stage following the process of evaluating alternatives and purchase intention. In modern consumer behavior models, purchase decisions are influenced by a combination of rational factors (value assessment), emotional factors (experience) ([Suttikun, C., & Meeprom, 2021](#)), and social factors (social influence) ([Anasya et al., 2024](#)). Furthermore, [Lee et al. \(2025\)](#) show that customer perceived value significantly influences purchase intention, which then develops into an actual purchase decision. This shows that value appraisal remains the main determinant in decision-making.

In the context of digital commerce, purchase decisions are influenced by interactivity and user experience. According to [Mohsein et al. \(2025\)](#), gamification and brand engagement significantly increase purchase-related behaviors. Meanwhile, a study by [Asnawatia et al. \(2022\)](#) shows that personalized and interactive digital experiences increase the probability of purchase conversion. Thus, purchase decisions in the digital context are influenced by strategic experience design and customer value perception.

### **Repurchase Intention**

Repurchase intention is defined as the tendency of consumers to repurchase the same product or service based on previous experiences. In the context of digital marketing, repurchase intention is a key indicator of behavioral loyalty. Research findings by [Wen et al. \(2024\)](#) show that repurchase intention is influenced by a combination of cognitive, affective, and platform usage experience factors. Meanwhile, [Sin et al. \(2025\)](#) found that perceived value and online review evaluation significantly influence repeat purchase intention through the mechanism of previous experience evaluation.

Furthermore, research conducted by [Hasan et al. \(2026\)](#) confirms that in the digital economy era, repurchase intention is not only determined by satisfaction, but also by engagement and perceived usefulness of the system. Subsequently, [Effendi et al. \(2025\)](#) show that customer experience and engagement mediate the relationship between digital marketing stimuli and repurchase intention. Thus, it can be concluded that repurchase intention is a complex and multidimensional behavioral outcome.

### **Hypotheses Development**

#### ***Direct Effect of Gamification***

From the Stimulus-Organism-Response perspective, gamification represents a digital marketing stimulus that can increase customer involvement, enjoyment, and perceived convenience. When game elements such as rewards, points, challenges, and progress indicators make the shopping process more interactive, consumers are more likely to

complete a purchase and develop an intention to buy again. Therefore, the following hypotheses are proposed:

H1: Gamification has a positive and significant impact on purchase decisions.

H2: Gamification has a positive and significant impact on repurchase intention.

#### ***Direct Effects of Customer Value***

Customer value reflects consumers' evaluation of the benefits received compared with the sacrifices made. When users perceive that a digital shopping platform provides functional, emotional, and economic value, this positive evaluation is expected to strengthen both immediate purchase decisions and future repurchase intentions. Accordingly, the following hypotheses are proposed:

H3: Customer value has a positive and significant impact on purchase decision.

H4: Customer value has a positive and significant impact on repurchase intention.

#### ***Mediating Effects of Customer Value and Purchase Decision***

This comprehensive research model examines the correlation between the impact of gamification on customer value, purchase decision, and repurchase intention. In this case, gamification functions as an external stimulus that increases customer value. Customer value becomes a cognitive mediator that influences purchase decisions. Subsequently, purchase decisions act as a transitional mediator towards repurchase intention. This model fills a gap in the literature by testing serial mediation within a comprehensive structural framework. Thus, in this study, there are two mediators, namely customer value and purchase decisions.

In detail, gamification creates experiences that increase consumer value, which then drives purchase decisions (Halim & Untoro, 2024). Furthermore, actual purchase decisions become the basis for consumer experiences that shape repurchase intentions (Aparicio et al., 2021). This is in line with research by Juanjuan and Dusaran (2024) which explains that customer value strengthens purchase decisions, which then become the basis for repurchase intention. However, the literature shows that not all direct value effects lead to loyalty without experience (Yum & Kim, 2024). Based on the preceding discussion, the following mediation hypotheses are proposed:

H5: Gamification has a positive and significant impact on purchase decisions through customer value.

H6: Gamification has a positive and significant impact on repurchase intention through the purchase decision.

H7: Gamification has a positive and significant impact on repurchase intention through customer value.

H8: Customer value has a positive and significant impact on repurchase intention through the purchase decision.

#### **Conceptual Framework**

Based on the theoretical background above, the framework formed is as shown in [Figure 1](#).

**Figure 1.** Conceptual Framework

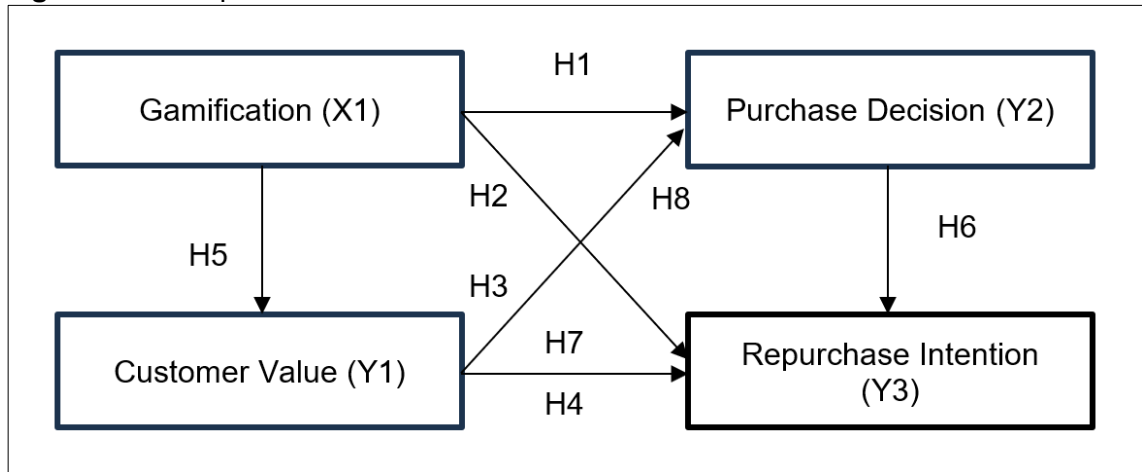


Figure 1 presents the proposed conceptual framework, which delineates the relationships among gamification, customer value, purchase decision, and repurchase intention. Gamification (X1) is hypothesized to exert direct effects on purchase decision (Y2) and repurchase intention (Y3), as well as an indirect effect through customer value (Y1). Customer value is further hypothesized to influence purchase decision and repurchase intention. In addition, customer value is expected to mediate the relationship between gamification and purchase decision, as well as between purchase decision and repurchase intention. Purchase decision is also posited to have a direct effect on repurchase intention and to mediate the relationship between gamification and repurchase intention. Overall, the model captures both direct and indirect pathways, emphasizing the sequential mechanisms through which gamification shapes consumer behavioral outcomes.

## RESEARCH METHOD

### Research Design

This study employed a quantitative research design to examine the impact of gamification on customer value, purchase decision, and repurchase intention among Shopee users in Medan City, Indonesia. The quantitative approach was deemed appropriate because it enables testing hypotheses and assessing structured relationships among variables. Surveys were utilized as the primary tool for systematically and efficiently gathering large volumes of data. Data were collected using an online questionnaire administered via Google Forms, selected for its accessibility and ease of use. The questionnaire link was distributed widely on social media platforms such as WhatsApp to ensure a broad reach and higher response rates among the target population. Quantitative research is particularly effective for investigating measurable constructs such as gamification, customer value, purchase decision, and repurchase intention (Creswell et al., 2014).

### Target Population and Sampling

The target population comprised Shopee users residing in Medan City who had made purchases through the application. Specifically, sample selection in this study was carried out using a non-probability sampling technique, using the purposive sampling method, namely a sample selection method based on specific predetermined criteria (Sugiyono, 2017). The criteria for determining the sample were: (1) having used the Shopee application, (2) having shopped at Shopee at least twice. Furthermore, the determination of the number of samples used the Slovin formula with an error tolerance

limit of 0.05. Of the 399 questionnaires distributed, 325 were completed. After screening, 20 responses were excluded because the respondents had not used the Shopee application, and 38 responses were excluded because the respondents did not meet the minimum purchase criterion. Therefore, 267 valid responses were used for the final analysis.

### **Data Collection Methods**

Data were collected through a structured online questionnaire distributed via WhatsApp. The questionnaire consisted of six main sections: (1) respondent profile information, (2) gamification, (3) customer value, (4) purchase decision, and (5) repurchase intention. Furthermore, all indicators were measured using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). A total of 267 valid responses were collected for analysis.

### **Data Analysis Techniques**

The collected data were analyzed using SmartPLS software version 3 to evaluate the relationships between exogenous and endogenous variables to test the proposed hypotheses. Descriptive statistics were first used to summarize the characteristics of the respondents' profiles. Next, the analysis was conducted to examine the direct and indirect correlations between gamification variables and customer value, purchase decision, and repurchase intention.

## **RESULTS**

### **Respondents' Demographic Profile**

Based on the research results, the demographic characteristics of the respondents in this study are presented in [Table 1](#) below.

**Table 1.** Summary of Respondents' Profile

	Category	Frequency	Percentage
Gender	Man	77	29%
	Woman	190	71%
Age	17-20	96	36%
	21-23	64	24%
	24-26	56	21%
	> 26	51	19%
Revenue	< 1 million	104	39%
	1 - 2 million	54	20%
	2 - 3 million	64	24%
	4 - 5 million	16	6%
	> 5 million	29	11%

[Table 1](#) shows that the majority of respondents who use the Shopee app for gamification were women (71%), followed by men (29%). This is in line with the actual situation where the majority of online shoppers are women. Furthermore, the majority of respondents are aged 17-20 (36%), followed by those aged 21-23 (24%), and those aged 24-26 (21%). This indicates that the majority are Generation Z, a tech-savvy generation consisting mainly of students. This is reflected in the income levels of the majority of respondents, which are in the range of < 1 million (39%), 2-3 million (24%), and 1-2 million (20%).

### **Measurement Model Analysis**

The measurement model (outer model) analysis was conducted through two primary assessments: (1) construct reliability and validity testing, and (2) discriminant validity

testing. The results of these assessments are presented below to establish the adequacy and robustness of the research instrument.

**Table 2.** Outer Model Results

Indicator	Gamification (X1)	Customer Value (Y1)	Purchase Decision (Y2)	Repurchase Intention (Y3)
GM1	0.892			
GM2	0.915			
GM3	0.901			
GM4	0.878			
GM5	0.905			
GM6	0.889			
GM7	0.911			
GM8	0.896			
CV1		0.884		
CV2		0.903		
CV3		0.895		
CV4		0.912		
CV5		0.876		
CV6		0.889		
CV7		0.901		
CV8		0.893		
PD1			0.865	
PD2			0.887	
PD3			0.901	
PD4			0.879	
PD5			0.892	
PD6			0.883	
PD7			0.874	
PD8			0.889	
RI1				0.872
RI2				0.891
RI3				0.904
RI4				0.886
RI5				0.893
RI6				0.879
RI7				0.901
RI8				0.888

Table 2 presents the results of the measurement model (outer model) analysis in the form of loading factor values for each indicator associated with the latent variables: Gamification (X1), Customer Value (Y1), Purchase Decision (Y2), and Repurchase Intention (Y3). The majority of the loading values exceed the recommended threshold of 0.70, indicating that the indicators adequately represent their respective constructs. For example, several indicators within the Gamification construct show high loading values above 0.90, reflecting strong contributions to the latent variable. Similar patterns are observed in the Customer Value, Purchase Decision, and Repurchase Intention constructs, where all indicators demonstrate consistently high loadings. Based on these findings, it can be concluded that the measurement model satisfies the criteria for convergent validity, and the research instruments are deemed reliable and appropriate for further structural model (inner model) analysis.

### Indicator Reliability and Convergent Validity

**Table 3.** Composite Reliability

Construct	Gamification (X1)	Customer Value (Y1)	Purchase Decision (Y2)	Repurchase Intention (Y3)
Cronbach Alpha	0.933	0.933	0.928	0.925
Composite Reliability	0.945	0.945	0.941	0.938
AVE	0.681	0.681	0.666	0.655
Number of Items	8	8	8	8

In [Table 3](#), all constructs in this study demonstrated a very satisfactory level of reliability. The Cronbach's Alpha values for the four constructs, i.e., Gamification (X1), Customer Value (Y1), Purchase Decision (Y2), and Repurchase Intention (Y3) were 0.933, 0.933, 0.928, and 0.925, respectively. All of these values exceeded the established threshold of 0.70, indicating excellent internal consistency of the measurement instrument. Similarly, the Composite Reliability (CR) values for each construct, such as Gamification (0.945), Customer Value (0.945), Purchase Decision (0.941), and Repurchase Intention (0.938), also exceeded the critical value of 0.70. In fact, CR values approaching or exceeding 0.90 indicate excellent construct reliability (Hair et al., 2014). Thus, all constructs in this research model are deemed reliable.

Moreover, convergent validity was assessed based on the Average Variance Extracted (AVE) value. The analysis results showed that the AVE values for the Gamification and Customer Value constructs were 0.681, while the Purchase Decision and Repurchase Intention constructs were 0.666 and 0.655, respectively. All AVE values exceeded the minimum threshold of 0.50 recommended by Fornell and Larcker, meaning each construct was able to explain more than 50% of the variance in its indicators. This confirms that the convergent validity of all constructs in this study was adequately met.

### Discriminant Validity

**Table 4.** Discriminant Validity Results

Indicator	Gamification (X1)	Customer Value (Y1)	Purchase Decision (Y2)	Repurchase Intention (Y3)
GM1	0.892	0.621	0.648	0.635
GM2	0.915	0.633	0.662	0.649
GM3	0.901	0.615	0.651	0.64
GM4	0.878	0.602	0.634	0.621
GM5	0.905	0.627	0.658	0.644
GM6	0.889	0.610	0.640	0.629
GM7	0.911	0.635	0.665	0.652
GM8	0.896	0.620	0.647	0.636
CV1	0.612	0.884	0.671	0.658
CV2	0.625	0.903	0.685	0.672
CV3	0.618	0.895	0.679	0.665
CV4	0.630	0.912	0.691	0.678
CV5	0.605	0.876	0.664	0.651
CV6	0.617	0.889	0.673	0.660
CV7	0.628	0.901	0.686	0.673
CV8	0.622	0.893	0.678	0.666
PD1	0.641	0.672	0.865	0.701
PD2	0.653	0.684	0.887	0.715
PD3	0.662	0.693	0.901	0.728

PD4	0.648	0.679	0.879	0.712
PD5	0.659	0.688	0.892	0.721
PD6	0.651	0.681	0.883	0.713
PD7	0.643	0.675	0.874	0.705
PD8	0.655	0.686	0.889	0.719
RI1	0.632	0.661	0.703	0.872
RI2	0.645	0.674	0.715	0.891
RI3	0.658	0.687	0.728	0.904
RI4	0.641	0.670	0.712	0.886
RI5	0.649	0.678	0.721	0.893
RI6	0.637	0.666	0.709	0.879
RI7	0.663	0.689	0.730	0.901
RI8	0.646	0.675	0.717	0.888

Table 4 shows the cross-loading values that were used to check the discriminant validity of the constructs: Gamification (X1), Customer Value (Y1), Purchase Decision (Y2), and Repurchase Intention (Y3). The results show that each indicator loads highest on its own build and not on any other construct. For instance, all of the Gamification indicators (GM1–GM8) reveal that Gamification is more important than Customer Value, Purchase Decision, and Repurchase Intention. The same pattern can be seen in the indicators of Customer Value, Purchase Decision, and Repurchase Intention, where each item shows its maximum loading on the latent variable it was meant to measure.

These results validate that each construct is empirically distinct and represents a unique dimension within the model. Thus, the requirement for discriminant validity based on cross-loadings is met, which means that the measurement model is trustworthy.

Each construct was measured using eight indicator items, resulting in a total of 32 items in the research instrument, all of which met the validity and reliability criteria required for PLS-based SEM analysis.

### Structural Model Analysis

#### Hypothesis Testing and Mediation Analysis

Table 5. Hypothesis Testing Results for Direct and Indirect Effects

	Relationship of Research Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
H1	Gamification (X1) -> Purchase Decision (Y2)	0.938	0.937	0.013	71.149	0.000
H2	Gamification (X1) -> Repurchase Intention (Y3)	0.934	0.934	0.014	67.420	0.000
H3	Customer Value (Y1) -> Purchase Decision (Y2)	0.551	0.546	0.082	6.690	0.000
H4	Customer Value (Y1) -> Repurchase Intention (Y3)	0.501	0.502	0.116	4.298	0.000
H5	Gamification (X1) -> Customer Value (Y1) -> Purchase Decision (Y2)	0.515	0.511	0.076	6.752	0.000
H6	Gamification (X1) -> Purchase Decision (Y2) -> Repurchase Intention (Y3)	0.192	0.189	0.063	3.038	0.003

H7	Gamification (X1) -> Customer Value (Y1) -> Repurchase Intention (Y3)	0.234	0.241	0.124	1.892	0.059
H8	Customer Value (Y1) -> Purchase Decision (Y2) -> Repurchase Intention (Y3)	0.250	0.244	0.080	3.127	0.002

Table 5 presents the results of direct and indirect effect testing. The findings show that H1, H2, H3, and H4 are supported, indicating that gamification and customer value significantly influence purchase decision and repurchase intention. The mediation results also support H5, H6, and H8, suggesting that customer value mediates the relationship between gamification and purchase decision, while purchase decision mediates the effects of gamification and customer value on repurchase intention. However, H7 is not supported because the indirect effect of gamification on repurchase intention through customer value is not statistically significant ( $\beta = 0.234$ ,  $p = 0.059$ ). This indicates that customer value alone is insufficient to explain the effect of gamification on repurchase intention unless it is followed by an actual purchase decision.

**Coefficient of Determination**

**Table 6.** R<sup>2</sup> and Adjusted R<sup>2</sup>

Relationship of Research Variables	R Square	R Square Adjusted
Customer Value (Y1)	0.874	0.873
Purchase Decision (Y2)	0.917	0.915
Repurchase Intention (Y3)	0.921	0.919

Subsequently, the effect to endogen variables is shown in Table 6. The evaluation of the structural model was carried out through testing the coefficient of determination (R<sup>2</sup>), as well as hypothesis testing based on the original sample values, T-statistics, and P-values obtained through a bootstrapping procedure with 5,000 subsamples. The results of the coefficient of determination analysis are presented in Table X. The Customer Value construct (Y1) obtained an R<sup>2</sup> value of 0.874 (customized R<sup>2</sup> = 0.873), which means that the Gamification variable is able to explain 87.4% of the variance in Customer Value. The Purchase Decision construct (Y2) obtained an R<sup>2</sup> value of 0.917 (customized R<sup>2</sup> = 0.915), indicating that the predictor variables in the model are able to explain 91.7% of the variance in consumer purchasing decisions. Meanwhile, the Repurchase Intention (Y3) construct obtained an R<sup>2</sup> value of 0.921 (adjusted R<sup>2</sup> = 0.919), indicating that 92.1% of the variance in repurchase intention can be explained by the variables in the model. Overall, the R<sup>2</sup> values suggest that the structural model has strong explanatory power for all endogenous constructs.

Relatively, the results confirm that gamification, consumer value, and purchase decision synergistically strengthen repurchase intention. Except that gamification insignificantly affects repurchase intention through customer value.

**PLS-SEM Bootstrapping Output**  
**Figure 2. Overview Result**

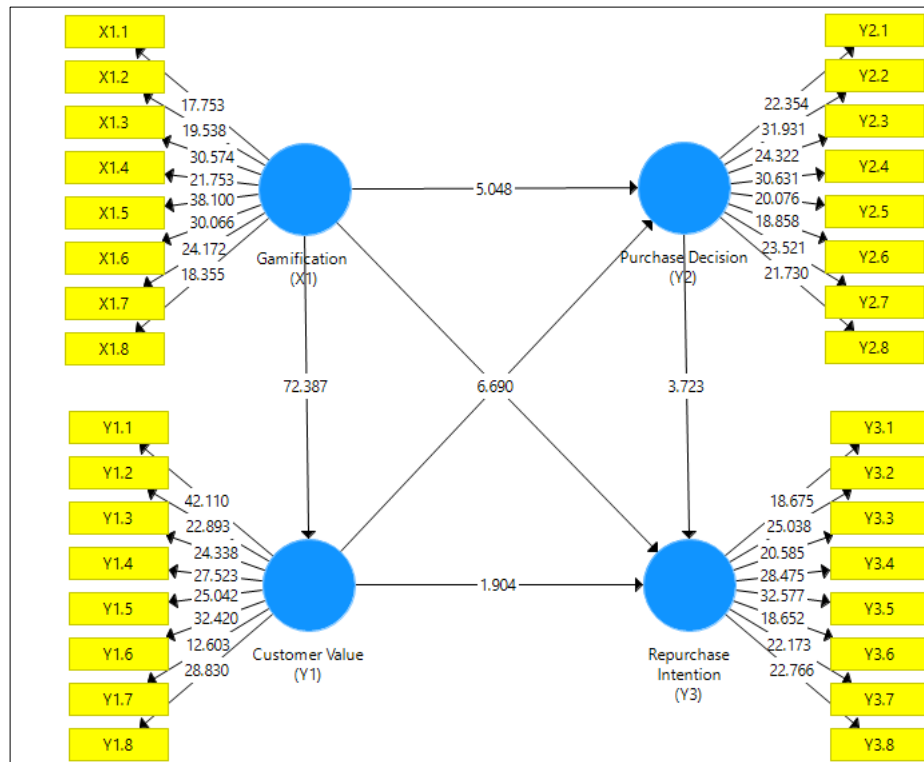


Figure 2 provides the bootstrapping results of the PLS-SEM model. The figure confirms that most structural paths are statistically meaningful, particularly the strong relationships involving gamification and purchase-related outcomes. The non-significant indirect pathway from gamification to repurchase intention through customer value indicates that perceived value must be translated into purchase-related behavior before it can consistently support repurchase intention. This result is consistent with the hypothesis testing results presented in Table 5.

## DISCUSSION

### Gamification Affects Purchase Decision and Repurchase Intention

The results of this study corroborate the hypothesis that gamification has a positive and significant impact on purchase decisions. The bootstrapping analysis results show that Gamification (X) has a positive and significant influence on Purchase Decisions (Y2) with a coefficient of  $\beta = 0.938$ ;  $t = 71.149$ ;  $p < 0.001$ , thus H1 is supported. The very high coefficient value confirms that gamification elements are a dominant determinant in driving purchase decisions. This study confirms that gamification elements (e.g., points, challenges, badges, leaderboards) function as behavioral triggers that accelerate decision-making by increasing engagement, a sense of enjoyment, and perceived ease/convenience of transactions. This finding is consistent with Zufahmi et al. (2026), which shows that gamification in a marketing context increases engagement and drives behavioral outcomes, including purchase tendencies. Mechanistically, the evidence is also in line with research that found gamification can strengthen intrinsic motivation and engagement, which then leads to loyalty or continued behavior, so that contextually close to purchase decisions (Misara et al., 2025; Y. Zhang et al., 2026). Thus, this finding extends the empirical evidence that in the context of digital marketing, gamification is not merely an entertainment tool but functions as a behavioral accelerator in purchasing decision-making.

Furthermore, the hypothesis that gamification has a positive and significant impact on repurchase intention is supported. Gamification also had a positive and significant effect on Repurchase Intention (Y3) ( $\beta = 0.934$ ;  $t = 67.420$ ;  $p < 0.001$ ). This means that gamification is not only effective as a trigger for initial purchases but also as a “retention engine” that makes repeat experiences feel valuable and enjoyable, thus encouraging repurchase intentions. This finding is consistent with [Yuliawan et al. \(2025\)](#), which confirms that gamification plays a role in effective platform usage and has implications for repurchase intentions. Similarly, research results by [L. Zhang et al. \(2026\)](#) confirm that gamification can stimulate repurchase intentions through customer experience and engagement mechanisms in e-marketplaces.

### **Customer Value Affects Purchase Decision and Repurchase Intention**

This study corroborates that customer value has a positive and significant impact on purchase decisions. Customer value also had a positive and significant effect on purchase decisions (Y2) ( $\beta = 0.551$ ;  $t = 6.690$ ;  $p < 0.001$ ). This indicates that higher customer value increases consumers' propensity to buy. This reinforces the argument that when customers perceive the benefits received (functional, emotional/hedonic, social, and other utilitarian aspects) to be higher than the costs/sacrifices, the purchase decision becomes more decisive. This finding is consistent with [Silalahi et al. \(2025\)](#), who confirm that value dimensions (functional, hedonic, and social) significantly influence repeat purchase decisions on digital platforms. Thus, the results of this study confirm that value appraisal is the primary cognitive determinant in the formation of purchase decisions.

Moreover, the hypothesis that customer value has a positive and significant impact on repurchase intentions is supported. Customer value has a positive and significant impact on repurchase intentions (Y3) ( $\beta = 0.501$ ;  $t = 4.298$ ;  $p < 0.001$ ). This confirms that the higher the perceived value, the greater the tendency for customers to maintain consumption relationships and make repeat purchases. These results are also in line with [Owusu et al. \(2025a\)](#), who found that perceived value strengthens repurchase intention through positive evaluation of previous experiences. Thus, customer value serves as the foundation for the formation of behavioral loyalty.

### **Mediating Effects of Customer Value and Purchase Decision**

As a sequential research model, this research builds the hypothesis constructs. This research has proven that gamification has a positive and significant impact on purchase decisions through customer value. Therefore, H5 is supported. Gamification has escalated purchase decisions (Y2) through customer value (Y1) ( $\beta = 0.515$ ;  $t = 6.752$ ;  $p < 0.001$ ). This indicates that gamification increases purchasing decisions by enhancing customer value because customers feel additional benefits (enjoyment, rewards, convenience, sense of achievement) that increase the total value before deciding to buy. Theoretically, this study is in line with the view that gamification works by building valuable experiences (value creation), which then drive marketing outcomes. [Kusumawardani et al. \(2023\)](#) explain that gamification creates experiential value that increases perceptions of utility and enjoyment. This pattern is also consistent with the findings by [Alves et al. \(2023\)](#), that gamification can increase engagement/intrinsic motivation, which contributes to positive assessments of services or applications.

Furthermore, gamification has a positive and significant impact on repurchase intentions through purchase decisions. Gamification significantly increased the purchase decision (Y2), which ultimately increased repurchase intention (Y3) ( $\beta = 0.192$ ;  $t = 3.038$ ;  $p = 0.003$ ). This indicates that the purchase decision serves as a transitional pathway from

the gamified experience to repurchase intention. This means that part of the influence of gamification on repurchase intention occurs because gamification first strengthens the purchase decision (trial/first purchase), and then the purchase experience increases the likelihood of repurchase. This is in line with research by [Tabaeeian et al. \(2024\)](#), which states that repurchase intention in e-commerce is often mediated by previous usage experience and purchase decisions. Furthermore, [Faganel et al. \(2024\)](#) also emphasized that the experience and engagement mechanism is a bridge to repurchase. Therefore, these results emphasize the importance of the initial purchase experience as a foundation for loyalty.

Subsequently, contrary to the hypothesis of the indirect effect relationship, gamification does not significantly influence repurchase intentions through customer value. Gamification positively impact on repurchase intentions (Y3) through customer value (Y1), not significant ( $\beta = 0.234$ ;  $t = 1.892$ ;  $p = 0.059$ ). Although the relationship is positive, the mediating effect is not yet statistically stable. Interpretively, this shows that the increase in value due to gamification is not yet consistent enough to directly encourage repurchase without other behavioral pathways (e.g., actual purchase decisions/experiences). In other words, value alone is not the main cause of repurchase intention; the more dominant channel is through purchase decisions ([Silva et al., 2023](#)). This is in line with the research by [Che et al. \(2023\)](#), which shows that the effectiveness of gamification can be influenced by context and the type of game elements, so that not all value mechanisms directly lead to repurchase intention.

Finally, customer value has a positive and significant impact on repurchase intention through the purchase decision. Customer value has a positive and significant impact on repurchase intention (Y3) through the purchase decision (Y2) ( $\beta = 0.250$ ;  $t = 3.127$ ;  $p = 0.002$ ). This confirms that customer value drives repurchase primarily because it reinforces the initial purchase decision (buying now), and that decision becomes the psychological/behavioral basis for repeat purchase intention (repeat cycle). These results are in line with [Owusu et al. \(2025b\)](#), which confirms that perceived value plays an important role in shaping repeat purchase behavior through actual purchase experiences. Thus, the purchase decision serves as a key mediator in building value-based loyalty.

Overall, the results of this study indicate that gamification plays a significant role in influencing purchasing decisions and intentions to repurchase. Customer value, conversely, is a cognitive process that links stimuli and behavior. The theoretical contribution of this study is the integration of gamification, customer value, and behavioral outcomes models into a unified structural framework. To get more people to buy from them and keep them for a long time, digital companies should make their gamification features better so that customers feel like they are getting more value from their purchases.

### **Theoretical Contribution**

This study contributes theoretically in three main aspects. First, it strengthens the gamification literature in the context of digital marketing by showing that gamification is a very strong direct determinant of purchase decision and repurchase intention. These results expand on the findings of [Prakash and Thakur \(2026\)](#), which show that gamification influences platform usage and repurchase intention in the context of e-commerce.

Second, this study enriches the customer literature perceived value by positioning it as a cognitive mediator in the relationship between gamification and behavioral outcomes.

The finding that customer value mediates the relationship between gamification and purchase decisions expands the customer value model proposed by Wang et al. (2022), which emphasizes that customer value influences repeat purchase intention through experience evaluation.

Third, this study contributes to the development of behavioral loyalty models by showing that purchase decisions function as transitional mediators between stimuli (gamification and value) and repurchase intention. This finding supports the argument that loyalty is not formed instantly, but rather through cognitive and actual behavioral stages first, as explained in the repurchase behavior model (Baran & Karaca, 2026). Additionally, the result that direct mediation through customer value is not significant indicates that the loyalty mechanism requires an actual purchase experience stage before repurchase intention is formed. This enriches the theoretical discussion on mediation pathways in digital consumer behavior models.

### **Managerial Implications**

The managerial implications of this study emphasize the need for companies to develop value-driven gamification strategies to improve customer conversion and retention. Companies should treat gamification as a core digital marketing strategy rather than merely an additional entertainment feature. The strong relationship between gamification and purchase decision indicates that well-designed game elements, such as reward systems, progress tracking, social competition, badges, and level-up mechanisms, can directly strengthen sales conversion.

Second, management must ensure that gamification implementation genuinely enhances customer value. Gamification that is merely decorative, without increasing real benefits such as transaction convenience, relevant rewards, or personalized experiences, may not be optimal in shaping purchasing decisions. Therefore, integrating experience design with value creation is essential for successful digital marketing strategies.

Third, the mediation results show that purchase decision is an important bridge to repurchase intention. This means that companies should carefully manage the first purchase experience because it becomes the foundation for future loyalty. Onboarding strategies, ease of checkout, post-purchase reward systems, and post-transaction communication can help strengthen the repurchase cycle.

## **CONCLUSION**

This study aims to examine the effect of gamification on repurchase intention by emphasizing the mediating roles of customer value and purchase decisions. The findings confirm that gamification exerts a strong and significant influence on both purchase decisions and repurchase intention, indicating that the effective integration of gamification elements can stimulate initial purchases while simultaneously fostering customers' intention to return. In addition, customer value is found to significantly affect purchase decisions and repurchase intention, although its effect size is relatively more moderate compared to gamification. This suggests that enhancing perceived value remains an important, albeit complementary, driver of consumer behavior.

Regarding the mediation analysis, the results demonstrate that customer value significantly mediates the relationship between gamification and purchase decisions, while purchase decisions significantly mediate the effect of gamification on repurchase intention. Furthermore, purchase decisions also serve as a significant mediator between

customer value and repurchase intention. However, the indirect effect of gamification on repurchase intention through customer value is not statistically significant at the 95% confidence level, indicating that this pathway is not supported.

Overall, these findings highlight the central role of gamification in shaping consumer behavior, with customer value and purchase decisions acting as key intervening mechanisms in specific pathways. From a practical perspective, businesses are encouraged to design engaging gamification strategies that not only enhance user experience but also strengthen perceived customer value and facilitate purchase decisions, thereby improving long-term customer retention and repurchase behavior.

### **LIMITATION**

Although the findings presented in this study are robust, several limitations must be acknowledged to properly contextualize the results and to guide future research directions.

First, although the research model demonstrates substantial explanatory power ( $R^2$  ranging from 0.874 to 0.921), this study considers only gamification as an exogenous variable. [Feng et al. \(2020\)](#) suggest that the effects of gamification are often moderated by individual characteristics and the context of application use. Therefore, future research should incorporate additional relevant constructs, such as digital literacy, level of involvement, perceived enjoyment, consumer trust, perceived risk, and brand equity.

Second, due to time constraints, this study employed a sample of only 267 respondents and adopted a quantitative approach based on PLS-SEM. Future research is encouraged to utilize larger sample sizes and longitudinal designs to capture changes in purchasing behavior over time. This is particularly important for assessing the stability of repurchase intention. [Aparicio et al. \(2021\)](#) demonstrated that repeat purchase dynamics may vary depending on consumers' cumulative experiences.

Third, the sample was drawn from specific geographical and demographic contexts, which limits the generalizability of the findings across diverse cultural and market settings. Given that perceptions of gamification and customer value are culturally contingent phenomena, cross-cultural comparative studies are necessary to examine the boundary conditions of the proposed model ([Canio et al., 2021](#)).

Fourth, the non-significant result for the indirect effect (Gamification  $\rightarrow$  Customer Value  $\rightarrow$  Repurchase Intention;  $\beta = 0.234$ ;  $p = 0.059$ ) suggests that this pathway may be contingent upon unmeasured moderating variables or alternative mediating mechanisms. Therefore, further investigation using a moderated mediation framework is warranted.

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### **DECLARATION OF CONFLICTING INTERESTS**

The authors declare that there is no conflict of interest.

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