

ABSTRACT

The emergence of smartphones and internet have influenced various aspects of life including community's lifestyle. Everything can be done through smartphones which connected with internet including shopping. The emergence of various e-marketplaces are welcomed by the community cause it seemed to be a solution. The competition between e-marketplace is getting tighter, each e-marketplace competes to increase the engagement between costumers and a mobile application. Kotler et all (2017:260) says that gamification is a method that can increase engagement. Shopee becomes one of e-marketplace that enters the competition applying gamification on Goyang Shopee. The purpose of this research is to find out the influence of the Shopee mobile application dan Gamification on Goyang Shopee on Shopee's user engagement. This research used quantitative methods and descriptive analysis, the X1 variable Shopee Mobile Application obtained an average score of 85,5%. The X2 variable Gamification on "Goyang Shopee" obtained an average score of 76,4%. The Y variable Shopee's User Engagement obtained an average score of 73,43%. T test and F test proved that variable X1, X2 partially and simultaneously affect the variable Y with the coefficient of determination score is 37, 3% while the remaining is 62, 7% influenced by other factors.

Keyword: E-Marketplace, Mobile Application, Gamification, Engagement