

ABSTRACT

The purchasing decision is the final process in the buyer's decision-making process, where consumers finally decide to purchase a product after going through the stages of consideration and product selection in the previous phases. Gamification, which comes from the English term “Gamification,” is the application of game elements, such as points, levels, and rankings, to a non-game context, especially as an online marketing technique. According to the Oxford dictionary quoted by Christian Brieger, the main goal of gamification is to encourage interaction between customers or consumers and products or services. Rewards, which can be interpreted as prizes, rewards, or rewards, are an important element in the context of gamification on the Shopee e-commerce platform. In the understanding of John M. Echols and Hasan Shadily, rewards are incentives given to consumers as a form of appreciation for their participation and positive activities on the platform. In this case, Shopee uses an official virtual currency called "Shopee coins" as a form of reward that can be obtained by users. This research was conducted with 300 respondents who were used as reset samples. To make it easier for researchers to carry out testing and data processing, researchers use SPSS software. The results of this research are that gamification has a significant influence on purchasing decisions. Coin rewards have a significant influence on purchasing decisions. Gamification and coin rewards simultaneously and significantly influence purchasing decisions.

Keywords: Gamification, Coin Rewards, Purchasing Decisions