

ABSTRACT

This study aims to understand how the elements within Shopee Games influence consumers' purchase intentions, with the mediating effects of perceived enjoyment, hedonic value, and social interaction. The study is expected to provide insights for designing more effective marketing strategies. Quantitative data were collected using the non-probability sampling method through a standardized questionnaire and analyzed using an exploratory approach. The Mechanics-Dynamics-Aesthetics (MDA) framework was applied to evaluate the impact of gamification on behavioral intention. The findings offer recommendations for managers and developers to focus on dynamics, mechanics, and appropriate feedback systems to optimize the use of technology.

The findings indicate that aesthetics, fun, and dynamics are the most influential elements in shaping positive perceptions and purchase intention, while reward, mechanics, and storytelling show varying degrees of influence. Social interaction remains suboptimal, and play duration significantly affects impulsive buying behavior. It is recommended to enhance visual elements, game enjoyment, and improve social interaction features and storytelling.

Keywords : gamification, purchase intention, marketing strategy, customer engagement

