



OPTIMIZING CUSTOMER ENGAGEMENT: THE IMPACT OF GAMIFICATION ELEMENTS ON CUSTOMER STICKINESS IN SHOPEE GAMES

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Article Information Abstract

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This research is aimed for analyzing the influence of reward element, challenge element, and customer engagement toward customer stickiness. However, gamification in marketing is becoming increasingly popular and has successfully captured customer interest on e-commerce platforms. Shopee, for example, has introduced gamification features through Shopee Games. On top of that, research on the impact of gamification elements in Shopee Games on customer engagement and stickiness is still limited. This quantitative study utilizes primary data from 130 active Shopee users and Shopee Games players through an online questionnaire. Data analysis using SmartPLS4 indicates that rewards and challenges in Shopee Games positively contribute to user engagement. However, only challenges influence long-term engagement and user stickiness. Satisfying gaming experiences and intriguing challenges form a strong emotional bond with Shopee Games, encouraging prolonged participation. These findings not only provide insights into the relationship between gamification, engagement, and customer stickiness in Shopee Games but also open opportunities to strategically implement gamification to effectively enhance long-term customer engagement and stickiness.

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INTRODUCTION

The phenomenal development of e-commerce in Indonesia is an undeniable reality. The e-commerce market in Indonesia continues to grow in tandem with the widespread penetration of the internet and shifts in consumer behavior towards online purchasing patterns (Mansur et al., 2019). To sustain and succeed in this increasingly competitive market, e-commerce entities must adopt strategies of continuous innovation. Innovation serves as the primary key in maintaining the allure of e-commerce platforms and retaining consumer loyalty (Faccia et al., 2023). Through the continual introduction of innovations, e-commerce can meet the evolving needs and expectations of consumers. Innovation may encompass various aspects, ranging from enhanced user experiences, the introduction of new transaction facilitation features, to the provision of unique and appealing products and

services (Ahmad et al., 2023). Consequently, e-commerce can fortify its position in the market by preserving its competitive edge through sustained innovation.

E-commerce platforms continue to strive for increased customer engagement through innovative features, such as quizzes and games, known as gamification (Lacap et al., 2023). Shopee serves as an exemplary e-commerce entity that has successfully implemented this strategy to reinforce user engagement and loyalty. By integrating games into its platform, Shopee entertains users and encourages prolonged interaction with the site. These games often offer prizes or discounts, motivating users to participate actively (Laine & Lindberg, 2020). Through gamification, Shopee creates a dynamic and enjoyable environment, enhancing user satisfaction and strengthening their attachment to the platform (Dwi Santy & Iffan, 2023). One

notable gamification feature introduced by Shopee is Shopee Games. The popularity of Shopee Games in Indonesia is reflected in the significant following on Shopee Games Indonesia's official Instagram account (Dwi Santy & Iffan, 2023). Shopee Games offers various types of games and organizes events and tournaments with diverse prizes, enticing users to actively engage with the platform.

Customer attachment to an e-commerce platform is an essential aspect in the business world (Felix & Rembulan, 2023). This form of attachment refers to the ability of a platform or company to consistently retain customers. Kotler (2016), in his book, explains that retaining existing customers is far more cost-effective than attempting to attract new ones. The role of customer stickiness in sustaining e-commerce businesses is crucial due to the increasingly competitive nature of the market, demanding that businesses differentiate themselves and provide additional value to make customers want to continue shopping on their platform (Lee et al., 2021). Successfully retaining customers efficiently allows an e-commerce platform to enhance its profitability through sustained increases in sales, reduced marketing costs for acquiring new customers, and improved brand loyalty that enables the implementation of premium pricing and long-term relationships with customers (Purnomo, Y. J., 2023). Therefore, strategies to enhance customer stickiness become paramount for the long-term success of an e-commerce business.

The relationship between customer engagement and customer stickiness is fundamentally crucial in understanding the dynamics of interaction between consumers and e-commerce platforms. Customer engagement encompasses various interactive activities between customers and the platform, such as purchasing, product reviews, content interaction, and participation in programs aimed at enhancing loyalty (Busalim & Gabban, 2021). High levels of interaction intensity between customers and e-commerce platforms tend to create more satisfying experiences for consumers (Busalim & Gabban, 2021). The more frequently consumers interact with a platform, the greater the likelihood of them feeling attached or "sticking" to the platform (Busalim & Gabban, 2021; Abbas et al., 2023). Customer stickiness, or customer attachment, refers to the level of loyalty or emotional attachment consumers have towards an e-commerce platform (Gao et al., 2022). This can be reflected in consumers' tendencies to repeatedly make purchases, provide positive feedback, or recommend the platform to others. Thus, the relationship between customer engagement and customer stickiness is mutually reinforcing.

The positive correlation between customer

engagement and customer stickiness has been confirmed by several previous studies conducted by Chen & Tsai (2020), indicating that a higher level of customer engagement increases the likelihood of customers remaining loyal to a specific e-commerce platform. However, contrasting results were found in a study conducted by Molinillo et al. (2020), which suggested that customer engagement does not correlate with customer stickiness. Molinillo et al. (2020) revealed that other factors such as product quality, competitive pricing, and satisfying user experiences also play a crucial role in influencing purchase decisions and customer retention. Customers may remain loyal to a particular brand due to positive experiences with products or services, even if their direct interaction level with the brand itself is not very high Molinillo et al. (2020). The discrepancies in these research findings further highlight the existing gap in this field of study. Therefore, a more comprehensive analysis is needed to understand the factors that can influence the relationship between customer engagement and customer stickiness.

The role of reward elements in influencing customer engagement and loyalty is crucial in marketing and brand development strategies (Kaur et al., 2020). Rewards, such as discounts, loyalty points, or other exclusive benefits, provide positive incentives for customers to actively engage with a specific brand or product (Haverila et al., 2022). When customers feel appreciated and rewarded for each interaction or purchase they make, it tends to enhance their emotional attachment to the brand (Haverila et al., 2022). Moreover, reward elements also impact customer-related elements such as loyalty, satisfaction, and brand perception. The provision of rewards can build stronger relationships with customers, increase their level of loyalty, and result in higher levels of satisfaction (Kwiatek et al., 2020). Customers who feel valued and have positive experiences with rewards also tend to have a more positive perception of the brand, which, in turn, can strengthen the brand image and foster long-term relationships between the brand and customers (Kwiatek et al., 2020). Therefore, rewards serve not only as incentives for action but also as strategic tools in building mutually beneficial relationships between the brand and customers.

As a strategic marketing tool, the implementation of gamification must be able to provide "challenges" to consumers. This component plays a significant role in influencing the relationship between customer engagement and their level of loyalty. Challenges provide stimuli that encourage users to actively participate, inviting them to achieve specific goals or overcome existing obstacles (Alzahrani & Alhalafawy, 2023). When customers successfully conquer these challenges, they experience a

satisfying personal achievement, which subsequently strengthens their emotional bond with the brand or platform (Alzahrani & Alhalafawy, 2023). Well-designed challenges can also create engaging experiences and build a community around shared goals, for example, through user competitions or collaborations to achieve specific targets (Chen, Y. T. T. (2023) Thus, the challenge element in gamification not only enhances customer engagement by making the experience more appealing but also helps build stronger relationships between customers and the brand. Ultimately, this contributes to increasing customer loyalty and retaining them in the long term.

This research contributes to the understanding of the impact of gamification elements, such as rewards and challenges, on user engagement and sustainability in playing Shopee Games. The study aims to elucidate how these elements influence user engagement on the platform, emphasizing that effectively chosen rewards can incentivize long-term participation, and intriguing game challenges play a role in maintaining customer engagement. The novelty of this research lies in the analysis of customer stickiness and its influencing factors within the context of an e-commerce platform, an area scarcely explored in previous research. This study not only provides practical insights for Shopee Games to refine gamification elements for enhancing long-term user engagement and sustainability but also underscores the importance of diversity in rewards and game challenges as potential strategies to sustain customer interest over extended periods.

HYPOTHESES DEVELOPMENT

Reward Elements and Customer Engagement

Prizes constitute a key element in gamification strategies, capable of motivating users to actively participate by offering incentives or benefits for specific achievements or activities (Eisingerich et al., 2019). These prizes can take various forms, including discounts, cashback coupons, or even cash rewards. In maintaining positive relationships with customers, many companies implement reward and recognition programs. The role of prizes as a primary motivator is evident in fostering customer loyalty and positively influencing individual behavior (Lara & Madariaga, 2007). When customers feel appreciated and have positive experiences related to their loyalty, they are more inclined to actively interact or participate in activities offered by the company. Previous research has confirmed that prizes have a positive impact on consumer engagement (Islam & Rahman, 2017). Therefore, it is crucial for companies to understand the significant role of prizes in fostering customer engagement and strengthening long-term

relationships, while also considering effective prize options as part of a successful gamification strategy. Thus, hypothesis that can be formulated is:

H1: The rewards element positively influences customer engagement.

Reward Element and Customer Stickiness

Prizes play a crucial role as one of the elements in planning a strategy to enhance the long-term sustainability of platform usage (Xiaozhou, 2019). An effective reward offering strategy can provide satisfaction and enjoyment to customers; the higher the value of the offered rewards, the higher the level of enthusiasm and excitement among users to obtain them (Johnson et al., 2018). Customer satisfaction and enjoyment, in turn, motivate them to continue using the services or products of a particular company (Friedrich et al., 2019). The provision of effective rewards contributes to maintaining the sustainability of customer usage (Bardoel et al., 2014). Therefore, this research posits the hypothesis that an effective reward offering strategy positively influences the long-term sustainability of customer usage. Thus, a formulated hypothesis is:

H2: The rewards element positively influences customer stickiness.

Challenge Element and Customer Engagement

Challenges in the context of games are essential elements to emphasize its competitive nature and promote healthy competition (Stolaki & Economides, 2018). This element is specially designed to motivate players, customers, or participants in a particular context. Challenges can take various forms, such as increasingly difficult levels, missions requiring specific strategies, or direct competition among players. When a game offers high interactivity levels and challenging tasks, it can significantly enhance users' emotional engagement (Berger et al., 2018). The sense of accomplishment derived from successfully overcoming these challenges can strengthen user engagement in the game, influencing their emotions, thoughts, and behaviors during gameplay (Mullins & Sabherwal, 2018).

Furthermore, previous research indicates that the challenge element has a positive and significant impact on customer engagement (Tsou & Putra, 2023). This suggests that challenges not only trigger healthy competition among users but are also a key factor in sustaining their interest in playing. A profound understanding of how challenges can affect the user experience is crucial for game developers to design engaging and satisfying experiences. Therefore, challenges not

only provide enjoyment in the game but also play a crucial role in maintaining user engagement and strengthening their relationship with the gaming platform (Stolaki & Economides, 2018). Thus, the hypothesis that can be formulated is:

H3: The challenge element positively influences customer engagement.

Challenge Element and Customer Stickiness

Challenges constitute a crucial aspect of the gaming experience, playing a primary role in enhancing player engagement and satisfaction. Research has shown that challenges not only provide enjoyment in gameplay but also facilitate the development of players' skills and abilities (Fu et al., 2008). In the context of gamification, challenges are often implemented in various forms, whether as individual or collaborative challenges. These challenges not only create a sense of achievement and success for players but also enhance sustained satisfaction (Groening & Binnewies, 2019). By completing challenges, players experience a satisfying accomplishment, which can strengthen their attachment to the game and the platform used, such as Shopee Games.

This perspective aligns with research indicating that user satisfaction in the gaming experience has a positive impact on user retention and reluctance to switch to other platforms (Zhang et al., 2017). Therefore, the formulated hypothesis is:

H4: The challenge element positively influences customer stickiness.

Customer Engagement and Customer Stickiness

Customer engagement refers to the level of connection and involvement demonstrated by customers towards a specific brand or company, often involving substantial interactions with other individuals in a particular social community (Parihar et al., 2018). It plays a crucial role in fostering customer loyalty and commitment to a platform, as high levels of engagement are often associated with an increased intention or desire to continue support (Molinillo et al., 2020). A company's ability to effectively engage customers, provide positive experiences, and fulfill their needs can drive sustained interaction and platform usage over time (Lee et al., 2021).

Furthermore, research by Zhang et al. (2017) emphasizes the significant influence of customer engagement in cultivating customer stickiness, defined as the tendency of customers to remain loyal and actively use a product or platform over an extended period. Successful

customer engagement strategies not only cultivate a sense of ownership and attachment but also enhance the overall customer experience, thereby strengthening long-term relationships and promoting sustained usage. Therefore, the formulated research hypothesis is as follows:

H5: Customer engagement positively influences customer stickiness.

METHOD

The quantitative approach employed in this study utilized primary data. The criteria for respondents in the research included active Shopee users engaged in Shopee Games and aged at least 17 years. Data collection was conducted through the distribution of an online questionnaire using Google Form. Respondents were reached through the dissemination of the research questionnaire link to various Shopee Games player community groups on Facebook (such as Shopee Cocoki) and Telegram (Welcome To Turnamen Cocoki, Saling Siram Shopee Tanam, and Shopee Candy). Additionally, the questionnaire link was circulated through personal contacts on WhatsApp, Instagram, and Telegram. The researchers also utilized the feature of sending private messages to Shopee Games players on TikTok.

From the questionnaire distribution, 250 respondents participated, but 53 responses did not meet the criteria as they had not played Shopee Games. After undergoing a screening test, 67 responses exhibited response bias, indicating a tendency to select the same numbers consecutively for each statement. This rendered the data ineligible for further analysis. Ultimately, only 130 responses were deemed suitable for analysis. Data analysis was performed using the SmartPLS4 software. The Partial Least Squares (PLS) method has proven beneficial and effective in analyzing data with a small sample size, non-normal data, or complex models. It aids in assessing the significance of the estimated results (Hair et al., 2019).

A 7-point Likert scale was employed in this study, ranging from 1 ("strongly disagree") to 7 ("strongly agree") to assess all indicators. Four indicators for the Rewards Element (RE) were adapted from (Tsou & Putra, 2023), and four indicators for the Challenge Element (CE) were also adapted from (Tsou & Putra, 2023). Meanwhile, five indicators for Customer Engagement (CEN) were adapted from (Tarute et al., 2017), and three indicators for Customer Stickiness (CS) were adapted from (Zhang et al., 2017). The relationship for each variable depicted in the Figure 1.

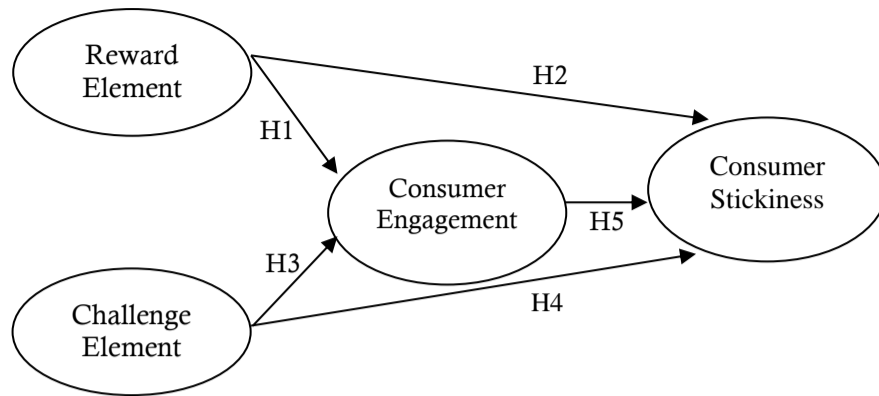


Figure 1. Research Conceptual

RESULT AND DISCUSSION

Respondent’s Characteristics

The majority of respondents are female, constituting 74%, and fall within the age range of 17-22 years, representing 70%. Most respondents

have completed high school/vocational school or its equivalent, accounting for 64%. The majority of respondents are students, making up 72% of the total, and have an income of less than 1,000,000, with a percentage of 68%. More detailed demographic data can be found in the table 1.

Table 1. Respondents’ Characteristics

Respondent’s Demographics	Total	Percentage
Gender		
Male	34	26%
Female	96	74%
Age		
17-22 years old	91	70%
23-30 years old	27	21%
31-40 years old	9	7%
> 40 years old	3	2%
Educational Level		
SMA/SMK/MA Sederajat	83	64%
D3 & S1	46	35%
S2 & S3	1	1%
Occupation		
Pelajar/Mahasiswa	94	72%
PNS	3	2%
Wiraswasta	8	6%
Pegawai Swasta	16	12%
Ibu Rumah Tangga	6	5%
Freelance, Karyawan BUMN, Pedagang Online	1	1%
Salary		
< Rp1.000.000	89	68%
Rp1.000.000 - Rp5.000.000	26	20%
Rp5.000.000 - Rp10.000.000	11	8%
> 10.000.000	4	3%

Measurement Model

Analyses of the measurement model were conducted by examining factor loadings > 0.70 and Average Variance Extracted (AVE) minimum of 0.50 or above (Hair et al., 2019). In the first round of the measurement model analysis, it was observed that the factor loading

for RE1 was 0.468 < 0.70, indicating that it should be eliminated as it affects convergent validity and reliability. After re-analysis with the removal of the RE1 indicator, it was found that the factor loading for CEN3 was 0.530 < 0.70, necessitating the elimination of CEN3. The analysis was iteratively repeated until the reduction of the

factor loading for the CE1 indicator to $0.560 < 0.70$. In total, three factor loading values were eliminated. After the re-analysis with the removal of the three factor loading values, Table 2 shows that all factor loading values are above 0.70, and the AVE values exceed 0.50. This indicates that all constructs meet the criteria and exhibit satisfactory convergent validity. The removal of measurement items in PLS SEM is permissible when convergent validity criteria are not met (Jr et al., 2014). Additionally, according to Hair et al.

(2019), composite reliability and Cronbach's α values > 0.70 are considered satisfactory and reliable. As shown in Table 2, all composite reliability and Cronbach's α values for each variable in this study are > 0.70 , indicating satisfaction and reliability. For discriminant validity, the cross-loading values of each construct's indicators should be higher than the values in other construct blocks. As seen in Table 3 for discriminant validity evaluation, the cross-loading indicators meet the criteria.

Table 2. Measurement Model Analysis

Construct	Loading Factors	Average of Variance Extracted (AVE)	Composite Reliability (CR)	Cronbach's α
Reward Element (RE)		0.917	0.947	0.917
RE2	0.927			
RE3	0.929			
RE4	0.922			
Challenge Element (CE)		0.843	0.905	0.843
CE2	0.871			
CE3	0.891			
CE4	0.855			
Customer Engagement (CEN)		0.908	0.936	0.908
CEN1	0.867			
CEN2	0.914			
CEN4	0.906			
CEN5	0.856			
Customer Stickiness (CS)		0.826	0.897	0.826
CS1	0.869			
CS2	0.904			
CS3	0.812			

Table 3. Cross Loading

	Reward Element (RE)	Challenge Element (CE)	Customer Engagement (CEN)	Customer Stickiness (CS)
RE2	0.929	0.717	0.734	0.678
RE3	0.922	0.660	0.736	0.654
RE4	0.927	0.654	0.711	0.672
CE2	0.605	0.871	0.770	0.741
CE3	0.631	0.891	0.786	0.711
CE4	0.684	0.855	0.701	0.672
CEN1	0.631	0.767	0.867	0.717
CEN2	0.723	0.747	0.914	0.744
CEN4	0.774	0.776	0.906	0.776
CEN5	0.614	0.772	0.856	0.787
CS1	0.601	0.609	0.749	0.869
CS2	0.549	0.713	0.770	0.904
CS3	0.715	0.774	0.689	0.812

Structural Model

Table 4 presents the results regarding the interrelationships between constructs. The analysis results indicate that H1 has a significant relationship, with RE positively influencing CEN ($b=0.307, \rho <0.01$). However, the relationship between RE and CS has a positive but non-significant impact ($b=0.108, \rho >0.05$), leading to the rejection of H2. Moving on to H3, CE has a

positive and significant influence on CEN with ($b=0.639, \rho <0.001$). CE also has a positive and significant impact on CS with ($b=0.266, \rho <0.01$), supporting H4. Similarly, for H5, CEN has a positive and significant influence on CS with ($b=0.541, \rho <0.001$). Overall, the structural model demonstrates a good fit and satisfactory predictive ability.

Table 4. Structural Analysis Result

Path	Path Coefficient	P value	Hypothesis	Result
RE→CEN	0.307	0.006	H1	Supported
RE→CS	0.108	0.278	H2	Not Supported
CE→CEN	0.639	0.000	H3	Supported
CE→CS	0.266	0.002	H4	Supported
CEN→CS	0.541	0.000	H5	Supported

The Rewards Element has a positive and significant impact on customer engagement (H1). The rewards or prizes offered by Shopee Games possess an attractiveness that can encourage and motivate users to actively participate and interact in playing Shopee Games. This, in turn, fosters their engagement in playing Shopee Games. The findings of this research align with previous studies (Eisingerich et al., 2019) and (Jani et al., 2020), revealing that rewards or prizes significantly influence the enhancement of customer engagement. Therefore, this study suggests that Shopee Games should continue to provide appealing rewards to encourage user participation in playing Shopee Games.

Meanwhile, rewards are not a determinant factor in ensuring the long-term customer stickiness in playing Shopee Games (H2). Spending more time in Shopee Games is not solely about obtaining rewards; users are also seeking a satisfying gaming experience to extend their playtime. As it in line with previous research conducted by Friedrich et al. (2019) supports this finding by stated that rewards acquired upon completing a game only provide momentary satisfaction. The larger the offered rewards, the higher the enthusiasm and enjoyment of users to obtain them (Johnson et al., 2018). A satisfying gaming experience is the key to maintaining user interest in Shopee Games. Therefore, it is crucial for Shopee Games to continually enhance the quality of games, provide engaging game variations, and pay attention to user feedback to ensure a satisfying gaming experience for users.

The findings of this study confirm the positive and significant influence of the Challenge Element on customer engagement (H3). The game challenges presented in Shopee Games motivate users to actively participate and test their abilities and skills. With these challenges, users are encouraged to continuously strive to complete

tasks or achieve specific targets, thereby creating high user engagement in playing Shopee Games. These results are in line with previous research (Tsou & Putra, 2023). The consistent emphasis on task completion and goal achievement is indicative of a well-established pattern in the literature, highlighting its effectiveness in enhancing user engagement within gaming platforms. Tsou and Putra's (2023) work likely underscores the importance of sustained user engagement as a fundamental factor contributing to the success of online platforms such as Shopee Games. The current game challenges have successfully increased user engagement on the Shopee Games platform. However, for the future, further innovation is needed to create more appealing game challenges to sustain the already established level of customer engagement.

The Challenge Element is proven to have a positive and significant impact on customer stickiness (H4). The challenges within the game create an engaging experience, encourage active participation, and provide satisfaction upon successfully completing challenges (Groening & Binnewies, 2019). Therefore, game challenges not only enhance engagement in the short term but also encourage users to play Shopee Games for a longer duration. Users feel involved, successful, and continually push themselves to achieve new levels or accomplishments. This plays a crucial role in creating value for customers. Customer value creation through game challenges can influence customer stickiness in playing Shopee Games for an extended period. When customers experience satisfying gameplay, they tend to stick with Shopee Games and are less likely to switch to other platforms. These findings supported by previous research indicating that customer value creation affects customer stickiness (Zhang et al., 2017). The study by Zhang and colleagues likely emphasized the pivotal role of customer value

creation in influencing the stickiness or loyalty of customers to a particular platform. The parallelism between the current research and Zhang et al.'s (2017) findings adds further weight to the argument that enhancing customer value is a key strategy for maintaining a dedicated user base in the competitive landscape of online gaming. To enhance the game's appeal, Shopee Games should introduce more creatively designed challenges. Additionally, Shopee Games should consider offering more competitive rewards or prizes to users who successfully complete game challenges. This is aimed at encouraging users to continue playing and enjoying the game for an extended period.

Customer Engagement has a positive and significant impact on Customer Stickiness (H5). Active customer engagement tends to create a strong emotional bond between users and Shopee Games. This correlation aligns with the findings of Zhang et al. in 2017, emphasizing the enduring importance of user satisfaction in the realm of online gaming. Additionally, the congruence with the more recent study by Lee et al. in 2021 further underscores the consistency of this association across different contexts and time frames.

Zhang et al.'s work likely highlighted the integral role of user engagement in shaping the overall satisfaction of users with a gaming platform. The more recent study by Lee and colleagues likely adds contemporary relevance to this understanding, emphasizing that the relationship between user engagement and satisfaction remains a critical factor in the evolving landscape of online gaming.

In practical terms, this consistent relationship between user engagement and satisfaction holds valuable implications for Shopee Games. By strategically enhancing and maintaining high levels of user engagement, the platform can indirectly contribute to user satisfaction and, consequently, longer user retention. This aligns with a broader strategy to create a positive and enjoyable gaming environment, fostering a sense of loyalty among users.

To sum up, the linkage between strong user engagement, user satisfaction, and prolonged user retention, as supported by both Zhang et al. (2017) and Lee et al. (2021), reaffirms the enduring significance of user experience in the success and sustainability of online gaming platforms like Shopee Games. These findings offer valuable insights for platform developers and managers seeking to optimize user engagement and satisfaction strategies for long-term success.

Therefore, Shopee Games can maintain customer engagement in the future by enhancing the game's appeal, introducing more intriguing game challenges, offering competitive rewards or prizes, and improving service quality to encourage

users to play Shopee Games for a more extended period.

CONCLUSION AND SUGGESTION

This study contributes to providing an understanding of the impact of gamification elements on customer stickiness influenced by customer engagement in playing Shopee Games. The research results demonstrate how the use of gamification elements, such as rewards and challenges, can enhance customer engagement in this platform. Furthermore, this study provides insights into the influence of gamification features in Shopee Games on customer stickiness, an aspect that has been less explored previously, making it a novel contribution to the understanding of the impact of gamification on customer stickiness.

This research can serve as a practical reference for Shopee to adapt gamification elements to enhance long-term customer engagement and stickiness with the platform in the future. Not all gamification elements may have a significant impact on long-term customer stickiness. Reward elements have an attractive force that can motivate customers to engage in the game. However, it is crucial for Shopee to know how to choose effective rewards to keep customers playing Shopee Games for a longer time without feeling bored or fatigued. Game challenges within the platform are essential, and the more intriguing the challenges, the higher customer engagement will be, leading to long-term attachment. Therefore, Shopee should consider creating effective and satisfying game challenges to keep customers engaged.

Furthermore, Shopee Games needs to focus more on offering effective rewards to encourage user participation in playing Shopee Games. While it is an essential factor in the strategy to boost user participation, sometimes it does not directly affect the level of customer stickiness in playing. Therefore, Shopee Games needs to enhance the variety in reward offerings to encourage users to play Shopee Games for a longer duration. Additionally, Shopee Games should concentrate on maintaining customer engagement with the platform. To increase the attractiveness of Shopee Games, they should introduce more creative challenges. Moreover, Shopee Games should consider providing more competitive reward offerings for users who have successfully completed game challenges. This aims to encourage users to keep playing and enjoying the game for a more extended period.

Efforts to enhance interactivity in the game, the development of intriguing challenges, and other strategies that allow customers to be more engaged in Shopee Games need to be taken into account. Customer stickiness in playing greatly depends on the level of customer

engagement with the experience offered by the platform. With this understanding, Shopee Games can plan the strategic use of gamification elements more wisely to enhance long-term customer engagement and stickiness.

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