

The Effect of Brand Love and Gamification on Repurchase Intention through Customer Engagement as an Intervening Variable in E-Commerce Companies in Indonesia

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Abstrak

The growth of e-commerce has caused e-commerce-based companies to emerge, and business competition in the e-commerce industry is getting stronger. This makes companies compete to increase repurchase intention with positive brand love and the implementation of gamification in companies to encourage engagement. Thus, this study aims to test the effect of brand love and gamification on repurchase intention through customer engagement as an intervening variable on Shopee application users. The data collection technique used a questionnaire that had previously been tested for validity and reliability. This study involved 236 respondents, who were then analyzed using descriptive statistical analysis and PLS-SEM. The research findings show that brand love and gamification have a direct, positive, and significant effect on customer engagement and repurchase intention. In addition, brand love and gamification have an indirect effect on repurchase intention through customer engagement. This article also provides suggestions to the Shopee company based on the research findings.

Pengaruh *Brand Love* dan *Gamification* terhadap *Repurchase Intention* melalui *Customer Engagement* sebagai Variabel Intervening Pada Perusahaan *E-Commerce* di Indonesia

Abstract

Pertumbuhan e-commerce menyebabkan perusahaan berbasis e-commerce bermunculan dan persaingan bisnis di dalam industri e-commerce semakin kuat. Hal ini membuat perusahaan untuk bersaing meningkatkan repurchase intention dengan brand love yang positif dan pengimplementasian gamification pada perusahaan untuk mendorong engagement. Dengan demikian, studi ini bertujuan untuk menguji pengaruh brand love dan gamification terhadap repurchase intention melalui customer engagement sebagai variabel intervening pada pengguna aplikasi Shopee. Teknik pengumpulan data menggunakan kuesioner yang sebelumnya telah dilakukan uji validitas dan reliabilitas. Penelitian ini melibatkan 236 responden yang kemudian dianalisis menggunakan analisis statistik deskripsi dan PLS-SEM. Temuan penelitian menunjukkan bahwa brand love dan gamification berpengaruh langsung, positif dan signifikan terhadap customer engagement dan repurchase intention. Selain itu, brand love dan gamification berpengaruh tidak langsung terhadap repurchase intention melalui customer engagement. Artikel ini juga memberikan saran kepada perusahaan Shopee berdasarkan temuan penelitian.

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Entering the digital era, the development of the internet has significantly increased, allowing many activities to be conducted through digital devices with the help of the internet. One of the benefits and changes that have emerged is related to purchasing transactions. Nowadays, more and more people are shifting to online purchases through applications, websites, or e-commerce platforms. E-commerce involves business transactions using the internet that can be utilized not only by businesses but also by consumers (end-users) who wish to conduct transactions in a more efficient and faster way (Ahmadi et al., 2020). E-commerce encompasses various activities such as sales, purchases, marketing, distribution, as well as after-sales services, all of which are conducted through electronic systems (Wirapraja & Aribowo, 2018).

The growth of e-commerce has spurred the emergence of various e-commerce-based companies, intensifying competition within this industry. One of the growing types of e-commerce is the marketplace. Among the many marketplaces is Shopee. Since entering the Indonesian market, Shopee has become a very popular e-commerce platform and has successfully attracted millions of active users. Through the Shopee application, users can quickly and securely purchase their various needs. Shopee also continues to innovate with new products and features to enhance its users' shopping experience.

One of the many tools to assess and increase market share is by paying attention to repurchase behavior or the intention to repurchase. Repurchase intention refers to the process of buying goods from the same company. Behavioral intention determines a person's actual behavior in the future. Therefore, a person's intention to repurchase on a particular marketplace can predict the actual purchasing behavior or decision of the customer (Dachyar &

Banjarnahor, 2017). According to Kim et al., (2023) a strong relationship based on brand love will create repeat purchases among consumers. Brand love is the result of a long-term relationship between consumers and a brand. The presence of brand love among consumers can involve a strong emotional connection, leading to repurchase intention as a way to express their love for a brand.

As marketplaces continue to develop in Indonesia, innovation is needed to increase repurchase intention within companies. The application of gamification can support the increased use of e-commerce applications, which can subsequently influence future purchase intentions (Djohan et al., 2022). In recent years, gamification has become one of the marketing strategies to enhance customer interaction and provide enjoyment for users (Noorbehbahani et al., 2019). Gamification has been implemented by Shopee Indonesia's marketplace. Shopee games are a feature within the Shopee app where consumers can play games while shopping. Although gamification trends are increasingly popular in the business world, literature related to the effects of gamification on engagement remains limited in various aspects, particularly for marketing use (Yang et al., 2017). Furthermore, empirical research on how gamification influences user engagement in mobile applications is still limited (Bitrián et al., 2021). This contrasts with the findings of Kamboj et al., (2020), who discovered that gamification is a widely emerging practice in developing customer engagement, where gamification can motivate customers to use marketplace services by offering enjoyable gaming experiences and making customers more engaged with these services.

Amidst the increasingly fierce marketplace competition, companies need to establish consumer engagement with the company and retain customers. Customer engagement can

provide benefits for companies to bind consumers closer to the company's brand. According to Molinillo et al., (2020), customer engagement in social commerce will increase customer commitment, lead to more active participation, and enhance the desire to support the social commerce company by making repeat purchases. Based on these factors, research on the influence of brand love and gamification on repurchase intention through customer engagement is important, considering the growing digital-based industry, particularly marketplaces in Indonesia.

H1: Brand Love has a positive and significant effect on Repurchase Intention

H2: Gamification has a positive and significant effect on Repurchase Intention

H3: Brand Love has a positive and significant effect on Customer Engagement

H4: Gamification has a positive and significant effect on Customer Engagement

H5: Customer Engagement has a positive and significant effect on Repurchase Intention

H6: Brand Love indirectly has a positive and significant effect on Repurchase Intention through Customer Engagement

H7: Gamification indirectly has a positive and significant effect on Repurchase Intention through Customer Engagement

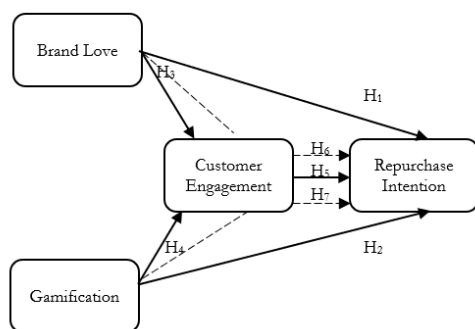


Figure 1. Model of Research Hypothesis

Source: Processed by Research (2024)

LITERATURE REVIEW

Brand Love

This variable is likened to the emotional bond between consumers and a brand that arises from a congruent response to consumer needs for a

particular brand (Putra & Keni, 2020). Brand love can gradually develop through a series of consumer experiences with the brand over time and tends to evolve positively as time progresses (Palusuk et al., 2019). Love for a brand can serve as a link between the consumer and the brand, strengthening trust in the brand and fostering interaction with it (Vacas de Carvalho et al., 2020). According to Ismail (2022), the indicators of brand love are passion for the brand, attachment to the brand, positive evaluation of the brand, positive emotions in response to the brand, and declaration of love for the brand.

Gamification

Gamification is the implementation of game design elements to solve non-game problems in everyday activities (Kankanamge et al., 2020). In a broader sense, gamification is defined as the use of game design elements in non-game activities to enhance quality by increasing customer value through encouraging consumer habits, such as increased consumption, loyalty, engagement, and product advocacy (Hofacker et al., 2016). According to Eisingerich et al., (2019), the indicators of gamification include social interaction, sense of control, goals, progress tracking, rewards, and prompts.

Customer Engagement

The emotional relationship between a business and its customers is centered on the interaction between customer and customer value (Al-Dmour et al., 2019). Customer engagement can serve as a promotional activity that enables close interaction between customers and the company from emotional, mental, and physical perspectives through products or services (Meijani et al., 2023). According to Lee et al., (2021) the three indicators of customer engagement are absorption, dedication, and vigor.

Repurchase Intention

Repurchase intention is the activity of purchasing goods or services from a company due to a positive experience. Consumers tend to have the intention to buy again because of the value and satisfaction derived from the brand (Ali & Bhasin, 2019). In the study by (Ho & Chung, 2020), repurchase intention is measured using three indicators: repeated usage, recommendation to others, and future repeat purchases.

METHOD

This study employs a descriptive quantitative method accompanied by explanatory research. Explanatory research is useful for measuring the relationship between variables included in the hypothesis (Sugiyono, 2019). The aim is to determine the effects on both independent and dependent variables, either directly or indirectly, through an intervening variable. The researcher used a population of Shopee marketplace users, which falls under the category of an infinite population. The sample was collected using a nonprobability sampling technique, specifically purposive sampling. The criteria for respondents were Shopee marketplace users who are over 18 years old, have shopped on Shopee, and have accessed Shopee games, totalling 236 respondents. Data were collected through a

questionnaire distributed via social media platforms such as Instagram, Twitter, and Telegram communities of Shopee users, and then analyzed using descriptive statistical analysis and SEM-PLS analysis.

RESULT AND DISCUSSION

The researchers collected data by distributing questionnaires through Google Forms, which were then completed by respondents. A total of 236 respondents who met the research criteria were obtained. The data analysis revealed that 55.5% of the respondents were female and 44.5% were male. Additionally, 54.7% were aged 18-24 years, 24.6% were aged 25-30 years, 12.7% were aged 31-37 years, and 8.1% were over 38 years old. Furthermore, 46.6% of the respondents were students, 27.1% were civil servants, 14.4% were private employees, 8.9% were entrepreneurs, and 3% were categorized as other professions. Regarding monthly expenses, 24.2% of the respondents had expenses of less than Rp 999.999, 30.1% had expenses between Rp 1.000.000 – Rp 1.999.999, 19.1% had expenses between Rp 2.000.000 – Rp 2,999.999, 13.6% had expenses between Rp 3.000.000 – Rp 3,999,999, and 13.1% had expenses over Rp 4.000.000.

Table 1. Frequency Distribution of Variables

Brand Love (X1)		Gamification (X2)		Customer Engagement (Z)		Repurchase Intention (Y)	
Item	Mean	No. Item	Mean	Item	Mean	Item	Mean
BL1	3.673	GM1	3.500	CE1	3.516	RI1	3.614
BL2	3.563	GM2	3.466	CE2	3.504	RI2	3.588
BL3	3.457	GM3	3.597	CE3	3.588	RI3	3.631
BL4	3.694	GM4	3.572	CE4	3.483	RI4	3.584
BL5	3.508	GM5	3.572	CE5	3.584	RI5	3.512
BL6	3.605	GM6	3.576	CE6	3.525	RI6	3.661
BL7	3.487	GM7	3.525				
BL8	3.652	GM8	3.567				
BL9	3.576	GM9	3.656				
BL10	3.491	GM10	3.542				
		GM11	3.635				
		GM12	3.495				
GRAND MEAN	3.570		3.558		3.533		3.598

Source: Processed by Research (2024)

Based on the frequency distribution results in Table 1, from the 236 respondents, the grand mean for the brand love variable was found to be 3.570. This indicates that consumers agree that brand love is an important aspect in determining whether they will repurchase and continue using the Shopee app, thus highlighting that brand love can bridge the relationship between consumers and the brand. The brand love variable was found to have the highest mean in item 4 (BL4), with a mean value of 3.694, indicating that users agree Shopee is their preferred marketplace.

The grand mean for the gamification variable was 3.558, which signifies that Shopee app users believe that the gamification features have been well implemented. The gamification variable had the highest mean in item 9 (GM9), with a value of 3.656, indicating that Shopee app

users enjoy the rewards they receive when playing Shopee games.

For the customer engagement variable, the grand mean was 3.533, which suggests that Shopee users have a high level of engagement with the Shopee app. The customer engagement variable had the highest mean in item 3 (CE3), with a mean value of 3.588, indicating that Shopee users are enthusiastic when using the Shopee app.

Lastly, the repurchase intention variable had a grand mean of 3.598, indicating that repurchase intention is an important aspect in determining future repurchase decisions on the Shopee app. The repurchase intention variable was found to have the highest mean in item 6 (RI6), which suggests that consumers are likely to continue using the Shopee app.

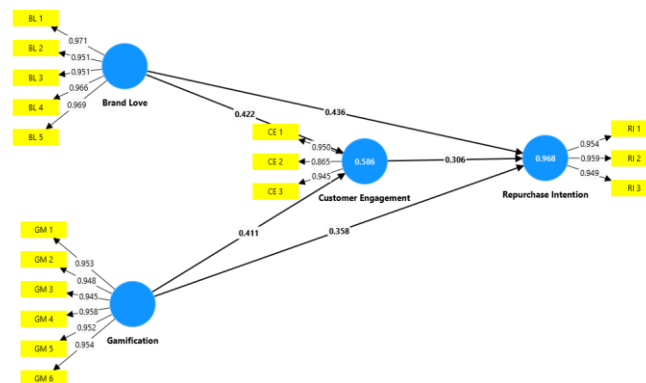


Figure 2. Outer Model
Source: Processed by Research (2024)

In addition to descriptive statistical analysis, this study also utilized PLS-SEM testing using SmartPLS 4.1.1. Based on the PLS-SEM test results, the first step was to examine the measurement of the outer model to test the validity and reliability of the model. In Figure 1, it is shown that the loading factor for each variable has met the required criteria, as all outer model loadings are greater than 0.6. Therefore, all research indicators are considered valid, allowing for further analysis.

Table 2. Average Variance Extracted (AVE)

Variable	AVE	Decision
BL	0.925	Valid
CE	0.848	Valid
GMC	0.906	Valid
RI	0.911	Valid

Source: Processed by Research (2024)

To measure convergent validity, the AVE value must be greater than 0,5 to indicate support for convergent validity (Ghozali & Latan, 2015). Based on Table 2, all variables have an AVE value greater than 0.50, thus they are considered valid. Additionally, the square root of the AVE can be compared with the correlations between

constructs and other constructs to test discriminant validity.

Table 3. Measurement of discriminant validity

	BL	CE	GMC	RI
BL	0.962			
CE	0.705	0.921		
GMC	0.688	0.701	0.952	
RI	0.898	0.864	0.873	0.954

Source: Processed by Research (2024)

Based on the discriminant validity measurement, the variables brand love, gamification, customer engagement, and repurchase intention have values greater than the square root of the AVE for the other variables, indicating that they are valid.

Table 4. Composite Reliability and Cronbach's Alpha

	Composite Reliability	Cronbach's Alpha	Decision
BL	0.984	0.980	Reliable
CE	0.943	0.909	Reliable
GMC	0.983	0.979	Reliable
RI	0.968	0.951	Reliable

Source: Processed by Research (2024)

Cronbach's alpha and composite reliability for a variable are considered reliable when the composite reliability value is greater than 0,7 and the Cronbach's alpha value is greater than 0,6 (Ghozali & Latan, 2015). The composite reliability values for the variables brand love, gamification, customer engagement, and repurchase intention are all above 0.70. Therefore, each of these variables meets the composite reliability criteria. Additionally, the test results also show that the Cronbach's alpha values for each variable are above 0.60, indicating that the Cronbach's alpha requirement has been met. Thus, all constructs have high reliability.

Inner Model

Table 5. R-Square

Variable	R-Square
Customer Engagement	0.586
Repurchase Intention	0.968

Source: Processed by Research (2024)

The customer engagement variable has an r-square value of 58.6%. This indicates that customer engagement contributes to 58.6% of the influence of brand love and gamification on repurchase intention, while the remaining percentage is influenced by other variables. The r-square value is classified as moderate. On the other hand, the repurchase intention variable has an r-square value of 0.968 or 96.8%. This means that brand love, gamification, and customer engagement contribute to 96.8% of the influence on repurchase intention, with the remainder being influenced by other variables. This R-square value falls into the strong category.

Table 6. F-Square

	BL	CE	GMC	RI
BL		0.227		2.580
CE				1.226
GMC		0.215		1.762
RI				

Source: Processed by Research (2024)

The results in Table 6 show that the F-square value of the brand love variable on customer engagement is 0.227, which indicates a moderate effect. Additionally, the f-square value of the brand love variable on repurchase intention is 2.580, indicating a large or strong effect. Furthermore, the F-square value of the customer engagement variable on repurchase intention is 1.226, also indicating a large effect. The F-square value of the gamification variable on customer engagement is 0.215, which indicates a moderate effect. Lastly, the F-square value of the gamification variable on repurchase intention is 1.762, indicating a large or strong effect.

A bootstrapping test was also conducted to assess the influence between variables, as well as to evaluate stability and estimation. The bootstrapping method was applied to minimize data non-normality in the study. The bootstrapping results are presented below.

Table 7. Bootstrapping Test Results

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Value
BL (X1) → RI (Y)	0.436	0.434	0.040	10.842	0.000
GM (X2) → RI (Y)	0.358	0.357	0.036	9.897	0.000
BL (X1) → CE (Z)	0.422	0.425	0.103	4.088	0.000
GM (X2) → CE (Z)	0.411	0.409	0.103	3.999	0.000
CE (Z) → RI (Y)	0.306	0.311	0.041	7.459	0.000
BL (X1) → CE (Z) → RI (Y)	0.129	0.131	0.035	3.662	0.000
GM (X2) → CE (Z) → RI (Y)	0.126	0.126	0.035	3.564	0.000

Source: Processed by Research (2024)

Based on the test results in Table 7, hypotheses with a p-value below 0,05 and a t-statistic greater than the t-table value of 1.96 are supported, indicating that the relationships are positive and significant. The effect of brand love on repurchase intention is supported by a t-statistic of 10.842 (which is greater than 1,96) and a p-value of 0,000 (which is less than 0.05). This indicates a positive and significant effect of brand love on repurchase intention, supporting Hypothesis 1. The effect of gamification on repurchase intention is supported by a t-statistic of 9.897 > 1,96 and a p-value of 0,000 < 0,05, indicating a positive and significant effect of gamification on repurchase intention, thus supporting Hypothesis 2. For the third hypothesis, the t-statistic and p-value are 3,999 > 1,96 and 0,000 < 0,05, respectively, indicating a positive and significant effect of brand love on customer engagement, thereby accepting Hypothesis 3. The effect of gamification on customer engagement is supported by a t-statistic of 10,842 > 1,96 and a p-value of 0,000 < 0,05, indicating a positive and significant effect of gamification on customer engagement, supporting Hypothesis 4. The effect of customer engagement on repurchase intention is supported by a t-statistic of 7,459 > 1,96 and a p-value of 0,000 < 0,05, indicating a positive and significant effect of customer engagement on repurchase intention, thus supporting Hypothesis 5. The sixth hypothesis is supported by a t-statistic of 3,662 > 1,96 and a p-value of 0,000 < 0,05, indicating that brand love has a positive and significant indirect effect on repurchase intention

through customer engagement, supporting Hypothesis 6. Lastly, the seventh hypothesis is supported by a t-statistic of 3,564 > 1,96 and a p-value of 0,000 < 0.05, indicating that gamification has a positive and significant indirect effect on repurchase intention through customer engagement.

DISCUSSION

The Effect of Brand Love on Repurchase Intention

Brand love has a significant positive impact on repurchase intention among Shopee users. The deep emotional connection between consumers and the brand can drive positive behaviors related to repurchase intention on the Shopee app. The frequency distribution results show that the highest mean indicator for brand love is that users agree Shopee is their preferred marketplace. Choosing Shopee as a marketplace can influence repeat purchase intention because it provides a strong competitive advantage; Consumers who like brands are more likely to make repeat purchases on the Shopee app compared to other marketplaces.

Moreover, the highest mean item for repurchase intention is that respondents intend to continue using the Shopee app. This suggests that a positive shopping experience on the Shopee app will increase the likelihood that consumers will continue to use the app. This is supported by research results that show that most respondents shop on the Shopee app 2-4 times a month on average. These results are consistent with research done by Suetrong et al., (2018), indicating that

brand love is the foundation of the brand-user relationship and can drive repeat purchases. The love Shopee users have for the brand can influence their repurchase intention. Similar findings were observed in Lin & Ryu (2023), who identified that brand love has a significant positive impact on repurchase intention. Baran (2023) claims that love to death can contribute to business profitability through long-term consumer-brand relationships and the propensity to make repeat purchases.

The Effect of Gamification on Repurchase Intention

Gamification has a significant positive influence on repurchase intentions among Shopee users. Implementing gamification features such as in Shopee games creates strong and sustainable relationships that ultimately encourage repeat purchase intentions on the Shopee app. This is supported by the frequency distribution results which show that on average the highest gamification indicator is that users like the prizes they receive when playing Shopee games. Rewards from the Shopee game feature provide incentives for users to continue participating in the Shopee app, thereby increasing repeat purchase intentions.

Research by Aparicio et al., (2021) It states that gamification can help increase the adoption rate of apps in the market. This can lead to higher repurchase intentions in the future. Djohan et al., (2022) Wild adoption was found to have a significant positive impact on repeat purchase intentions. Game adoption can be linked to game technologies that provide benefits to consumers. It can be used for shopping and encourages repeat purchases on the marketplace through reward points and coupons earned from in-app games on Shopee.

The Effect of Brand Love on Customer Engagement

Brand love has a significant positive impact on customer engagement for Shopee app users. This means that when consumers have love for the Shopee app, it significantly influences their behavior, especially in terms of engagement with the app. This is consistent with the diverse backgrounds of the respondents, including different occupations and ages, suggesting that Shopee can more effectively reach and engage users of different generations. The results are further supported by the frequency distribution, which shows that the highest mean value for customer engagement indicates that users feel enthusiastic when using the Shopee application. Therefore, it can be inferred that when consumers have a strong emotional connection with Shopee as their marketplace of choice, it improves customer interaction on the Shopee platform.

Research by Paruthi et al., (2023) also outlines a significant positive correlation between customer engagement and brand love. The findings explain that consumers are more likely to actively engage with a brand they like, thus promoting deeper consumer engagement. This is in line with the study of Omran (2021), who found a significant positive influence of brand love on customer commitment. According to Junaid et al., (2020), customers who have a love affair with a brand are positively engaged, as shown by purchasing products, recommending the brand and providing feedback.

The Effect of Gamification on Customer Engagement

Gamification has a significant positive impact on consumer interaction between Shopee users. Using gamification in the Shopee app can improve customer engagement. Gamification can motivate customers to use e-commerce services by providing a fun experience that makes them more engaged with the services. This is supported by the results of the gamification frequency distribution, where the higher mean value

indicates that Shopee app users enjoy the rewards they get when playing Shopee games. On average, users play Shopee games 2-4 times a month. In addition, Shopee game rewards such as coupons, coins and discounts also entice users to engage more. Recording of Djohan et al., (2022) found a significant positive impact of gamification on consumer interaction. The study showed that it is very easy to communicate with Generation Z through the use of enjoyable strategies, such as the use of e-commerce applications, as they consider in-app games as a new and exciting experience. According to Hsu & Chen (2018), applying gamification to marketing activities can strengthen customer engagement.

The Effect of Customer Engagement on Repurchase Intention

Customer engagement has a positive and significant impact on repurchase intention among Shopee users, indicating that customer engagement creates a positive feedback loop that significantly increases repurchase intention on the Shopee app. Customer engagement in social commerce is something that needs to be considered, as greater customer involvement will increase participation and willingness to use social commerce websites and make repeat purchases (Lee et al., 2021). Similarly, Molinillo et al., (2020) found positive results regarding customer engagement's impact on repurchase intention. The study stated that customer engagement in social commerce increases customer commitment, enhances active participation, and boosts the desire to support the social commerce company by making repeat purchases.

The Effect of Brand Love on Repurchase Intention through Customer Engagement

Brand love has a significant positive impact on repurchase intention through customer engagement among Shopee users. Brand love can enhance customer engagement, which in turn

creates a positive experience and commitment to the brand, ultimately increasing repurchase intention among Shopee app users. This is supported by the results of the brand love variable frequency distribution, which has the highest mean value, indicating that consumers agree that Shopee is their marketplace of choice, thereby creating an emotional connection between the consumers and the marketplace. The frequency distribution of respondents also shows that the intensity of shopping on the Shopee app is 2-4 times per month. Thus, when consumers feel love or affection for a brand, it can increase their engagement in various activities offered, as the strong emotional bond between consumers and the brand boosts repurchase intention and leads them to choose Shopee over other marketplaces. These findings are consistent with C. Hsu (2023), which indicates that brand love indirectly influences repurchase intention through customer engagement. The findings emphasize that the mediating role of customer engagement can express love for the brand and drive the intention to repurchase. The presence of brand love for a brand will encourage customer commitment to repeat purchases.

The Effect of Gamification on Repurchase Intention through Customer Engagement

Gamification has a significant positive impact on repurchase intentions through customer engagement among Shopee users. The Shopee app has implemented gamification in its Shopee Games feature, which makes interacting with the brand more engaging and fun, which can influence customer engagement and in turn create a positive experience that strengthens repeat purchase intent. Applying relevant and engaging gamification in the Shopee app can improve customer engagement and thereby promote repurchase intent in the Shopee app. This is supported by the game distribution results, where the higher mean value indicates that users enjoy

the rewards offered when playing Shopee games and these rewards can be used for purchases. The distribution results of the respondents also show that the respondents play Shopee Games 2-4 times per month. Therefore, high customer engagement can increase rewards that can be used for purchases and promote repurchase intentions on the Shopee app. It suits Elgarhy et al., (2023), indicating that gamification indirectly influences repurchase intention through customer engagement. Also Djohan et al., (2022) shows that gamification in the marketplace is a valuable tool to create positive experiences and engage customers. The presence and features of gamification on a platform can attract more customers, especially younger ones, to use the app, making it a repeat purchase. Gaming features can provide customers with an engaging experience and increase their engagement in the marketplace.

CONCLUSION

Brand love and gamification have a direct impact on customer engagement and repurchase intention. Customer engagement (the intervening variable) directly influences repurchase intention. Additionally, the brand love and gamification variables indirectly affect repurchase intention through customer engagement. Therefore, all hypotheses are accepted. When customers feel engaged with a brand, whether through brand love or gamification, it can encourage the intention to repurchase.

The managerial implications of this research suggest that companies need to strengthen their relationships with customers and enhance customer engagement, which can ultimately drive a high intention to repurchase on the Shopee app. Furthermore, the implementation of gamification on Shopee should include the addition and improvement of various features in Shopee Games that can attract users. This study can contribute to the academic

literature and expand the understanding of the dynamics of brand-customer relationships. Additionally, this research can serve as a reference for future researchers to further develop the variables of brand love, gamification, repurchase intention, and customer engagement.

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