

## ABSTRACT

### **THE INFLUENCE OF GAMIFICATION ON CUSTOMER LOYALTY THROUGH CUSTOMER EXPERIENCE AND CUSTOMER ENGAGEMENT ON GOJEK APPLICATIONS**

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*Business competition is certainly unavoidable, but it can be addressed with strategy. Although Gojek is ranked second only to Grab and has competitors of new startup companies in the same field, Gojek is able to survive and compete because Gojek has a strategy to gain customer loyalty. This study aims to examine more deeply the influence of related variables, namely: gamification as an independent variable, customer loyalty as a dependent variable, customer experience and customer engagement as an intervening variable. The method in this study used quantitative research with a descriptive approach, using 280 samples with non-probability sampling techniques and processed with SEM-PLS through SmartPLS software. As a result, gamification has a significant effect on customer loyalty, gamification has a significant effect on customer experience, gamification has a significant effect on customer engagement. In addition, gamification has a significant effect on customer loyalty through customer experience. Also, gamification has a significant effect on customer loyalty through customer engagement.*

**Keywords:** Gamification, Customer Loyalty, Customer Experience, Customer Engagement.

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