

The Mediating Role Of Brand Loyalty In Gamification Usage – A Study In Tokopedia

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Abstract:

Background: The phenomenon that occurs in Tokopedia user loyalty, which uses gamification features to increase consumer engagement and loyalty, the difference in the impact of gamification values on consumer attitudes and behavior, and differences in opinion regarding brand loyalty need to be studied. This study aims to analyze the mediating role of brand loyalty in the use of gamification on eWOM in Tokopedia.

Materials and Methods: This research was conducted in Indonesia using quantitative research. The data in this research uses primary data obtained by distributing questionnaires via Typeform. The data obtained was then analyzed descriptively and structural equation modeling (SEM). The population in this study were Tokopedia users, totaling 242 samples.

Results: The results of this research indicate that utilitarian and hedonic values do not have a significant influence on brand loyalty and social values influence brand loyalty. Hedonic value, social value, and brand loyalty influence electronic word-of-mouth (eWOM), but utilitarian value has no influence.

Conclusion: Brand loyalty only mediates the social value of eWOM, and does not mediate utilitarian and hedonic values.

Key Word: utilitarian value, hedonic value, social value, brand loyalty, eWOM.

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I. Introduction

The e-commerce industry is growing exponentially in Indonesia. Indonesia's e-commerce growth rate of 78% is the highest in the world, and is expected to grow at a Compound Annual Growth Rate (CAGR) of over 14.4% during the forecast period, 2022 - 2027. Judging from the value of retail e-commerce sales in Indonesia, it reached around USD 37.34 billion in 2021, an increase of almost five times compared to 2017. The total gross merchandise value (GMV) of the e-commerce sector in 2022 reached US\$59 billion¹ ar, and the value is expected to reach approximately US\$90.47 billion by 2026².

The Indonesian e-commerce market is experiencing increasing competitiveness among companies consisting of large players, such as Tokopedia, Shopee, Lazada, and others³. Based on data obtained from⁴, in the second quarter of Q2 2022, it can be seen that the competition between online buying and selling sites presented in Table 1 based on the number of monthly web visitors, AppStore and PlayStore rankings, the number of followers on social media Twitter, Instagram, and Facebook, and the number of employees puts Tokopedia in the first position.

As of the second quarter of 2022, Tokopedia as an e-commerce site in Indonesia ranks first among the most clicked e-commerce sites, with more than 158 million clicks, followed by Shopee and Lazada⁴, which shows that Tokopedia is more visited by Indonesians than other e-commerce sites.

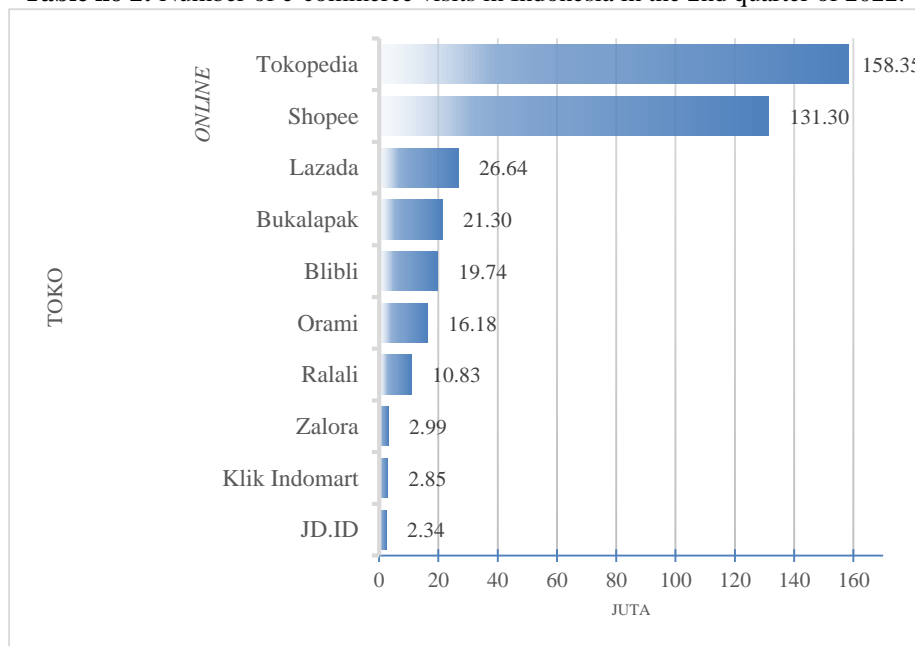
Indonesian online shoppers prefer Tokopedia over e-commerce platforms because more product choices are available on Tokopedia, Tokopedia users can feel the direct benefits obtained from online transactions, do not feel worried about the risks when transacting online⁵, users consider Tokopedia to have value for money and appropriate product offerings⁶. A survey conducted by Kumparan in the period July - August 2022 revealed that Tokopedia outperformed Shopee, Lazada, Blibli, Bukalapak, and JD.id, as an e-commerce platform with the most trusted merchants, has the best customer service, provides the most complete payment methods, provides the most complete delivery services, and is the most convenient for searching products⁷.

Table no 1: Online Store Competition in Indonesia in Q2 of 2022

Online Shop	Monthly Web Visitors	Ranking App Store	Ranking Play Store	Twitter (Follower)	Instagram (Follower)	Facebook (Follower)	Number of Employes (orang)
Tokopedia	158.346.667	#2	#5	1.000.000	5.263.104	6.517.950	7.976
Shopee	131.296.567	#1	#1	842.900	8.727.742	25.778.184	6.781
Lazada	26.640.000	#3	#2	475.900	3.156.231	32.137.440	1.506
Bukalapak	21.303.333	#7	#6	252.500	2.110.525	2.505.675	2.962
Blibli	19.736.667	#5	#3	613.700	2.258.064	8.689.266	2.952
Orami	16.176.667	#N/A	#N/A	5.685	20.085	350.042	251
Ralali	10.832.000	#24	#N/A	3.736	50.778	90.396	204
Zalora	2.990.000	#4	#9	69.400	772.558	8.021.418	258
KlikIndomart	2.846.667	#8	#8	N/A	443.893	79.369	N/A
JD.ID	2.343.333	#9	#7	62.100	649.824	1.036.192	1.566

The high number of visits to Tokopedia is not in line with the company's financial report in Q2 2022 where Tokopedia's total gross merchandise value (GMV) was US\$4 billion, or smaller when compared to Shopee which reached US\$19 billion or in other words Shopee's GMV is times greater than Tokopedia's ⁸.

Table no 2: Number of e-commerce visits in Indonesia in the 2nd quarter of 2022.⁴



Based on Table 1, Shopee as a competitor in e-commerce managed to outperform Tokopedia based on the number of monthly active users of Tokopedia from 2019 - 2020 ⁹. In 2019, Tokopedia was ranked 9th and Shopee had not yet entered the top 10 based on the number of monthly active users, but in 2020 Shopee managed to rank 8th and continued to outperform Tokopedia until 2023.

In the period Q2 2018 - Q4 2019 Tokopedia was consistently ranked first based on the number of web visits, but in Q4 2019 the figure decreased to 65.95 million user visits ¹⁰. Meanwhile, in the 4th quarter of 2019 to Q3 2020, the number of Shopee user visits continued to increase, from 55.9 million in Q4 2019 to 96.5 million in Q3 2020. The decline in Tokopedia visits during this period was due to customers who began to look at Shopee ¹⁰.

In 2022 App Annie recorded Shopee as the number 1 online shopping platform in Indonesia with the highest total number of downloads on Google Play and Apple Store ¹¹, and succeeded in becoming the e-commerce of choice for Indonesians ¹². Shopee has been downloaded up to 100 million downloads in the first quarter of 2021, followed by Lazada and followed by Tokopedia, Bukalapak, Blibli, and JD.ID ¹³.

Based on the Net Promotor Score (NPS) in 2022, a tool to measure consumer loyalty by predicting the likelihood of consumers repurchasing products or recommending them to others, Tokopedia managed to occupy the first position with an NPS figure of 45% of. This shows that 45% of Tokopedia users give recommendations to other consumers. The second position is Shopee with an NPS of 42%, JD.ID -7% and Lazada -8%. Tokopedia's high NPS value is not directly proportional to the Top Brand Index (TBI) value which decreased by 1.8% in the

2021-2022 period, and until June 2023 Tokopedia's TBI showed a downward trend. This is in contrast to its competitors, Shopee and BliBli, which increased by 1.9% and 2% in the same period in 2022 ¹⁴.

In a study of environmentally friendly products in the retail sector, it was found that an increase in the TBI percentage indicates an increase in brand trust held by consumers, which has an impact on brand loyalty ¹⁵. The decrease in TBI value from 2021 - 2022 in the online shopping category in Indonesia can illustrate that Tokopedia has experienced a decrease in user loyalty defeated by its main competitor, Shopee. Brand loyalty is known to significantly influence the occurrence of consumer electronic word-of-mouth (eWOM) which then affects online purchase intentions ¹⁶. In a study of imported Bata, Nike, and Adidas brand shoes, it was found that TBI also had an impact on electronic word-of-mouth (eWOM) ¹⁷

Table no 3: Top Brand Index Online Shopping

Brand	Top Brand Index (%)						Delta (%) 2021 – 2022
	2018	2019	2020	2021	2022	2023*	
Shopee	14,7	15,6	20,0	41,8	43,7	45,8	1,9
Tokopedia	18,5	13,4	15,8	16,7	14,9	11,3	-1,8
Lazada	31,8	31,6	31,9	15,2	14,7	15,1	-0,5
Bukalapak	8,7	12,7	12,9	9,5	8,1	4,7	-1,4
BliBli	8,0	6,6	8,4	8,1	10,1	10,6	2

Previous research on Tokopedia revealed that electronic word - of - mouth (eWOM) made anonymously through all social media such as Facebook, Twitter, etc. influences purchase intention ¹⁸, and improves brand image ¹⁹. Tokopedia has 2 official accounts on social media Twitter as a means of providing information about promos being offered, products being sold, quizzes with prizes, and other attractive offers to users. The information is provided to attract audiences to make transactions on Tokopedia, namely @Tokopedia and @TokopediaCare.

The rapid development of m-commerce, smartphones, and mobile technology has made business models increasingly complex, and consumers are beginning to understand perceived value in different ways ²⁰. The perceived value of m-commerce can bring great benefits to mobile retailers and app developers, and help increase user satisfaction, encouraging them to continue using the app, which is a key driving force for users to continue engaging in e-commerce activities ^{21 22 23}. One of the new features to increase consumer engagement is gamification that will create excitement and fun experiences when customers use the application ²⁴.

Gamification refers to efforts to make non-gaming products and services more game-like ²⁵, to enhance the overall creation and realization of value for consumers ²⁶. The use of game design elements to increase the use of non-game goods and services in gamification can increase the value perceived by customers and encourage value creation behaviors such as increased consumption, greater loyalty, engagement, or product advocacy²⁷.

Companies use gamification in marketing for branding by awarding points, badges, and free products by playing games or joining competitive activities ²⁸. Gamification is also one of the latest strategies that companies can use to build high brand loyalty ²⁹. Gamification has a positive effect on consumer loyalty, electronic word-of-mouth (eWOM), purchase intention ³⁰, and repurchase intention ^{31 24 28}.

The values in gamification that are perceived and increase the intention to use games in e-commerce include utilitarian value, hedonic value, and social value ³². Utilitarian value is related to usefulness and ease of use, hedonic value is related to fun and enjoyment, and social value is related to social recognition and influence ³³. The ease of getting rewarded after winning games on e-commerce platforms is usually related to the price of goods and shopping coupons including monetary value so it can be considered as utilitarian value ³². The value of game items obtained by online game users is considered suitable for describing hedonic and monetary values in gamification ²³. Gamification elements reward consumers, encourage consumer participation, improve communication between different online users, promote the exchange of ideas, and increase social interaction ^{34 35 36}.

³⁷ tried to find out the combination of the interaction of utilitarian value, hedonic value, social value, mediated by satisfaction and brand love on brand loyalty and word-of-mouth (WOM). The study ³⁷ found that utilitarian value is enough to make users spread positive words about the brand where the hedonic value of the application/website contributes, but social value is not so visible in its influence, but the combination of utilitarian and social values is the part that leads to brand loyalty.

In contrast to research conducted by ³⁸ which revealed that only social and utilitarian values lead to the intention to continue using the e-commerce platform and spread word of mouth, but hedonic values were not found to significantly influence these attitudes. In addition, the influence of perceived social value was found to be unrelated to engagement intention, but related to attitude towards the brand ²⁸. Furthermore, research conducted by ³⁹ on airplane passengers revealed that utilitarian value, hedonic value, usage intention and electronic word-of-

mouth (eWOM) had no significant effect on brand loyalty. The impact of gamification on brand loyalty is a complex and multifaceted issue, so ³⁷ suggest conducting research on specific brands that provide applications/websites that fit the gamification concept and examine the influence of the perceived value dimension of gamification.

Gamification has a positive impact on brand engagement and equity, leading to increased brand loyalty ⁴⁰. Consumer loyalty not only drives purchase intention and electronic word-of-mouth (eWOM) sharing behavior, but also mediates between gamification and electronic word-of-mouth (eWOM) behavior ³¹. EWOM sharing behavior can be considered a form of behavioral loyalty that includes repurchase activities, re-subscription intentions, and word-of-mouth communication ^{41 42: 43}. However, research conducted by ⁴⁴ suggests that brand loyalty has less influence on electronic word-of-mouth (eWOM).

Tokopedia online shopping site, provides various conveniences for its customers to shop more economically, easily, and comfortably, ranging from electronic products, groceries, women's and men's fashion, beauty and makeup, to digital products such as credit, Indonesian Railway tickets, airline tickets and so on. With daily online shopping promos, consumers can get a wide selection of attractive promos, ranging from online buying and selling promos, merchant products, and official stores ⁴⁴. Attractiveness, dependability, stimulation, novelty, and success in completing game tasks have a big impact on the use of Tokopedia ⁴⁵, and the gamified loyalty program is one of the reasons why Tokopedia consumers are loyal ⁴⁶.

The Tokopedia application/website has a gamification feature as a way to provide these attractive promos. There are 5 types of games including Daily Attendance, Tap-Tap Kotak, Top Quest (Fun Mission), Fun Coupons, and Invite Profit. A similar type of game is also owned by its main competitor, namely Shopee by having a game of Plant, Lucky prize, Shopee Throw, Shopee Catch and Shopee Shake.

Research conducted by ³² revealed that mobile device users choose to play mini-games on e-commerce because they get fun with less time spent. Tap - Tap Kotak is a gamification feature with a simple in app games model owned by Tokopedia which aims to provide rewards such as cashback coupons, discount coupons, and others to users.

The gamification system can increase website visits by 108.5%, and 5% of users actively pursue game prizes ⁴⁷. According to the CEO of Tokopedia quoted by ⁴⁸ there are more than 40 thousand Tap - Tap Kotak boxes opened per minute during the monthly shopping festival Waktu Indonesia Belanja (WIB), and the game is played by more than 100 million active users every month ⁴⁴. How to play Tap - Tap Kotak is as follows: 1) First, click the floating icon "Tap-Tap Kotak" on Tokopedia homepage; 2) Then the user will be taken to the Tokopedia Tap-Tap Kotak playscreen; 3) The user must click the box in the center of the screen to open the box; 4) After the box is open, the user can get the prize; and 5) Automatically, the prize obtained will be stored directly in the user's account ⁴⁴,

The phenomenon that occurs in Tokopedia user loyalty, which uses gamification features to increase consumer engagement and loyalty, the difference in the impact of gamification values on consumer attitudes and behavior, and differences in opinion regarding brand loyalty need to be studied. This study aims to analyze the mediating role of brand loyalty in the use of gamification on eWOM in Tokopedia.

II. Material And Methods

This research will be conducted in Indonesia. The research time was conducted in 2023. The type of research conducted in this study is causal research with quantitative techniques. This study uses three variables consisting of independent variables, dependent variables, and mediating variables. The independent variables in this study consist of utilitarian value (X1), hedonic value (X2), and social value (X3). The dependent variable in this study is electronic word-of-mouth (Y1) and the mediating variable in this study is brand loyalty. The sampling used was nonprobability sampling by purposive sampling which amounted to 242 samples. This study uses a data collection method in the form of a survey, by distributing questionnaires online using the Typeform link. The data analysis used is Structural Equation Modeling (SEM) which is assisted by AMOS 24.

III. Result

The results of the research that have been carried out most of the respondents based on gender characteristics are women totaling 131 people (54.1%), while male respondents totaled 111 people (45.9%). Most of the respondents were aged 18-35 years. Respondents mostly live on the island of Java. Most of the respondents' education level is undergraduate. The frequency of respondents' transactions on Tokopedia in one year, the majority made more than 5 transactions. This study aims to understand how utilitarian value, hedonic value, and social value in gamification affect brand loyalty and eWOM, and whether brand loyalty plays a mediating role in the relationship between these gamification values and eWOM. Gamification is generally defined as the application of game elements and mechanics in non-game entertainment environments ⁴⁹. The perceived values in gamification include utilitarian value, hedonic value, and social value ³². Brand loyalty plays a mediating role in the relationship between gamification use and behavior-related outcomes. In this context, the mediating role

refers to how the influence of brand loyalty related to utilitarian value, hedonic value and social value in gamification on eWOM. The results of testing the direct and indirect effect hypotheses can be seen in Table 4.

Table no 1 : Hypothesis Testing Results of direct influence variables

Hypothesis	Influence	Estimate	T test	P Value	T Table	Result
H ₁	Utilitarian Value → Brand Loyalty	0,148	1,047	0,295	1,96	Not Supported
H ₂	Hedonic Value → Brand Loyalty	0,071	0,624	0,533	1,96	Not Supported
H ₃	Social Value → Brand Loyalty	0,623	5,117	0,000	1,96	Supported
H ₄	Utilitarian Value → eWOM	0,130	1,268	0,205	1,96	Not Supported
H ₅	Hedonic Value → eWOM	0,338	3,989	0,000	1,96	Supported
H ₆	Social Value → eWOM	0,210	2,083	0,037	1,96	Supported
H ₇	Brand Loyalty → eWOM	0,314	3,43	0,000	1,96	Supported
H ₈	Utilitarian value to EWOM through Brand Loyalty		0,948		1,96	Not Supported
H ₉	Hedonic value to EWOM through Brand Loyalty		0,598		1,96	Not Supported
H ₁₀	Social value to EWOM through Brand Loyalty		2,619		1,96	Supported

IV. Discussion

The first hypothesis tests whether the utilitarian value of gamification has a positive and significant effect on Tokopedia brand loyalty. SEM calculation results in a C.R value of 1.047 and a p-value of 0.295. From these results, it is stated that the value is not significant, because the C.R value is smaller than the t-table $1.047 < 1.96$ with a p-value of $0.295 > 0.05$ so that the first hypothesis is not supported, which indicates that this hypothesis value is rejected. This proves that the utilitarian value of gamification does not have a positive and significant effect on Tokopedia brand loyalty.

Previous research reveals that utilitarian value, hedonic value, brand satisfaction, emotional attachment and brand trust are identified as important variables that drive customer loyalty of a mobile phone brand in Malaysia⁵⁰, and utilitarian value is known to have a strong influence on loyalty⁵¹, but there are different findings regarding the relationship between utilitarian value and brand loyalty. Research conducted by⁵² and⁵³ shows that utilitarian value has no significant effect on brand loyalty.⁵⁴ explain that utilitarian value is not as strongly associated with trust and brand loyalty as hedonic value and social value because utilitarian value is more functional and rational, while brand loyalty is more emotional and experiential.

According to³⁸ the utilitarian value obtained from gamification applications can affect consumer loyalty, and this relationship can be influenced by income levels. Individuals with higher incomes generally have more disposable income, which allows them to spend more on goods and services, including luxury items and unique offerings. However, the effect of utilitarian value on brand loyalty was not found in the purchase of luxury products. In this study, it is known that gamification users on Tokopedia are dominated or 67.9% by those who earn Rp. 1,000,000.00 - Rp. 10,000,000.00,

Research conducted⁵⁵ shows that user preference for gamification elements in learning management systems is influenced by factors such as culture and income. Cultural differences affect the formation and relationship between brand trust and brand loyalty⁵⁶. This research was conducted by distributing questionnaires to Tokopedia users in the Indonesian region who have different cultures. This is thought to affect the assessment of Tokopedia users on utilitarian value towards brand loyalty.

To increase consumer loyalty, companies often focus on the benefits and value of savings, such as providing discounts, coupons, redeemable points, and better treatment for membership through loyalty initiatives⁵⁷, but the effect of gamification on brand loyalty can vary between individuals³⁷. Gamification that emphasizes the entertainment aspect without offering clear utilitarian value may confuse users and not increase brand loyalty^{28 58}.

The second hypothesis tests whether the hedonic value of gamification has a positive and significant effect on Tokopedia brand loyalty. SEM calculation results in a C.R value of 0.624 and a p-value of 0.533. From these results, it is stated that the value is not significant, because the C.R value is smaller than the t-table $0.624 < 1.96$ with a p-value of $0.533 > 0.05$ so that the second hypothesis is not supported, which indicates that this hypothesis value is rejected. This proves that the hedonic value of gamification does not have a positive and significant effect on Tokopedia brand loyalty.

Hedonic value and social value are more closely related to brand loyalty than utilitarian value³⁷, and hedonic value has a positive effect on user loyalty⁵⁴. In contrast to the results of this study which show that hedonic value has no effect on brand loyalty. This finding is in line with research conducted by⁵⁹ which revealed that the hedonic value of gamification only affects satisfaction, not loyalty.⁶⁰ explain that hedonic value is less related to brand loyalty because hedonic value is more focused on immediate pleasure and emotional satisfaction, while brand loyalty is focused on long-term relationships and trust.

²⁸ define hedonic value as the extent to which users get pleasure from using an application. The results of Ceyhan's research⁶¹ reveal that funny and fun content increases consumer purchase intention but does not affect

brand loyalty, and if users do not see gamification elements as interesting or relevant, then the impact on brand loyalty can be limited³¹.

The Indonesian e-commerce market is experiencing increased competitiveness among companies consisting of big players, such as Tokopedia, Shopee, Lazada, and others³. If an e-commerce competitor (e.g. Tokopedia) offers stronger hedonic value through gamification or more engaging entertainment elements, customers may be more likely to switch to the competitor, regardless of how well it delivers hedonic value⁶². This can be seen from App Annie's data in 2022 which records Shopee as the number 1 online shopping platform in Indonesia with the highest total number of downloads on Google Play and Apple Store¹¹, and managed to become the e-commerce of choice for Indonesians¹². This shows that Shopee's hedonic value managed to beat Tokopedia.

The third hypothesis tests whether the social value of gamification has a positive and significant effect on Tokopedia brand loyalty. SEM calculation results in a C.R value of 5.177 and a p-value of 0.000. From this result, it is stated that the value is significant, because the C.R value is greater than the t-table $5.177 > 1.96$ with a p-value of $0.000 < 0.05$ so that the third hypothesis is supported, which indicates the value of this hypothesis is accepted. This proves that the social value of gamification has a positive and significant effect on Tokopedia brand loyalty.

Gamification on Tokopedia gives users the opportunity to interact positively with the brand, such as providing product reviews or contributing to community discussions. This can increase their sense of engagement and loyalty to the brand⁶³. Social value can help marketplaces develop long-term emotional relationships with users and indirectly shape user loyalty⁶⁴.

Gamification features related to achievement and social interaction are positively associated with all three forms of brand engagement (emotional, cognitive, and social), which are also positively associated with brand equity⁶³. The results of this study show that user involvement in games that support social aspects, such as competition or collaboration between users, can increase user engagement in the Tokopedia platform. In addition, rewards help motivate users, create loyalty, and signal social status²⁷.

The fourth hypothesis tests whether the utilitarian value of gamification has a positive and significant effect on electronic word - of - mouth (eWOM) behavior on Tokopedia. SEM calculation results in a C.R value of 1.268 and a p-value of 0.205. From these results, it is stated that the value is not significant, because the C.R value is smaller than the t-table $1.268 < 1.96$ with a p-value of $0.205 > 0.05$ so that the fourth hypothesis is not supported, which indicates that this hypothesis value is rejected.

The utilitarian value of gamification aims to motivate and engage users, does not have a significant impact on electronic word-of-mouth (eWOM) due to various factors. The perceived benefits of gamification, including utilitarian value, decrease with usage, so it is recommended to provide novelty. Since gamification was introduced by Tokopedia in 2018, the Tap - tap Kotak game is one of the games that has not changed much until now.

It is further recognized that different generations and educational contexts have different perceptions of the effectiveness of gamification, which may impact eWOM⁶⁵. Generation X indicated that perceived usefulness and recognition are important aspects of gamification. As for millennials, they indicate that fun and social influence are important factors⁶⁶. From the research data presented in Table 4.4 and Table 4.8, it is known that Tokopedia gamification users are spread across all age ranges and education levels.

This study found that the utilitarian value of gamification does not have a positive and significant effect on electronic word-of-mouth (eWOM) behavior on Tokopedia, but utilitarian value was found to have a significant indirect effect on eWOM engagement through satisfaction, and significantly influences the intention to use hashtags^{39 67}.

The fifth hypothesis tests whether the hedonic value of gamification has a positive and significant effect on electronic word - of - mouth (eWOM) behavior on Tokopedia. SEM calculation resulted in a C.R value of 3.989 and a p-value of 0.000. From these results, it is stated that the value is significant, because the C.R value is greater than the t-table $3.989 > 1.96$ with a p-value of $0.000 < 0.05$ so that the fifth hypothesis is supported, which indicates the value of this hypothesis is accepted. This proves that the hedonic value in gamification has a positive and significant effect on electronic word-of-mouth (eWOM) behavior on Tokopedia.

Hedonic features in gamification serve to promote users towards positive experiences, such as enjoyment when using the application, and to shape desired behavior as a fun activity³³. The results of this study support research conducted by⁶⁸ on online gamification users conducted showing that hedonic value and utilitarian value directly affect user experience, further affecting user satisfaction, intention to use, and provide recommendations. This research reinforces that hedonic value is an internal motivation⁶⁹, which determines electronic word-of-mouth (eWOM) participation⁷⁰, and the results of research conducted by⁷¹ that hedonic constructs are more related to immediate and affective responses.

The sixth hypothesis tests whether the social value of gamification has a positive and significant effect on electronic word - of - mouth (eWOM) behavior on Tokopedia. SEM calculation results in a C.R value of 2.083

and a p-value of 0.037. From these results, it is stated that the value is significant, because the C.R value is greater than the t-table $2.083 > 1.96$ with a p-value of $0.037 < 0.05$ so that the sixth hypothesis is supported, which indicates the value of this hypothesis is accepted. This proves that the social value of gamification has a positive and significant effect on electronic word-of-mouth (eWOM) behavior on Tokopedia.

Gamification owned by Tokopedia provides an opportunity for users to share information with colleagues about the rewards obtained from the game. Gamification will influence people's attitudes and behavior because of the reward system, such as points, badges, and levels⁷². Respectable status can be achieved when a person has a collection of points, badges, ranking positions, and certain roles they have, which demonstrate their competence and thus earn a reputation in their social group⁷³. When users have a positive attitude towards gamification systems in e-commerce, it can encourage them to continue using the service and even spread good word of mouth to others³⁸.

Consumers' desire for social interaction, desire for economic incentives, their concern for other consumers, and the potential to increase their own self-esteem are the main factors that lead to electronic word-of-mouth (eWOM) behavior⁷⁴. Research conducted by⁴⁴ found that loyal consumers' willingness to engage in eWOM increases when they are motivated to signify their identity through a brand. In addition, participation in online word-of-mouth activities can reduce social anxiety associated with social ties³⁹.

The seventh hypothesis tests whether brand loyalty has a positive and significant effect on electronic word-of-mouth (eWOM) behavior on Tokopedia. SEM calculation results in a C.R value of 3.43 and a p-value of 0.000. From these results, it is stated that the value is significant, because the C.R value is greater than the t-table $3.43 > 1.96$ with a p-value of $0.000 < 0.05$ so that the seventh hypothesis is supported, which indicates the value of this hypothesis is accepted. This proves that brand loyalty has a positive and significant effect on electronic word-of-mouth (eWOM) behavior on Tokopedia.

Brand loyalty can influence word of mouth communication, either directly or indirectly⁷⁵. The results of this study strengthen the results of previous research conducted by⁷⁶ and¹⁶ which explain that brand loyalty positively affects the occurrence of eWOM. This is influenced by various factors, including sustainable positioning, credible sources, and transparency⁷⁷, brand identification⁷⁸, brand love, consumer trust and satisfaction⁷⁹. These factors, in turn, influence eWOM, which plays an important role in consumer brand engagement⁸⁰, and can be influenced by brand actions on social media⁸¹.

The relationship between eWOM and brand loyalty is further strengthened by social media marketing⁸². Tokopedia has 2 official accounts on Twitter social media, namely @Tokopedia and @TokopediaCare, which are a means to provide information about promos being offered, products being sold, quizzes with prizes, and other attractive offers to users. This situation is reinforced by Tokopedia's position which has the highest number of followers on Twitter social media, followed by Facebook and Instagram.

Testing the effect of mediation shows t-Count 1.9479 < t-Table 1.965. Where the requirement to be influential is that the t-count value must be greater than the t-table value. So it is concluded that brand loyalty has no effect in mediating the utilitarian value of gamification on electronic word-of-mouth (eWOM) behavior on Tokopedia. This shows that brand loyalty has no effect as a mediator of utilitarian value in gamification on electronic word-of-mouth (eWOM) behavior on Tokopedia.

Utilitarian value is the extent to which a person believes using the application can carry out activities better²⁸. In this study, utilitarian value has no direct effect on brand loyalty and electronic word-of-mouth (eWOM), so the mediation effect also does not show this. The effect of utilitarian value on electronic word-of-mouth (eWOM) varies across contexts. Research conducted⁸³ noted gender differences in the effect of utilitarian value on eWOM. But in this study, the gender difference of users is not so significant as shown in Table 4.3 where men are 54.1% and women are 45.9%. The negative effect of perceived utilitarian value on eWOM, suggests that utilitarian value may not always influence eWOM. This difference could be due to differences in the industries and products studied⁸⁴.

Testing the effect of mediation shows t-Count 0.5985 < t-Table 1.965. Where the requirement to be influential is that the t-count value must be greater than the t-table value. So it is concluded that brand loyalty has no effect in mediating the hedonic value of gamification on electronic word-of-mouth (eWOM) behavior on Tokopedia. This shows that brand loyalty has no effect as a mediator of hedonic value in gamification on electronic word-of-mouth (eWOM) behavior on Tokopedia.

The results of this study indicate that hedonic value has no effect on brand loyalty, but has an effect on electronic word-of-mouth (eWOM) behavior. Hedonic value is a value associated with non-functional benefits derived from the use of a particular object, such as pleasure and happiness and pays more attention to emotional benefits. The results of the study⁷¹ reveal that the hedonic construct is more related to direct and affective responses. The results of this study indicate that users' direct responses are expressed through eWOM, without the need for mediation from brand loyalty, and reinforce that hedonic value is an internal motivation⁷⁰.

Testing the effect of mediation shows t-Count 2.6191 > t-Table 1.965. Where the requirement to be influential is that the t-count value must be greater than the t-table value. So it is concluded that brand loyalty has

an effect in mediating social value in gamification on electronic word-of-mouth (eWOM) behavior on Tokopedia. This shows that brand loyalty has an effect as a mediator of social value in gamification on electronic word-of-mouth (eWOM) behavior on Tokopedia.

Social value is the value generated by the ability of a product or service to increase user social interaction⁸⁵. The results of this study indicate a direct effect of social value on electronic word of mouth (eWOM) behavior, as well as social value mediated by brand loyalty on eWOM. This supports the results of research⁷⁵ which states that brand loyalty can directly and indirectly influence word of mouth communication, as well as mediate the relationship between brand personality, brand love, and experience sharing. Rewards in gamification help motivate users, create loyalty, and signal social status²⁷. When users have a positive attitude towards the gamification system in e-commerce, it can encourage them to continue using the service and even spread good word of mouth to others.³⁸

V. Conclusion

Utilitarian and hedonic values do not have a significant effect on brand loyalty and social values have an effect on brand loyalty. Hedonic value, social value, and brand loyalty affect electronic word-of-mouth (eWOM), but utilitarian value has no effect. The mediation test results show that brand loyalty only mediates social value on eWOM, and does not mediate utilitarian and hedonic values. Therefore, business actors need to try to provide gamification that provides more convenience and fun so as to encourage users to continue using Tokopedia and share the experiences they get through social media. This can be done by simplifying gamification and emphasizing features.

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