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**PROGRAM GAMIFICATION DALAM MENINGKATKAN
E-LOYALTY MELALUI *CUSTOMER ENGAGEMENT*
(Survei Terhadap Pengguna *E-Commerce* Blibli yang Tergabung
ke dalam Komunitas Blibli Sahabat Ibu Pintar)**

SKRIPSI

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar
Sarjana Pendidikan pada Program Studi Pendidikan Bisnis



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2023**

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
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Agustus 2023

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PROGRAM GAMIFICATION DALAM MENINGKATKAN E-LOYALTY MELALUI CUSTOMER ENGAGEMENT (Survei Terhadap Pengguna *E-Commerce* Blibli yang Tergabung ke dalam Komunitas Blibli Sahabat Ibu Pintar)

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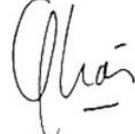

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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini penulis menyatakan bahwa skripsi dengan judul "**Program Gamification dalam Meningkatkan E-Loyalty melalui Customer Engagement**" beserta seluruh isinya merupakan karya sendiri dengan sebenar-benarnya. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku.

Atas pernyataan ini saya siap menanggung resiko ataupun sanksi yang dijatuhkan kepada saya apabila di kemudian hari terdapat adanya pelanggaran etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, 18 Agustus 2023
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ABSTRAK

Ghania Wardani Luthfiyyah (1901444) “**Program Gamification Dalam Meningkatkan E-Loyalty Melalui Customer Engagement (Survei Terhadap Pengguna E-Commerce Blibli yang Tergabung ke dalam Komunitas Blibli Sahabat Ibu Pintar)**” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Lisnawati, S.Pd., M.M.

Penelitian ini dilakukan dengan tujuan untuk memperoleh gambaran dan pengaruh *gamification* terhadap *e-loyalty* melalui *customer engagement* pada anggota komunitas Blibli Sahabat Ibu Pintar. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Penelitian ini melibatkan 200 sampel yang diambil dengan metode *simple random sampling*. Teknik analisis yang digunakan adalah analisis *structural equation model* (SEM) dengan bantuan perangkat lunak AMOS for Windows. Hasil penelitian menunjukkan gambaran *gamification*, *customer engagement*, dan *e-loyalty* responden berada di kategori tinggi, serta terdapat pengaruh positif dan signifikan antara *gamification* terhadap *e-loyalty* melalui *customer engagement* secara simultan dan parsial. Temuan penelitian ini menunjukkan bahwa pengaruh yang dimediasi memiliki nilai yang lebih rendah dibandingkan pengaruh langsung. Berdasarkan hasil penelitian, peneliti memberikan rekomendasi kepada Blibli untuk meningkatkan kualitas *gamification* melalui perubahan dan penyesuaian yang diperlukan demi meningkatkan pengalaman pengguna yang dapat berpengaruh terhadap *e-loyalty* melalui *customer engagement*.

Kata kunci: *gamification*, *customer engagement*, *e-loyalty*, *e-commerce*

ABSTRACT

Ghania Wardani Luthfiyyah (1901444) ***“The Influence of Gamification Program in Increasing E-Loyalty of Blibli Sahabat Ibu Pintar Community through Customer Engagement (Survei of Blibli E-Commerce Users who are Joined Blibli Sahabat Ibu Pintar Community)”*** under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Lisnawati, S.Pd., M.M.

This study aims to obtain an overview and influence of gamification on e-loyalty through customer engagement among members of the Blibli Sahabat Ibu Pintar community. The type of research used is descriptive and verification. This study involved 200 samples taken by simple random sampling method. The analysis technique used is structural equation model (SEM) analysis using AMOS for Windows. The results of the study show that the respondents' gamification, customer engagement, and e-loyalty are in high category, and show there is a positive and significant influence between gamification on e-loyalty through customer engagement simultaneously and partially. The findings of this study indicate that mediated influence has a lower value than direct influence. Based on the research results, the researchers recommend Blibli to improve the quality of gamification through necessary changes and adjustments to improve user experience which can affect e-loyalty through customer engagement

Keywords: gamification, customer engagement, e-loyalty, e-commerce

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