



Gamification and repurchase intention among Shopee users in Cirebon: the mediating role of positive emotion

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Abstract

This study aims to examine the effect of gamification on repurchase intention, the effect of gamification on positive emotion, the effect of positive emotion on repurchase intention, and the mediating role of positive emotion among Shopee users in Cirebon. This study employed a quantitative cross-sectional design. A total of 150 active Shopee users were selected through purposive sampling based on the criteria of having used Shopee gamification features and having made repeat purchases within the previous three months. Data were collected through an online questionnaire using a five-point Likert scale and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The findings reveal that gamification has a positive and significant effect on both positive emotion and repurchase intention. Positive emotion also has a positive and significant effect on repurchase intention. Furthermore, positive emotion significantly mediates the relationship between gamification and repurchase intention. These findings indicate that Shopee's gamified features encourage repeat purchasing not only directly but also through the creation of positive emotional experiences. The study recommends that e-commerce platforms develop gamified features that not only increase user interaction but also strengthen emotional engagement to foster customer loyalty and repeat purchasing.

Introduction

The rapid growth of e-commerce has shifted market competition from merely attracting first-time buyers to sustaining repeated purchases over time. In this context, repurchase intention has become a strategic construct because it reflects customer retention, long-term relationship quality, and the potential for sustainable business performance. Recent studies have shown that repurchase intention in digital environments is shaped by customer experience, satisfaction, trust, perceived risk, and platform-related evaluations, indicating that e-commerce platforms must create shopping experiences that are not only functional but also psychologically engaging (Dash et al., 2025; Yao & Rehman, 2025).

One strategy increasingly adopted by digital platforms is gamification, which refers to the application of game elements such as points, rewards, missions, badges, and challenges in non-game contexts to enhance user participation and influence user behavior. A systematic review in the e-commerce context found that gamification is widely used to improve consumer engagement, loyalty, and behavioral outcomes, with reward-based and achievement-oriented elements being among the most dominant forms (Rahmadhan et al., 2023). In the online shopping context, gamification has also been shown to increase user engagement by transforming conventional shopping activities into more interactive experiences (García-Jurado et al., 2021). Similarly, gamification in mobile commerce platforms has been found to influence users' purchase intention by providing hedonic, utilitarian, and social value during platform use (Yu & Huang, 2022). In the Indonesian marketplace context, gamification and intrinsic motivation have been found to positively influence shopping engagement among Shopee users (Rizano & Salehudin, 2023). At the mobile application level, gamification has also been shown to strengthen customer engagement, brand experience, brand love, and repurchase intention (Hsu, 2023).

However, the effect of gamification on repurchase intention cannot be fully explained only through cognitive or behavioral mechanisms. Interactions with gamified features may also evoke positive emotions, such as enjoyment, excitement, pleasure, enthusiasm, and satisfaction. Theoretically, the

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Broaden-and-Build Theory of Positive Emotions explains that positive emotions broaden individuals' thought-action repertoires and build psychological resources that support adaptive behavior over time (Fredrickson, 2001). Recent empirical evidence also supports the relevance of positive emotions in digital behavior. A contemporary validation of the Broaden-and-Build Theory confirmed that positive emotions play an important role in shaping psychological responses and behavioral tendencies (Roth et al., 2024). In online shopping, emotional states have also been shown to influence consumers' repurchase intention, indicating that affective responses remain central in digital consumption behavior (Alshohaib, 2024).

From the perspective of intention formation, the Theory of Planned Behavior remains relevant in explaining repurchase intention because it posits that behavioral intention is determined by attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). In online shopping settings, recent studies have shown that purchase and repurchase intentions are shaped by a combination of attitude, perceived enjoyment, satisfaction, trust, perceived risk, and platform-related evaluations (Amado-Mateus et al., 2025; Dash et al., 2025; Nguyen et al., 2023). This indicates that repurchase intention on digital platforms emerges from the interaction between rational evaluations of the platform and affective experiences during platform use. Accordingly, positive emotion can be understood as an affective factor that strengthens consumers' tendency to return and repurchase after experiencing enjoyable gamified interactions.

Despite the growing literature on gamification in e-commerce, several gaps remain. First, previous studies have more frequently emphasized customer engagement, brand love, brand experience, platform usage, or habit formation as the key explanatory mechanisms linking gamification to behavioral outcomes (Aparicio et al., 2021; De Canio et al., 2021; García-Jurado et al., 2021; Suratmanto et al., 2025). Second, although enjoyment and affective reactions have been examined in relation to online purchase behavior, positive emotion has rarely been positioned explicitly as the main mediator between gamification and repurchase intention in the Indonesian marketplace context (Wu & Santana, 2022; L. Zhang et al., 2021). Third, recent repurchase intention studies tend to focus on satisfaction, trust, platform image, logistics service quality, and perceived risk as the main explanatory factors (Dash et al., 2025; Ngo et al., 2025; Yao & Rehman, 2025). Therefore, empirical evidence remains limited in explaining how gamification may generate repurchase intention through an affective psychological mechanism among Shopee users.

Based on these conditions, this study is positioned at the intersection of three growing streams of literature: gamification in e-commerce, emotional mechanisms in digital consumption, and repurchase intention behavior. The state of the art of this study lies in integrating these three streams into a single model that positions gamification as a digital stimulus, positive emotion as an affective mechanism, and repurchase intention as a behavioral response. This approach extends previous studies that have tended to separate the interactive features of digital platforms from the psychological processes experienced by users. In practical terms, this model is also relevant to platforms such as Shopee, which actively employ game-like features, rewards, daily missions, and app-based interactions to retain users. Accordingly, this study aims to examine the effect of gamification on repurchase intention, the effect of gamification on positive emotion, the effect of positive emotion on repurchase intention, and the mediating role of positive emotion in the relationship between gamification and repurchase intention among Shopee users in Cirebon.

Hypothesis Development

Gamification and Repurchase Intention

Gamification can encourage repurchase intention because game-like features make the shopping process more interactive, enjoyable, and motivating. In e-commerce, gamification elements such as points, rewards, achievements, and challenges can increase user participation and strengthen the tendency to continue using the platform. Aparicio et al. (2021) showed that gamification is an important determinant of e-commerce usage and that platform usage contributes to repurchase intention. García-Jurado et al. (2021) also found that gamification engages users in online shopping, which is important because engagement can support continuous purchase-related behavior. In mobile commerce, Yu & Huang (2022) demonstrated that gamification mechanisms influence purchase intention by creating perceived value for users. Similarly, De Canio et al. (2021) found that shopping gamification enhances engagement and indirectly supports intention to buy through mobile apps. Therefore, when Shopee users perceive gamified features as attractive, rewarding, and enjoyable, they are more likely to develop stronger intention to repurchase on the platform.

H1: Gamification has a positive effect on repurchase intention

Gamification and Positive Emotion

Gamification is also expected to generate positive emotion because game elements can transform ordinary digital shopping activities into more pleasant and stimulating experiences. Features such as rewards, missions, badges, points, and challenges may create feelings of enjoyment, enthusiasm, excitement, and satisfaction. Che et al. (2023) explained that gamification designs such as goals, personalization, and interaction can satisfy consumers' psychological needs and influence purchase-related behavior. Wu & Santana (2022) found that intrinsic and extrinsic gaming elements affect perceived enjoyment, which then contributes to online purchase intention. L. Zhang et al. (2021) also showed that rewards and badges in online shopping gamification are associated with perceived enjoyment and social interaction. These findings are consistent with the Broaden-and-Build Theory, which explains that positive emotions can broaden individuals' cognitive and behavioral tendencies (Fredrickson, 2001; Roth et al., 2024). Thus, Shopee's gamified features are expected to stimulate positive emotional responses among users.

H2: Gamification has a positive effect on positive emotion

Positive Emotion and Repurchase Intention

Positive emotion plays an important role in shaping repurchase intention because consumers who experience enjoyment, enthusiasm, and satisfaction during platform interaction are more likely to evaluate the shopping experience favorably. In digital commerce, affective responses can strengthen consumers' willingness to return to a platform and conduct future transactions. De Canio et al. (2021) indicated that shopping enjoyment and engagement are important mechanisms in mobile shopping intention. Wu & Santana (2022) also found that perceived enjoyment positively affects online purchase intention. In the context of online shopping after the pandemic, Alshohaib (2024) emphasized that emotional appeals influence consumers' intention to repurchase, while Yao & Rehman (2025) highlighted the role of satisfaction in shaping repurchase intention in e-retailing platforms. From the perspective of the Theory of Planned Behavior, these emotional evaluations may strengthen favorable attitudes toward repeated purchasing behavior (Ajzen, 1991). Therefore, users who experience stronger positive emotions when interacting with Shopee are more likely to develop stronger repurchase intention.

H3: Positive emotion has a positive effect on repurchase intention

The Mediating Role of Positive Emotion

Positive emotion is expected to mediate the relationship between gamification and repurchase intention because gamified features may first generate favorable emotional experiences before influencing users' future purchasing decisions. This mechanism can be explained using a stimulus-organism-response logic, in which gamification acts as the external digital stimulus, positive emotion represents the internal psychological state, and repurchase intention emerges as the behavioral response. Prior studies support this logic by showing that gamification affects psychological mechanisms such as perceived enjoyment, affective reaction, engagement, and satisfaction, which then influence purchase-related behavior (Che et al., 2023; De Canio et al., 2021; Wu & Santana, 2022; L. Zhang et al., 2021). In this study, positive emotion is therefore positioned as an affective pathway that explains how Shopee's gamified features can translate into repurchase intention. Accordingly, the following hypothesis is proposed.

H4: Positive emotion mediates the effect of gamification on repurchase intention

The conceptual framework of this study positions gamification as the exogenous variable, positive emotion as the mediating variable, and repurchase intention as the endogenous variable. The model assumes that gamification has both a direct effect on repurchase intention and an indirect effect through positive emotion. Accordingly, the study tested four hypotheses: the positive effect of gamification on repurchase intention, the positive effect of gamification on positive emotion, the positive effect of positive emotion on repurchase intention, and the mediating role of positive emotion in the relationship between gamification and repurchase intention. This framework is presented in Figure 1. Ethical considerations were also taken into account by informing respondents about the purpose of the study, ensuring voluntary participation, and maintaining the confidentiality of personal information throughout the research process.

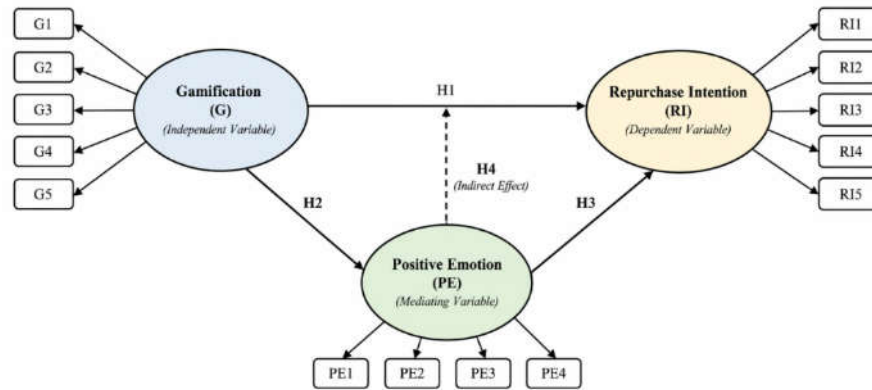


Figure 1. Conceptual Framework

Research Methods

This study employed a quantitative cross-sectional design to examine the relationships among gamification, positive emotion, and repurchase intention among Shopee users. A quantitative design was considered appropriate because the study aimed to test hypothesized relationships among latent variables using numerical data collected from respondents, while the cross-sectional approach allowed the researcher to capture respondents' perceptions at a single point in time. The study was conducted in Cirebon, Indonesia, and data were collected in October 2025 through an online questionnaire distributed via social media and Shopee user communities. The target population consisted of active Shopee users residing in Cirebon. A purposive sampling technique was applied because the study required respondents who met specific criteria relevant to the research objectives, namely active Shopee users who had used at least one Shopee gamification feature and had made at least one repeat purchase within the previous three months. The use of purposive sampling is methodologically acceptable when the study intentionally targets respondents who possess specific characteristics needed to answer the research questions (Andrade, 2021). A total of 150 valid responses were obtained and included in the final analysis. This sample size was considered adequate because PLS-SEM is suitable for predictive models with latent constructs and can be applied to moderate sample sizes when supported by proper reporting and model evaluation procedures (Hair et al., 2019; Kock & Hadaya, 2018).

The study used both primary and secondary data. Primary data were collected directly from respondents through a structured questionnaire, while secondary data were obtained from journal articles, books, and other academic references related to gamification, positive emotion, repurchase intention, and quantitative data analysis. The questionnaire used a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The model consisted of three latent variables: gamification, positive emotion, and repurchase intention. The operationalization of gamification was aligned with the e-commerce gamification literature, which emphasizes challenge, points, rewards, and user interaction as core mechanisms of gamified digital experiences (Rahmadhan et al., 2023). Positive emotion was operationalized based on the Broaden-and-Build Theory of Positive Emotions, which conceptualizes positive emotions as favorable affective states such as enjoyment, enthusiasm, and satisfaction that broaden thought-action repertoires and shape subsequent behavioral tendencies (Fredrickson, 2001). The contemporary validation of this theory further supports the relevance of positive emotional responses in explaining behavioral outcomes in digital contexts (Roth et al., 2024). Repurchase intention was operationalized with reference to the Theory of Planned Behavior, which explains intention as a function of attitudinal and behavioral evaluations, and this theoretical logic remains relevant in recent e-commerce repurchase research (Ajzen, 1991; Dash et al., 2025).

To make the instrument structure explicit, the indicators used in this study are presented in Table 1. Gamification was measured using five indicators related to challenge attractiveness, satisfaction with points, the motivational role of the point system, enjoyment created by gamified features, and user interaction intensity with the Shopee application. Positive emotion was measured using four indicators reflecting enjoyment, enthusiasm, satisfaction, and the perception that gamified features make shopping more pleasant. Repurchase intention was measured using five indicators reflecting positive attitude toward repeat purchasing, willingness to buy again, near-future repurchase intention, perceived ease of repeat purchasing, and preference for Shopee as the main platform for future purchases. These indicators were adapted from the proposal instrument and aligned with the theoretical sources mentioned above.

Table 1. Variables and indicators

Variable	Code	Indicator	Source basis
Gamification	G1	Shopee's game-based features make shopping more enjoyable and encourage continued app use.	Putra Rahmadhan et al. (2023); adapted from proposal indicators
Gamification	G2	I feel satisfied when I receive points from shopping-related activities on Shopee.	Putra Rahmadhan et al. (2023); adapted from proposal indicators
Gamification	G3	The point system encourages me to shop again on Shopee.	Putra Rahmadhan et al. (2023); adapted from proposal indicators
Gamification	G4	Gamified features make my shopping experience more enjoyable.	Putra Rahmadhan et al. (2023); adapted from proposal indicators
Gamification	G5	I interact with the Shopee application more frequently because of its gamified features.	Putra Rahmadhan et al. (2023); adapted from proposal indicators
Positive emotion	PE1	I feel happy when using gamified features in the Shopee application.	Fredrickson (2001); Roth et al. (2024); adapted from proposal indicators
Positive emotion	PE2	I feel enthusiastic about trying gamified features whenever I shop on Shopee.	Fredrickson (2001); Roth et al. (2024); adapted from proposal indicators
Positive emotion	PE3	Gamification increases my satisfaction with the Shopee application.	Fredrickson (2001); Roth et al. (2024); adapted from proposal indicators
Positive emotion	PE4	Shopping on Shopee feels more enjoyable than on other e-commerce platforms because of gamification.	Fredrickson (2001); Roth et al. (2024); adapted from proposal indicators
Repurchase intention	RI1	I have a positive attitude toward making repeat purchases on Shopee.	Ajzen (1991); Dash et al. (2025); adapted from proposal indicators
Repurchase intention	RI2	I am satisfied with my shopping experience and therefore want to buy again.	Ajzen (1991); Dash et al. (2025); adapted from proposal indicators
Repurchase intention	RI3	I intend to repurchase from Shopee in the near future.	Ajzen (1991); Dash et al. (2025); adapted from proposal indicators
Repurchase intention	RI4	I find it easy and convenient to make repeat purchases on Shopee.	Ajzen (1991); Dash et al. (2025); adapted from proposal indicators
Repurchase intention	RI5	I will choose Shopee as my main platform for future repeat purchases.	Ajzen (1991); Dash et al. (2025); adapted from proposal indicators

Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected because the study aimed to examine direct and indirect effects among latent constructs in a prediction-oriented model rather than to test a covariance-based confirmatory model, and this approach is widely recommended for such research settings (Hair et al., 2019). The analysis was carried out in two main stages: measurement model evaluation and structural model evaluation. In the measurement model, convergent validity was assessed using outer loadings and average variance extracted (AVE), while internal consistency reliability was examined using Cronbach's alpha and composite reliability, following commonly used PLS-SEM evaluation standards (Hair et al., 2019). Discriminant validity was then assessed using two criteria: the Fornell–Larcker criterion, which compares the square root of AVE with inter-construct correlations (Fornell & Larcker, 1981), and the heterotrait–monotrait ratio (HTMT), which has been recommended as a more sensitive criterion for detecting discriminant validity problems in variance-based SEM (Henseler et al., 2015).

In the structural model, the analysis focused on model fit, explanatory power, effect size, and the significance of hypothesized relationships. Model adequacy was assessed using indicators such as SRMR, while explanatory power was evaluated through the coefficient of determination (R^2), and the relative contribution of each predictor was examined through effect size (f^2). Hypothesis testing was conducted using bootstrapping to estimate path coefficients, t-statistics, and p-values for both direct and indirect effects. The mediation effect of positive emotion was examined through the indirect path from gamification to repurchase intention via positive emotion. This analytical procedure follows established PLS-SEM reporting practice for testing predictive path models with mediation effects (Hair et al., 2019).

To ensure ethical compliance, all respondents were informed about the purpose of the research before completing the questionnaire. Participation was voluntary, the confidentiality of respondents' personal information was maintained, and the data were used solely for academic purposes. These procedures were intended to ensure that the study met basic ethical standards for social research involving human participants.

Results and Discussion

Table 2 presents the demographic profile of the 150 respondents included in this study. Female respondents dominated the sample, accounting for 74.00% of the total, while male respondents represented 23.33% and 2.67% fell into other or dual-response categories. In terms of occupation, the sample was largely composed of university students (64.00%), followed by working respondents (28.00%), respondents who were both studying and working (4.00%), and school students (4.00%). This profile indicates that the sample was concentrated in younger and digitally active users, which is highly relevant because Shopee's gamified ecosystem is especially familiar to mobile-native consumers who frequently interact with app-based promotional features. The respondent composition is therefore consistent with the context of the study and provides a reasonable empirical basis for examining how gamification contributes to repeat purchase intention in a marketplace setting.

Table 2. Respondent profile

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Female	111	74.00
	Male	35	23.33
	Other / dual response	4	2.67
Status / occupation	University student	96	64.00
	Working	42	28.00
	Student and working	6	4.00
	School student	6	4.00
Total		150	100.00

Measurement Model Evaluation

The measurement model was assessed by examining convergent validity, internal consistency reliability, and discriminant validity. Because the study relied on reflective indicators and used PLS-SEM, the main evaluation criteria included outer loadings, average variance extracted (AVE), Cronbach's alpha, composite reliability, and discriminant validity indicators. The overall results show that the constructs of gamification, positive emotion, and repurchase intention met the generally accepted thresholds and can therefore be considered psychometrically adequate for structural analysis (Hair et al., 2019).

Convergent Validity and Reliability

As shown in Table 3, all item loadings exceeded the recommended threshold of 0.70. The indicators for Gamification ranged from 0.761 to 0.862, those for Positive Emotion ranged from 0.818 to 0.857, and those for Repurchase Intention ranged from 0.796 to 0.853. These values indicate that each item contributed meaningfully to its respective latent construct. The AVE values were 0.656 for Gamification, 0.696 for Positive Emotion, and 0.686 for Repurchase Intention, all of which were above the minimum cut-off of 0.50. This means that each construct explained more than half of the variance of its indicators. In terms of reliability, Cronbach's alpha values ranged from 0.854 to 0.886, while composite reliability values ranged from 0.901 to 0.916. These findings confirm strong internal consistency and indicate that the measurement items were sufficiently stable and coherent for subsequent hypothesis testing.

Table 3. Convergent validity and reliability results

Construct	Indicator	Outer loading	AVE	Cronbach's alpha	Composite reliability
Gamification	G1	0.862	0.656	0.869	0.905
	G2	0.789			
	G3	0.761			
	G4	0.838			
	G5	0.796			
Positive Emotion	PE1	0.818	0.696	0.854	0.901
	PE2	0.838			
	PE3	0.857			
	PE4	0.823			
Repurchase Intention	RI1	0.796	0.686	0.886	0.916
	RI2	0.853			
	RI3	0.817			
	RI4	0.853			
	RI5	0.820			

Discriminant Validity

Discriminant validity was examined using the HTMT ratio and the Fornell-Larcker criterion. Table 4 shows that the HTMT values ranged from 0.733 to 0.825, which indicates that the latent constructs were empirically distinct from one another. Likewise, Table 5 shows that the square root of each construct's AVE exceeded its correlations with the other constructs, providing further evidence that the three constructs captured different conceptual domains. Taken together, the HTMT and Fornell-Larcker results indicate that the model had satisfactory discriminant validity and that no major overlap occurred among the constructs under study.

Table 4. HTMT results

	Gamification	Positive Emotion	Repurchase Intention
Gamification			
Positive Emotion	0.733		
Repurchase Intention	0.825	0.807	

Table 5. Fornell-Larcker criterion

	Gamification	Positive Emotion	Repurchase Intention
Gamification	0.810		
Positive Emotion	0.639	0.834	
Repurchase Intention	0.729	0.705	0.828

Structural Model Evaluation

After the adequacy of the measurement model had been established, the structural model was assessed. The evaluation focused on model fit, explanatory power, effect size, and path significance. The analysis was intended to determine not only whether the proposed relationships were statistically significant, but also whether the model had sufficient practical relevance in explaining repurchase intention among Shopee users.

Model Fit

Table 6 reports the model fit indicators. The SRMR value was 0.058 for both the saturated model and the estimated model, which indicates a satisfactory fit because the value was well below the commonly referenced threshold of 0.08. The NFI value was 0.895, suggesting an acceptable level of fit even though it fell slightly below the conventional benchmark of 0.90. In PLS-SEM, SRMR is typically treated as the more informative overall fit indicator, whereas d_{ULS} , d_G , and chi-square are best interpreted with caution unless supported by additional bootstrapping-based fit assessment. Overall, the model can be considered sufficiently adequate for structural interpretation.

Table 6. Model fit results

	Saturated model	Estimated model
SRMR	0.058	0.058
d _{ULS}	0.357	0.357
d _G	0.155	0.155
Chi-square	132.928	132.928
NFI	0.895	0.895

Explanatory Power and Effect Size

The explanatory power of the model is summarized in Table 7. The R² value for Positive Emotion was 0.408, which means that gamification explained 40.8% of the variance in positive emotion. The adjusted R² value was 0.404, indicating that the explanatory strength remained stable after correction. For Repurchase Intention, the R² value was 0.628 and the adjusted R² value was 0.623. This shows that gamification and positive emotion jointly explained 62.8% of the variance in repurchase intention, which may be interpreted as substantial explanatory power in behavioral research. These findings indicate that the model was able to explain a meaningful proportion of the behavioral outcome under study.

Table 7. R square and adjusted R square

Construct	R square (R ²)	Adjusted R square
Positive Emotion	0.408	0.404
Repurchase Intention	0.628	0.623

The effect size results in Table 8 further clarify the relative importance of each predictor. Gamification showed a large effect on Positive Emotion (f² = 0.689) and also a large effect on Repurchase Intention (f² = 0.353). Positive Emotion had a medium effect on Repurchase Intention (f² = 0.260). These values indicate that gamification was the strongest driver in the model, particularly in generating positive emotional responses, while positive emotion also played a meaningful role in explaining users' intention to repurchase.

Table 8. F square results

	Positive Emotion	Repurchase Intention
Gamification	0.689	0.353
Positive Emotion		0.260

Hypothesis Testing

Hypothesis testing was conducted through bootstrapping by examining the path coefficients, t-statistics, and p-values. Figure 2 represents the structural model, while Tables 9 and 10 summarize the direct and indirect effects. All hypothesized paths were positive and statistically significant at the 5% significance level.

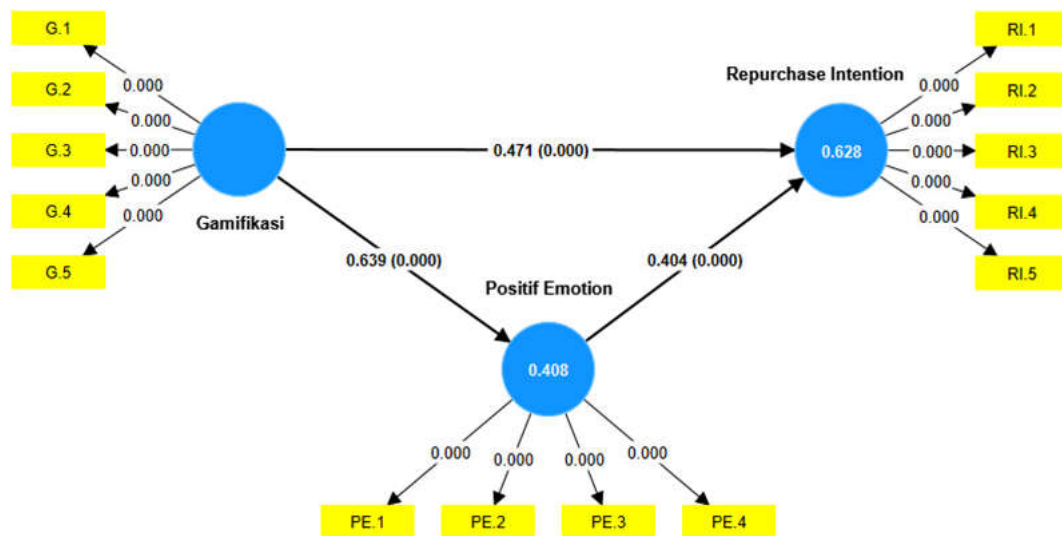


Figure 2. Structural model

No modification was made to the structural model because the proposed model was theoretically grounded and the empirical evaluation results met the required criteria. The measurement model fulfilled the requirements for convergent validity, internal consistency reliability, and discriminant validity, as indicated by adequate outer loadings, AVE, Cronbach's alpha, composite reliability, HTMT, and Fornell-Larcker values. In addition, the structural model showed acceptable model fit, meaningful explanatory power, and significant hypothesized paths. Therefore, the structural model was retained as originally proposed, and no post-hoc modification was considered necessary.

Table 9. Direct effects

Path	Original sample (O)	Sample mean (M)	Std. deviation	T statistic	P value
Gamification to Positive Emotion	0.639	0.639	0.059	10.762	0.000
Gamification to Repurchase Intention	0.471	0.472	0.079	5.926	0.000
Positive Emotion to Repurchase Intention	0.404	0.405	0.081	4.985	0.000

Table 9 shows that gamification had a positive and significant effect on Positive Emotion ($\beta = 0.639$, $t = 10.762$, $p < 0.001$), supporting H2. This means that the more strongly respondents perceived Shopee's gamified features as engaging and rewarding, the more likely they were to experience enjoyment, excitement, and satisfaction during their interaction with the platform. Gamification also had a positive and significant effect on Repurchase Intention ($\beta = 0.471$, $t = 5.926$, $p < 0.001$), supporting H1. Thus, gamified experiences not only increased emotional involvement but also directly encouraged users to return to the platform for future purchases. In addition, Positive Emotion had a positive and significant effect on Repurchase Intention ($\beta = 0.404$, $t = 4.985$, $p < 0.001$), supporting H3. This result indicates that emotionally favorable experiences strengthened users' willingness to repurchase on Shopee.

Table 10. Indirect effects

Path	Original sample (O)	Sample mean (M)	Std. deviation	T statistic	P value
Gamification to Positive Emotion to Repurchase Intention	0.258	0.259	0.058	4.430	0.000

Table 10 further shows that the indirect effect of Gamification on Repurchase Intention through Positive Emotion was positive and significant ($\beta = 0.258$, $t = 4.430$, $p < 0.001$), supporting H4. This confirms that positive emotion functioned as a mediator and that the influence of gamification on repurchase intention operated not only through a direct route, but also through an affective pathway in which gamified interaction first generated favorable emotional responses and then translated those responses into future purchase intention.

Discussion

Gamification and Positive Emotion

The strongest relationship in the model was the path from gamification to positive emotion. This indicates that Shopee's game-like features effectively generated favorable emotional responses among users. The result is consistent with the view that gamification transforms ordinary digital interactions into more playful and rewarding experiences, thereby increasing enjoyment and emotional engagement (Rahmadhan et al., 2023). It is also aligned with recent findings that gamification design in e-commerce can strengthen user engagement and purchase-related behavior when the platform successfully combines challenge, reward, and progression mechanics (Dwijaputra et al., 2025). Likewise, Zhang et al. (2025) showed that gamification marketing shapes consumer experience and platform perception, suggesting that emotionally enriched interaction is one of the main outcomes of well-designed gamified systems. From a psychological perspective, the finding supports the Broaden-and-Build Theory, according to which positive emotions expand users' cognitive and behavioral tendencies and create a favorable internal state for subsequent decisions (Fredrickson, 2001; Roth et al., 2024). In the context of Shopee, interactive features such as rewards, missions, and daily challenges appear to function as affective triggers that make the shopping experience feel more enjoyable than a purely transactional activity.

This finding is further supported by recent studies showing that gamification can activate users' affective and motivational responses in digital commerce. Che et al. (2023) demonstrated that

gamification designs such as goals, personalization, and interaction satisfy consumers' psychological needs and influence purchase-related behavior. Wu & Santana (2022) also found that intrinsic and extrinsic gaming elements increase perceived enjoyment, while J. Zhang et al. (2025) showed that rewards and badges in online shopping gamification are associated with perceived enjoyment and social interaction. These findings strengthen the interpretation that Shopee's gamified features work not only as promotional tools but also as affective triggers that generate enjoyable and satisfying shopping experiences.

Gamification and Repurchase Intention

The direct positive effect of gamification on repurchase intention indicates that users who viewed Shopee's gamified features as attractive and enjoyable were more likely to intend to purchase again on the platform. This finding corroborates earlier evidence that gamification can strengthen post-purchase behavioral outcomes by making the user journey more immersive and habit-forming (Suratmanto et al., 2025). It also supports Indonesian evidence that gamification contributes to repeat purchase behavior through relational mechanisms such as engagement (J. Zhang et al., 2025). In addition, Tandon & Ertz (2024) demonstrated that gamification, alongside other digital experience factors, can operate as an important predictor in online shopping models linked to customer satisfaction and repurchase intention. In practical terms, the result implies that gamification does more than produce temporary excitement; it can become part of a deliberate retention strategy that keeps users returning to the application. This is particularly important in highly competitive marketplace environments, where switching costs are low and repeat purchase behavior must be continuously reinforced through user experience.

The result is consistent with Aparicio et al. (2021), who found that gamification contributes to e-commerce usage and that usage is related to repurchase intention. It also aligns with García-Jurado et al. (2021), who showed that gamification increases user engagement in online shopping. In a mobile commerce setting, Yu & Huang (2022) further demonstrated that gamification mechanisms influence purchase intention by creating perceived value for users. These findings support the argument that gamification can strengthen repeat purchase tendencies by making platform interaction more valuable, engaging, and enjoyable.

Positive Emotion and Repurchase Intention

Positive emotion also had a significant positive effect on repurchase intention, indicating that enjoyment, enthusiasm, and satisfaction meaningfully encouraged repeat purchase intention. This finding is consistent with studies showing that emotionally positive online shopping experiences increase consumers' willingness to repurchase and strengthen favorable behavioral intentions (Yao & Rehman, 2025). It also echoes evidence that emotional appeals remain important in shaping repurchase-oriented intentions in digital consumption environments, even when consumers interact primarily through screens rather than physical retail spaces (Alshohaib, 2024). From the perspective of the Theory of Planned Behavior, this result suggests that intention is shaped not only by rational evaluation, but also by affective responses developed during interaction with the platform (Ajzen, 1991; Nguyen et al., 2023). In other words, Shopee users did not merely decide to repurchase because the application was easy to use; they were also influenced by how enjoyable and rewarding the overall interaction felt. The finding therefore highlights the importance of emotional design in digital commerce, especially when platforms seek to build loyalty through experience rather than through price competition alone.

This result also confirms the importance of affective experience in mobile and online shopping behavior. (De Canio et al., 2021) found that shopping enjoyment and engagement are important mechanisms in shaping consumers' intention to buy through mobile apps. (Wu & Santana, 2022) similarly showed that perceived enjoyment positively affects online purchase intention. Therefore, positive emotion in this study can be interpreted as a psychological condition that strengthens users' favorable evaluation of Shopee and encourages their willingness to make future purchases.

The Mediating Role of Positive Emotion

The significant indirect effect confirms that Positive Emotion mediated the relationship between Gamification and Repurchase Intention. This means that gamification influenced repurchase intention not only through a direct behavioral route, but also through an affective mechanism. The result enriches previous studies that emphasized customer engagement or habit formation as the main intervening variables by demonstrating that emotional responses are equally central to understanding how gamified e-commerce environments influence user behavior (Lestari et al., 2024; Suratmanto et al., 2025). The finding can also be interpreted through a stimulus-organism-response logic, in which gamification acts as

the external stimulus, positive emotion represents the internal organism state, and repurchase intention emerges as the behavioral response. A related pattern can also be observed in recent e-commerce studies showing that internal psychological states such as trust and satisfaction translate external platform-related stimuli into repurchase-oriented responses (Ngo et al., 2025). Accordingly, the mediated pathway found in this study constitutes the main contribution of the research because it demonstrates that the emotional consequences of gamified interaction are not incidental, but instrumental in translating digital experience into future purchase intention.

The mediation result strengthens the view that gamification influences consumer behavior through an affective pathway. Prior research has shown that gamification can shape psychological mechanisms such as perceived enjoyment, affective reaction, engagement, and satisfaction, which subsequently influence purchase-related behavior (Che et al., 2023; De Canio et al., 2021; Wu & Santana, 2022; L. Zhang et al., 2021). In this study, positive emotion plays a similar role by translating Shopee's gamified interactions into stronger repurchase intention. This finding therefore extends previous gamification studies by showing that positive emotion is not merely a by-product of gamified interaction, but a meaningful mediator in the formation of repurchase intention.

Research Contribution and Managerial Implications

This study contributes to the e-commerce literature in at least two ways. First, it integrates gamification, positive emotion, and repurchase intention into a single empirical model in the context of Shopee users, thereby extending previous work that examined these variables in a more fragmented way. Second, it demonstrates that Positive Emotion is a meaningful explanatory mechanism in the relationship between Gamification and Repurchase Intention, especially in the Indonesian marketplace context where affective pathways remain underexplored. From a managerial perspective, the findings suggest that e-commerce platforms should design gamified features not only to increase interaction frequency but also to generate psychologically rewarding experiences. Reward systems, daily missions, playful progression, and interactive app events should therefore be evaluated not merely on participation metrics, but also on their ability to generate enjoyment, excitement, and satisfaction that can ultimately strengthen repurchase intention. In short, the findings indicate that gamification is more strategically valuable when it is designed as an emotional engagement tool rather than as a short-term promotional gimmick.

Conclusion

This study demonstrates that gamification plays an important role in shaping repurchase intention among Shopee users, both directly and indirectly through positive emotion. The empirical results indicate that gamification has a positive and significant effect on repurchase intention, suggesting that interactive features such as rewards, missions, and game-like activities are not merely complementary elements of the platform, but also function as strategic tools for encouraging repeated purchasing behavior. In addition, gamification was found to have a positive and significant effect on positive emotion, which confirms that enjoyable and engaging platform features are capable of generating feelings of pleasure, satisfaction, and enthusiasm during the shopping experience. Positive emotion also showed a positive and significant effect on repurchase intention, indicating that users who experience more favorable emotions while interacting with the platform are more likely to return and make future purchases.

Another important finding of this study is the mediating role of positive emotion in the relationship between gamification and repurchase intention. This result suggests that the influence of gamification on repeat purchasing behavior does not occur only through a direct behavioral pathway, but also through an affective mechanism in which game-based features first stimulate positive emotional responses, which then strengthen users' intention to repurchase. In theoretical terms, this finding contributes to the literature by integrating gamification, positive emotion, and repurchase intention into a single explanatory model in the context of e-commerce. The study therefore extends previous research that has primarily emphasized engagement, habit, or satisfaction as the main explanatory mechanisms, by showing that positive emotion also represents an important psychological pathway in explaining post-purchase consumer behavior.

From a practical perspective, the findings imply that e-commerce platforms, particularly Shopee, should not view gamification solely as an entertainment feature, but as a strategic instrument for customer retention. Platform managers and digital marketers should design gamified features that are capable of creating meaningful emotional experiences, such as enjoyment, excitement, and satisfaction, because these emotional responses can strengthen users' willingness to repurchase. Well-designed reward

systems, interactive challenges, and enjoyable in-app experiences may therefore contribute not only to short-term engagement but also to longer-term customer loyalty.

Despite these contributions, this study has several limitations. First, the sample was limited to Shopee users in Cirebon, which may restrict the generalizability of the findings to broader populations or different regional contexts. Second, the study used purposive sampling and a cross-sectional design, meaning that the findings capture behavioral intention at one point in time and do not fully explain changes in user behavior over longer periods. Third, the research focused only on three main constructs: gamification, positive emotion, and repurchase intention without incorporating other potentially relevant variables such as trust, customer satisfaction, habit, perceived value, or perceived risk.

Therefore, future studies are recommended to expand the geographical coverage of respondents, include users from different demographic and cultural backgrounds, and compare multiple e-commerce platforms to obtain broader empirical evidence. Future research may also employ longitudinal designs to examine whether the emotional and behavioral effects of gamification remain stable over time. In addition, subsequent studies could develop more comprehensive models by integrating positive emotion with other behavioral and relational constructs, such as satisfaction, trust, habit, or loyalty, in order to provide a deeper understanding of repurchase behavior in digital commerce.

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