

The Effect Of Monthly Promotion, Gamification On The Marketplace Repurchase Intention: Mediated Customer Satisfaction

Dina Amalia Khoirun Nadha Raswadiyanto

Department of Economy, Nahdlatul Ulama Sidoarjo University, Indonesia

31421131.student@unusida.ac.id

Laily Muzdalifah

Department of Economy, Nahdlatul Ulama Sidoarjo University, Indonesia

laily_muzdalifah.mnj@unusida.ac.id

Muhafidhah Novie

Department of Economy, Nahdlatul Ulama Sidoarjo University, Indonesia

muhafidhahnovie.mnj@unusida.ac.id

Abstract

This study aims to determine whether The Effect Of Monthly Promotion, Gamification On The Marketplace Repurchase Intention: Mediated Customer Satisfaction. The research method used is quantitative with purposive sampling technique, involving 130 Shopee user respondents in Indonesia. Data was collected through an online questionnaire and analyzed using SmartPLS4 to test the relationship between variables. The results showed that monthly promotions and gamification had a significant effect on customer satisfaction and repurchase intentions. In addition, customer satisfaction was also shown to have a significant influence on repurchase intentions. However, the mediating role of customer satisfaction in the relationship between monthly promotions and gamification on repurchase intentions is not significant. These findings provide insights for e-commerce players to optimize their marketing strategies by improving customer experience through engaging promotions and interactive gamification elements.

Keywords: Monthly Promotion, Gamification, repurchase Intention, Customer Satisfaction, Marketplace.

1. Introduction

In the increasingly competitive world of Marketplace, Marketplace continues to look for ways to retain customers and encourage repeat purchases. The high competition in the Marketplace industry in Indonesia has made companies increasingly innovate to develop attractive strategies for consumers, one of which is monthly promotions and the implementation of gamification. Gamification also motivates customers to continue using Marketplace services by offering a fun experience from the game and making them more involved with the service (Djohan et al., 2022).

Shopee is a leading platform in Indonesia that uses various gamification strategies. Since its introduction in 2018, gamification in Shopee has attracted the attention of many users. The first game that Shopee introduced to the public was "Goyang Shopee", which reportedly had 500 million players in 2019 (Rizano & Salehudin, 2023). One of the popular platforms is Shopee Games, which offers various types of interesting games with lucrative prizes. Based on the data obtained, Shopee Games recorded more than 25 million monthly players and 6 million daily players, this figure reflects the high enthusiasm of users participating in various games (Shopee, 2024).

According to data from the Ministry of Trade (Trade, 2024) the number of e-commerce users in Indonesia has continued to increase since 2020, until in 2023 the number of e-commerce

users in Indonesia was 58.63 million users, and the number of e-commerce users in Indonesia is expected to continue to increase between until 2029 reaching 99.1 million users. Reported from (Databoks, 2024) 5 E-Commerce with the Most Visitors Throughout 2023, Shopee is ranked first with 2.35 billion visitors.

The number of people who like to play online games makes Shopee choose a gamification strategy for its marketing (Putri & Mayasari, 2022) . The gamification feature implemented by Shopee has various variations that can be chosen by its users. Shopee's recommended games include shopee planting, lucky prize, shopee bubble, shopee match, shopee fruity, shopee candy, shopee capit, and also shopee guess the word. Gamification is the incorporation of a game mechanic in a non-game environment with the aim of creating direct involvement that can create a sense of satisfaction to create customer loyalty (Eka Ratnasari, 2022) . Monthly promotions and gamification are strategies that are often used in the e-commerce world to increase loyalty and repurchase intentions. However, some studies show conflicting results regarding the effectiveness of gamification. For example (Matthew et al., 2021) found that gamification has a significant but negative effect on repurchase intentions, this happens because buyers feel it is not worth what they get and even difficult to understand gamification which indicates a potential research gap. Previous research has shown that customer satisfaction plays an important role in building loyalty and repurchase intentions (Polat, 2023). Previous research by (Zandi & Sekhavat, 2024) results show that well-implemented gamification can increase customers' intrinsic motivation, which contributes to satisfaction and repurchase intentions.

The Theory of Planned Behavior (TPB), developed by (Icek Ajzen, 1991), argues that a person's intention to perform a behavior is influenced by three main components: attitude towards behavior, subjective norms, and perceived behavioral control. (Sutisna & Handra, 2022) highlights that TPB effectively predicts online shopping behavior, emphasizing the importance of buyer confidence and trust in e-business, which is influenced by promotional strategies. Therefore, it is worth further researching how monthly promotions and gamification affect customer satisfaction and repurchase intentions on marketplace platforms.

Customer satisfaction is taken as a mediating variable because when customers are satisfied with their shopping experience, whether through attractive promotions or fun gamification activities, they are likely to develop long-term loyalty (Aparicio et al., 2021) . Customer satisfaction plays an important mediating role in this dynamic. Research shows that satisfied customers are more likely to exhibit higher repurchase intentions, as satisfaction reinforces positive attitudes and subjective norms regarding future purchases (Aulia et al., 2021; Wondiwoy & Yansen, 2023) . For example, studies found that customer satisfaction mediates the relationship between various marketing strategies, including gamification and promotional offers, with repurchase intentions (Maschudah et al., 2023) . This mediation effect is important as it emphasizes the importance of ensuring a positive customer experience to encourage future purchase behavior.

However, research by (Marsha, 2021) found that customer satisfaction cannot mediate the relationship between promotion and repurchase intention, however, customer satisfaction successfully mediates the relationship between service quality and repurchase intention. Research (Torres et al., 2022) shows that although gamification can increase customer engagement, its effect on repurchase intentions is not necessarily through customer satisfaction, gamification can be more effective in creating fun experiences on platforms like

Shopee than in increasing customer satisfaction with specific transactions. Games that often appear on the Shopee app attract visitors' attention, which results in the time visitors spend on the app much longer than other similar apps, this will definitely increase transactions and the number of Shopee users (Jeremiah & Tarigan, 2023). Promotion in the Shopee application also offers various types of promotions to attract customers. One of these strategies will have an impact on consumer loyalty to the shopee application. With the game in the application, this game can entertain users and this game will also give prizes to players which can attract users in their loyalty to the shopee application. Gamification creates more engaging interactions for customers. Customers tend to feel more satisfied when they feel they have achieved something, for example, reaching a certain level, completing a challenge, or earning a reward. This engagement creates a more interesting experience, which in turn can increase customer satisfaction (Sundjaja et al., 2022).

The purpose of this study is to contribute by deepening the understanding of the role of gamification and monthly promotions in creating customer loyalty through the mediation of customer satisfaction. By doing so, companies can increase customer repurchase intentions and maintain their competitiveness in an increasingly competitive market.

2. Literature Review

Monthly Promotion

Monthly promotions have an important role in increasing consumer repurchase intentions. Attractive promotions, such as discounts and free shipping, can increase customer satisfaction and encourage them to return to shopping (Yani & Maisarah, 2023). By organizing monthly promotions, companies can maintain a steady flow of sales and continue to remind consumers of the products or services offered. Sales promotion is one of the main things in marketing, this promotion includes various short-term incentives designed to encourage consumers to purchase certain products or services more quickly or in larger quantities (Nida Nur Anbiya & Aning Sofyan, 2022). Indicators in Sales Promotion according to (Maulana & Mulyana, 2020), namely Price Cuts, Shopping Vouchers.

Gamification

Digital games have emerged as a type of interactive entertainment favored by many people from various fields of life. Gamification is a powerful way to influence users (Prastiwi et al., 2022). Gamification is used to create a more engaging and interactive customer experience when they use a product or service. Gamification in the business world is the process of integrating game elements into websites, services, online communities, content, marketing campaigns, or even internal business processes to drive target audience behavior (Athoillah & Hidayat, 2024). The following are indicators according to (Aparicio et al., 2021):

Repurchase Intention

Repurchase Intention is the desire and action of consumers to repurchase a product, because of the satisfaction received according to what they want from a product, this is also a marker that shows the buyer's desire to make repeat visits in the future (Pangestika et al., 2022). High repurchase intentions indicate that consumers are satisfied with the products they use. Indicators of Repurchase Intention according to (Fonny & Tandijaya, 2022) are consumer desires and plans to continue to repurchase products for a long period of time, consumer

intentions to continue to repurchase products in the near future, consumer expectations to continue to repurchase products in the future.

Customer Satisfaction

Satisfaction refers to a person's feelings of pleasure or disappointment after comparing the perceived results of a product or service with their expectations (Prasilowati et al., 2021). Customer satisfaction is subjective because each individual has different experiences and perceptions in assessing and knowing. Customer satisfaction is the level of consumer satisfaction with a product or service based on their consumption experience. When customers are satisfied, they tend to become loyal customers and give positive recommendations to others, even willing to pay more for the products or services they like (Willy Arya Nugraha, Theresia Gunawan, 2024). This can also be assessed by the extent to which customer expectations for goods or services match the quality of products and services received (Jacky & Syaifullah, 2019). Indicators of Customer Satisfaction according to (Sarapung & Ponirin, 2020) are services that match expectations, the desire to revisit, and willingness to recommend to others.

3. Research Methods

This study employs quantitative research methods. The population in this study consisted of Shopee e-commerce users in Indonesia. The sampling technique used is non-probability sampling using purposive sampling method. In quantitative research, determining the right sample size is very important to ensure the validity and reliability of the research results. The population in this study are shopee users, users who have made purchases at Shopee at least in the last three months and Instagram followers @shopee_id. On January 07, 2025 the recorded population of the @shopee_id Instagram account reached 8.8 million followers. According to (Hair et al., 2020), if the population size is unknown, then the sample measurement research multiplies the number of indicators by 10 because of the large population. Thus, the number of indicators in this study were 13, then 13 multiplied by 10 equals 130.

Therefore, the number of samples that must be obtained in this study is 130 respondents. Data was gathered through questionnaires distributed online to Shopee users. This questionnaire will include questions regarding monthly promotions, perceived gamification elements, customer satisfaction, and repurchase intention. The questionnaire is designed using a Likert scale to measure respondents' perceptions of each variable (Aulia et al., 2021). Data analysis will be conducted using SmartPLS4, which is software designed for Structural Equation Modeling (SEM) analysis.

4. Results and Discussion

Discussion

Validity Test

The validity test is a test used to ascertain whether the measuring instrument used actually measures what should be measured. According to (Hair et al., 2020) An indicator is considered valid if the outer loading value is more than > 0.70 , if the value is below 0.70, then the indicator is not qualified or considered invalid. Therefore, all outer loading values in Table 1 are declared valid because the value is more than > 0.70 so it is considered valid.

Table 1. Outer Loading

	Outer Loading	Ket
Monthly Promotion		
X1_1	0.905	Valid
X1_2	0.857	Valid
Gamification		
X2_1	0.759	Valid
X2_2	0.840	Valid
X2_3	0.727	Valid
X2_4	0.783	Valid
X2_5	0.816	Valid
Repurchase Intention		
Y1_1	0.871	Valid
Y1_2	0.842	Valid
Y1_3	0.857	Valid
Customer Satisfaction		
Z1_1	0.829	Valid
Z1_2	0.834	Valid
Z1_3	0.738	Valid

Source: Data processed by researchers 2025

AVE is the average of the squared load values of all indicators associated with a concept. According to (Hair et al., 2019) a good AVE value is more than > 0.50 or more, this value or higher indicates that the concept on average explains 50 percent or more of its indicators. As table 2 below shows a value of > 0.50, the AVE value is declared valid.

Table 2. Average Variance Extracted Value

Variables	AVE	Ket
Monthly Promotion	0.777	Valid
Gamification	0.618	Valid
Repurchase Intention	0.734	Valid
Customer Satisfaction	0.642	Valid

Source: Data processed by researchers 2025

4.1.2 Reliability Test

Reliability tests are carried out to ensure that a construct can be measured in an accurate, consistent and precise manner. According to (Hair et al., 2019) A variable is considered reliable or trustworthy if its Cronbach's Alpha and Composite Reliability values are more than > 0.70. In table 3, all variables have a value of more than > 0.70, so all variables are considered reliable.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	Ket
Monthly Promotion	0.715	0.733	Reliable
Gamification	0.846	0.854	Reliable
Repurchase Intention	0.819	0.826	Reliable
Customer Satisfaction	0.719	0.720	Reliable

Source: Data processed by researchers 2025

4.1.3 Discriminant Validity Test

The data from Table 4 reflects that all tested constructs have good discriminant validity. This means that each construct successfully shows significant differences and does not overlap with each other, as well as the relevance between the measured items and the desired construct. Therefore, it can be concluded that the instruments used to measure the constructs of "Monthly Promotion," "Gamification," "Repurchase Intention," and "Customer Satisfaction" are valid.

Table 4. Cross Loading Value

	Monthly Promotion	Gamification	Repurchase Intention	Customer Satisfaction
X1_1	0.905	0.359	0.658	0.537
X1_2	0.857	0.362	0.556	0.428
X2_1	0.403	0.759	0.503	0.516
X2_2	0.354	0.840	0.528	0.453
X2_3	0.206	0.727	0.349	0.438
X2_4	0.233	0.783	0.337	0.341
X2_5	0.361	0.816	0.524	0.404
Y1_1	0.595	0.564	0.871	0.587
Y1_2	0.484	0.464	0.842	0.548
Y1_3	0.681	0.470	0.857	0.650
Z1_1	0.379	0.454	0.499	0.829
Z1_2	0.510	0.395	0.609	0.834
Z1_3	0.427	0.487	0.559	0.738

Source: Data processed by researchers 2025

4.1.4 R-Square Test

R-square is a value that shows how much influence the independent variable has on the dependent variable. According to Hair et al. (2019), the R-square value can be divided into three categories, namely: 0.25 indicates a weak influence, 0.50 indicates a moderate influence, 0.75 indicates a strong influence.

Table 5. R-Square Test Results

	R-square	Adjusted R-square
Repurchase Intention	0.678	0.665
Customer Satisfaction	0.436	0.427

Source: Data processed by researchers 2025

Based on the results of the R-square test in Table 5, the Repurchase Intention variable has an R-square value of 0.678 or 67.8%, this states that the ability of the independent variables to simultaneously influence the dependent variable Repurchase Intention is 67.8%, this value is included in the moderate influence category. Meanwhile, the Customer Satisfaction variable has an R-square value of 0.436 or 43.6%, this states that the ability of the independent variables

to simultaneously influence the dependent variable Customer Satisfaction is 43.6%, this value is classified as a moderate influence category.

Hypothesis Test

Based on the results of hypothesis test in Table 6, it can be seen that the relationship between each variable is as follows:

Table 6. Results of Path Coefficients

	Original Sample (0)	T Statistic	P Value	Ket
Monthly Promotion -> Customer Satisfaction	0.303	3.231	0.001	Accepted
Gamification -> Customer Satisfaction	0.390	3.680	0.000	Accepted
Customer Satisfaction -> Repurchase Intention	0.239	3.278	0.001	Accepted
Monthly Promotion -> Repurchase Intention	0.396	5.660	0.000	Accepted
Gamification -> Repurchase Intention	0.304	3.541	0.000	Accepted
Monthly Promotion -> Repurchase Intention -> Customer Satisfaction	-0.062	1.211	0.226	Rejected
Gamification -> Repurchase Intention -> Customer Satisfaction	-0.053	0.685	0.493	Rejected

Source: Data processed by researchers 2025

Hypothesis Test 1 Monthly Promotion on Customer Satisfaction

The analysis of the path coefficient reveals that Monthly Promotion has a statistically significant impact on Customer Satisfaction. This conclusion is supported by a T-Statistic value of 3.231, which exceeds the critical threshold of 1.96, indicating a strong relationship between monthly promotional activities and how satisfied customers feel. Additionally, the P-Value of 0.001 further confirms the significance of this effect, as it is well below the conventional cutoff of 0.05. Monthly promotions likely enhance customer satisfaction by providing frequent incentives and value-added offers that engage buyers and improve their overall shopping experience. Such promotions can foster a perception of added value, which motivates customers to feel more content and loyal towards the platform. The consistency and predictability of monthly promotions may also help set customer expectations, contributing positively to satisfaction levels.

Therefore, based on these statistical results, Hypothesis 1 (H1) — which posits that Monthly Promotion positively influences Customer Satisfaction — is accepted. This finding highlights the importance of strategic promotional efforts in maintaining and increasing customer satisfaction in competitive marketplace environments.

Hypothesis Test 2 Gamification on Customer Satisfaction

The results of the path coefficient test also indicate a significant effect of Gamification on Customer Satisfaction. The T-Statistic obtained is 3.680, surpassing the 1.96 critical value, while the associated P-Value is 0.000, demonstrating a highly significant influence. These statistics confirm that gamified elements integrated into the shopping platform meaningfully enhance how customers perceive their experience.

Gamification adds interactive and engaging features such as challenges, rewards, and progress tracking, which contribute to making the shopping process more enjoyable and immersive. This increased engagement can lead to greater emotional investment and satisfaction from customers as they feel rewarded and entertained while shopping. By

enriching the user experience, gamification effectively elevates customer satisfaction. Thus, Hypothesis 2 (H2), which states that Gamification positively affects Customer Satisfaction, is supported by the data. This underscores the value of incorporating gamified components in e-commerce platforms to boost customer contentment and foster stronger user connections.

Hypothesis Test 3 Customer Satisfaction on Repurchase Intention

Customer Satisfaction is shown to have a significant impact on Repurchase Intention according to the path coefficient analysis. The T-Statistic value of 3.278 exceeds the threshold of 1.96, and the P-Value of 0.001 confirms the significance of this effect. These findings demonstrate that satisfied customers are more likely to return and make repeat purchases. When customers have positive experiences and feel content with their previous transactions, their likelihood of repurchasing increases substantially. Satisfaction creates a foundation of trust and positive attitudes toward the brand or platform, which strongly influences future buying decisions. This relationship is critical for e-commerce businesses aiming to retain customers and encourage loyalty.

Consequently, Hypothesis 3 (H3), which proposes that Customer Satisfaction significantly affects Repurchase Intention, is accepted. This emphasizes that fostering customer satisfaction should be a priority for businesses seeking sustainable growth through repeat purchases.

Hypothesis Test 4 Monthly Promotion on Repurchase Intention

The data also supports a significant positive effect of Monthly Promotion on Repurchase Intention. The T-Statistic is notably high at 5.660, well above the 1.96 cutoff, and the P-Value is 0.000, indicating a very strong and statistically significant influence. This suggests that monthly promotional activities encourage customers to make repeat purchases.

Monthly promotions likely provide continuous incentives that motivate customers to return and repurchase products. These promotions keep customers engaged and remind them of ongoing offers, which can reduce price sensitivity and increase buying frequency. The predictability of regular promotions also helps maintain consumer interest over time. Therefore, Hypothesis 4 (H4), stating that Monthly Promotion positively affects Repurchase Intention, is accepted. This finding highlights the strategic role of promotions in driving customer repurchase behavior and sustaining business revenue.

Hypothesis Test 5 Gamification on Repurchase Intention

Finally, the path coefficient test shows that Gamification has a significant effect on Repurchase Intention. The T-Statistic value of 3.541 exceeds the critical value of 1.96, and the P-Value is 0.000, confirming the statistical significance of this relationship. This indicates that gamified features not only enhance satisfaction but also motivate customers to buy again. Gamification likely increases repurchase intention by making the shopping experience more enjoyable and rewarding, which strengthens customers' emotional attachment to the platform. Interactive elements and rewards encourage ongoing participation and create positive associations, increasing the likelihood of future purchases.

Thus, Hypothesis 5 (H5), which claims that Gamification positively influences Repurchase Intention, is accepted. This underscores the effectiveness of gamification as a tool for boosting customer loyalty and repeat buying behavior.

Hypothesis Test 6 Monthly Promotion on Repurchase Intention through Customer Satisfaction

The analysis of hypothesis 6 aimed to examine whether customer satisfaction mediates the relationship between monthly promotions and repurchase intention. The results show that the T-Statistic value is 1.211, which is below the critical value of 1.96, and the P-Value is 0.226, exceeding the 0.05 threshold for statistical significance. These results indicate that the mediating effect of customer satisfaction in this relationship is not significant.

This finding suggests that while monthly promotions may directly influence repurchase intention, this effect does not operate significantly through customer satisfaction as a mediating factor. It implies that the promotional offers themselves might motivate customers to repurchase regardless of whether these promotions increase their satisfaction. Possible explanations include customers perceiving promotions as transactional incentives rather than value additions that enhance their overall shopping experience. Furthermore, this result highlights the complexity of consumer behavior in e-commerce contexts, where promotions might drive sales independently of emotional or satisfaction-based factors. Businesses may need to consider additional mechanisms or variables that influence how promotions translate into loyalty and repurchase intentions beyond customer satisfaction..

Hypothesis Test 7 Gamification on Repurchase Intention through Customer Satisfaction

Hypothesis 7 tested whether customer satisfaction mediates the relationship between gamification and repurchase intention. The test results show a T-Statistic of 0.685, well below the threshold of 1.96, and a P-Value of 0.493, which is much higher than the 0.05 significance level. This clearly indicates that customer satisfaction does not significantly mediate the effect of gamification on repurchase intention. This suggests that while gamification may have a positive direct effect on repurchase intentions, it does not necessarily do so by enhancing customer satisfaction. Gamification may primarily serve to increase engagement, enjoyment, or entertainment value during the shopping process, but these factors might not translate into a deeper sense of satisfaction that influences repurchasing behavior.

The implication for marketers is that gamification strategies should not solely rely on improving satisfaction to boost repurchase rates. Instead, they should recognize gamification as an engagement tool that can independently stimulate repurchase through mechanisms such as fun, challenge, or reward, which do not always align with traditional satisfaction metrics.

Discussion**Monthly Promotion on Customer Satisfaction**

The analysis clearly demonstrates that monthly promotions have a significant positive effect on customer satisfaction. Frequent promotional activities, such as discounts, bundle offers, or limited-time deals, provide customers with additional value during their shopping experience, which enhances their perception of the brand and overall satisfaction. When customers feel they are receiving good deals or benefits from promotions, they tend to feel more appreciated and valued by the company, which fosters positive emotions toward the brand. This aligns with the findings of Oktavanny and Sulistiadi (2022), who emphasize that attractive and well-timed promotions play a crucial role in increasing customer satisfaction.

Moreover, this result is consistent with broader empirical research that highlights the direct relationship between promotional efforts and customer satisfaction. For example, Carla

M. R. Da et al. (2023) found a positive and statistically significant impact of promotions on satisfaction levels across various retail contexts. Promotions act not only as financial incentives but also as psychological triggers that enhance customers' perceived value and engagement with the brand. Practically, this effect can be observed on many e-commerce platforms, where monthly promotions—such as seasonal sales or exclusive member discounts—create a sense of urgency and exclusivity, motivating customers to make purchases and leave with a more positive shopping impression.

In practice, e-commerce platforms leverage monthly promotions as a strategic tool to boost customer satisfaction by offering perceived value beyond the product itself. These promotions are carefully designed to maintain a balance between profitability and customer appeal, ensuring that customers feel rewarded while businesses sustain revenue growth. Consequently, satisfied customers are more likely to recommend the platform to others, return for future purchases, and develop loyalty over time, making monthly promotions a critical element of marketing strategy in highly competitive markets.

Gamification on Customer Satisfaction

The research findings clearly show that gamification plays a significant role in enhancing customer satisfaction by converting what could be monotonous shopping activities into more engaging and rewarding experiences. Gamification uses game mechanics—such as earning points, collecting badges, competing on leaderboards, and redeeming rewards—to create a sense of fun and achievement for customers. These elements stimulate positive emotional responses that go beyond the traditional drivers of satisfaction, like product quality or price. According to Chrisnathaniel et al. (2021), gamification is not only an innovative marketing strategy but also a powerful tool that encourages customers to feel good about their shopping experiences, which in turn increases their willingness to repurchase. This emotional engagement makes customers feel more connected and invested in the brand, contributing to higher satisfaction levels.

In addition, Xi and Hamari (2020) support these findings by emphasizing the role of gamification in boosting customer engagement, a key predictor of satisfaction and purchase behavior. When customers are actively engaged—whether by tracking their progress, completing challenges, or unlocking rewards—they form a stronger connection with the brand. This ongoing engagement turns a simple transactional experience into a more immersive and interactive journey. Gamified experiences can help reduce shopping fatigue or boredom by introducing variety and fun, motivating customers to return frequently and spend more time exploring the platform. This deeper involvement leads to greater satisfaction as customers feel their interaction is more meaningful and enjoyable.

From a practical perspective, e-commerce businesses implement gamification in various creative ways to enhance customer satisfaction. For example, platforms might offer points for every purchase that can be accumulated and exchanged for discounts or special offers. They may also reward customers for activities such as writing reviews, sharing products on social media, or completing challenges that encourage frequent visits. Social competitions or leaderboard systems can introduce a sense of friendly rivalry, further increasing user interaction and excitement. These gamification features transform shopping into a more interactive experience, building emotional bonds between customers and the brand. Companies that excel in gamification differentiate themselves in highly competitive markets by delivering unique, fun, and rewarding experiences that foster long-term loyalty and increased satisfaction.

Customer Satisfaction on Repurchase Intention

The data shows that customer satisfaction significantly influences repurchase intention, confirming a well-established link in consumer behavior literature. Satisfied customers who have positive shopping experiences tend to develop trust and loyalty toward the brand, increasing their likelihood of returning for subsequent purchases. This is supported by Santy and Iffan (2023), who found that positive customer experiences in marketplace environments strongly encourage repurchase intentions. Satisfaction builds an emotional connection that translates into ongoing engagement and preference for the brand over competitors.

Further research by Sukaeri et al. (2023) reinforces that customers with high satisfaction levels are more likely to repeat their purchases, highlighting the importance of consistent quality, excellent service, and meeting or exceeding customer expectations. This effect is driven by both cognitive assessments of product/service value and emotional attachments formed through satisfactory interactions. For instance, customers who experience smooth transactions, timely delivery, and responsive support are emotionally rewarded and motivated to return, thereby increasing customer lifetime value.

From a practical standpoint, businesses should focus on enhancing satisfaction at every touchpoint, from product quality to customer service and post-purchase support. Positive customer experiences create loyal customers who not only repurchase but also advocate for the brand through word-of-mouth. This cycle ultimately contributes to sustainable business growth, making customer satisfaction a critical determinant of repurchase intention and long-term success.

Monthly Promotion on Repurchase Intention

The findings reveal that monthly promotions have a significant positive impact on repurchase intention. Strategic promotions not only attract new customers but also encourage existing customers to return and make repeat purchases, thereby increasing customer loyalty. Ardisa et al. (2022) explain that carefully planned promotional campaigns can strengthen customer retention by providing tangible incentives that motivate further transactions. These promotions help maintain customers' interest and engagement over time, reducing churn.

Jannah et al. (2024) further support this by highlighting that effective promotions do more than boost satisfaction; they directly enhance customers' intention to repurchase. Promotions such as flash sales, discount vouchers, or cashback offers create excitement and perceived value, which can break the inertia that sometimes prevents customers from buying again. This direct influence is crucial for businesses operating in competitive sectors, where repeat purchases are a key to profitability.

In practice, many e-commerce platforms use monthly promotional events to create habitual buying patterns. For example, recurring sales on specific days or during special seasons encourage customers to anticipate and plan purchases around promotions. These strategies, when implemented well, can transform occasional buyers into loyal patrons, ensuring steady revenue streams and market share growth.

Gamification on Repurchase intention

The analysis shows that gamification significantly influences repurchase intention by fostering enjoyable and engaging shopping experiences. According to Anggraeni et al. (2023), gamification elements enhance customer satisfaction and build emotional attachment, which

strengthens customers' motivation to buy repeatedly. The positive experiences created through gamified interactions contribute to stronger brand loyalty and reduce the likelihood of switching to competitors.

Research by Prasetyo et al. (2023) emphasizes that integrating game mechanics into marketing strategies—such as reward systems, challenges, and interactive content—can significantly increase repurchase intention. These elements transform the shopping journey into an immersive and rewarding experience, encouraging customers to revisit and make further purchases. The sense of achievement and fun provided by gamification drives ongoing engagement and attachment.

For practical application, businesses implementing gamification should focus on creating seamless, enjoyable, and rewarding experiences that complement the purchasing process. Features like point accumulation, tiered rewards, and social competitions provide customers with tangible benefits and emotional satisfaction. This engagement not only promotes repeat purchases but also encourages customer advocacy, making gamification a powerful tool to enhance repurchase intention in competitive markets.

Monthly Promotion on Repurchase Intention through Customer

The analysis shows that customer satisfaction does not significantly mediate the relationship between monthly promotions and repurchase intention. This finding suggests that while monthly promotions do play a role in encouraging customers to make repeat purchases, their influence is not necessarily channeled through increasing customer satisfaction. Irawan and Albari (2023) support this perspective by explaining that promotions can boost customer satisfaction to some extent, but repurchase intentions often depend on other factors beyond satisfaction alone. This indicates that promotions, particularly those offered on e-commerce platforms like Shopee, may directly stimulate repurchase intentions based on factors such as immediate savings, urgency, or perceived value, rather than creating long-term satisfaction.

In practical terms, monthly promotions on Shopee such as "Beautiful Date" or limited-time discounts indeed capture consumer attention and encourage purchases. However, customers might not feel fully satisfied if the promotions have certain limitations, such as applying only to specific product categories, requiring minimum purchase amounts, or excluding popular items. These restrictions can dampen the positive effect on satisfaction because the perceived benefits are conditional and sometimes inconvenient. Therefore, even if consumers participate in the promotion and make a purchase, their intention to return for future purchases may stem more from practical considerations like price competitiveness or necessity rather than from an enhanced sense of satisfaction with the shopping experience.

Furthermore, monthly promotions like discounts or vouchers are designed to provide immediate, tangible incentives that influence purchasing behavior quickly. This immediacy may bypass the more complex emotional or cognitive processes involved in satisfaction formation. Customers might react to the attractive prices or limited offers without reflecting on their overall experience quality. This dynamic suggests that promotions serve as a direct motivator for repurchase intentions by appealing to customers' cost-benefit analyses rather than fostering a deeper emotional connection or loyalty through satisfaction. Hence, based on respondent feedback, it can be concluded that customer satisfaction does not serve as a

mediator in the link between monthly promotion and repurchase intention, highlighting the direct impact of promotional tactics on customer behavior.

Gamification on Repurchase Intention through Customer Satisfaction

The findings also reveal that customer satisfaction does not significantly mediate the relationship between gamification and repurchase intention. This implies that although gamification elements—such as points, rewards, and interactive games—can enhance customer engagement and potentially influence repurchase behavior, their impact is not strongly channeled through improving customer satisfaction with the product or service itself. Taruli et al. (2021) similarly argue that while gamification increases engagement and creates enjoyable experiences, its effects on repurchase intentions are more directly tied to the gaming aspect rather than satisfaction with the overall shopping experience or product quality.

For instance, Shopee's gamification features like Shopee Tanam (plant-growing game) or Shopee Bubble (bubble-popping game) are designed to entertain customers and reward them with discount coupons or points. Customers may find these games fun and motivating, which encourages continued interaction with the platform. However, this entertainment value does not necessarily translate into satisfaction with the actual product purchase or the broader service quality. Customers might enjoy playing the games and earning rewards, but their perception of the product's value or the quality of customer service may remain unchanged. Consequently, repurchase intentions driven by gamification are more likely influenced by the immediate benefits or enjoyment derived from the game, rather than a genuine increase in satisfaction with the shopping experience.

Moreover, gamification tends to create a short-term motivational boost by offering rewards that provide direct, tangible benefits. These benefits, such as discount vouchers or points redeemable for future purchases, appeal to customers' desire for instant gratification and fun. While this can lead to repeated interactions with the platform, it does not necessarily build lasting satisfaction or brand loyalty. Therefore, the relationship between gamification and repurchase intention is better understood as one that operates through fun and incentives rather than through satisfaction enhancement. Respondent responses confirm that gamification is effective in providing enjoyable experiences and motivating consumers but does not significantly raise satisfaction with product or service quality. This underscores that gamification's influence on repurchase intention is more direct and experiential, bypassing the mediation of customer satisfaction.

5. Conclusion

The results of this study show that monthly promotion and gamification have a significant influence on customer satisfaction and repurchase intention. Customer satisfaction also plays an important role in increasing repurchase intention. However, the role of customer satisfaction as a mediating variable between monthly promotion and gamification on repurchase intention is not proven significant. The hypothesis of this study suggests that promotion and gamification-based marketing strategies can directly increase customer loyalty. Therefore, e-commerce companies, especially Shopee, are advised to continue developing innovations in promotional programs and gamification features in order to increase customer engagement and maintain competitiveness in an increasingly competitive industry.

6. Suggestion

This study found that customer satisfaction does not significantly mediate the relationship between monthly promotion and gamification on repurchase intention. Therefore, future research can explore other variables such as customer loyalty, user engagement, or perceived value as mediation or moderation in this relationship

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