

**THE INFLUENCE OF GAMIFICATION AND SHOPEE
ADVERTISEMENTS ON USER LOYALTY: A CASE STUDY OF ACTIVE SHOPEE USERS
IN BONDOWOSO**

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ABSTRACT

The rapid growth of the e-commerce industry in Indonesia, particularly the Shopee platform, has created a highly competitive business environment. The emergence of various new competitors demands effective marketing strategies; therefore, research on the influence of digital marketing variables on Shopee users in Bondowoso Regency is highly relevant. This study aims to measure and analyze the impact of gamification implementation and advertising effectiveness on the loyalty of active Shopee users in Bondowoso Regency. Sampling in this study involved 100 respondents determined through the purposive sampling method. Based on the results of data processing and discussions, this research yields the following conclusions:

(1) The results of the analysis indicate that the variables examined in this study contribute 34.5% to user loyalty. Conversely, the majority share of 65.5% is influenced by external factors beyond the scope of this model, such as service quality, price perception, and consumer trust. Collectively, the findings demonstrate that Gamification and Advertising exert a significant influence on user loyalty. Furthermore, partial hypothesis testing confirms that both gamification elements and advertising strategies have a positive and significant impact on strengthening the loyalty of Shopee users within the Bondowoso region.

Keywords: *Gamification, Advertising, User Loyalty, Shopee.*