

The Role of Brand Loyalty in Mediating the Effect of Perceived Value on E-WoM: A Case Study of Shopee Gamification

Ni Wayan Delvin Anjelina Saputra¹, Anak Agung Putu Agung², Ni Putu Cempaka Dharmadewi Atmaja³

^{1,2,3}Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia

Article Info

Article history:

Received 2026-07-07

Revised 2026-09-06

Accepted 2026-09-06

Keywords:

Brand Loyalty

Electronic Word of Mouth

Hedonic Value

Social Value

Utilitarian Value

ABSTRACT

The Shopee app is widely used in Indonesia, making it one of the fastest-growing e-commerce marketplaces. This study examines how perceived value influences electronic word-of-mouth (E-WoM) and brand loyalty, and investigates the mediating role of brand loyalty among users of Shopee's gamification features. This study employs a quantitative methodology, applying Hair's formula to analyze data collected from 180 active Shopee consumers via a questionnaire. The study analyzed the data using Structural Equation Modeling (SEM). The findings indicate that brand loyalty and E-WoM are positively and significantly influenced by perceived value, which encompasses utilitarian, hedonic, and social value. Furthermore, this study shows that brand loyalty mediates the effect of perceived value on E-WoM, meaning that enhancing users' perceived value can strengthen customer loyalty and encourage the tendency to share information online.

This is an open-access article under the [CC BY-SA](#) license.



Corresponding Author:

Ni Wayan Delvin Anjelina Saputra

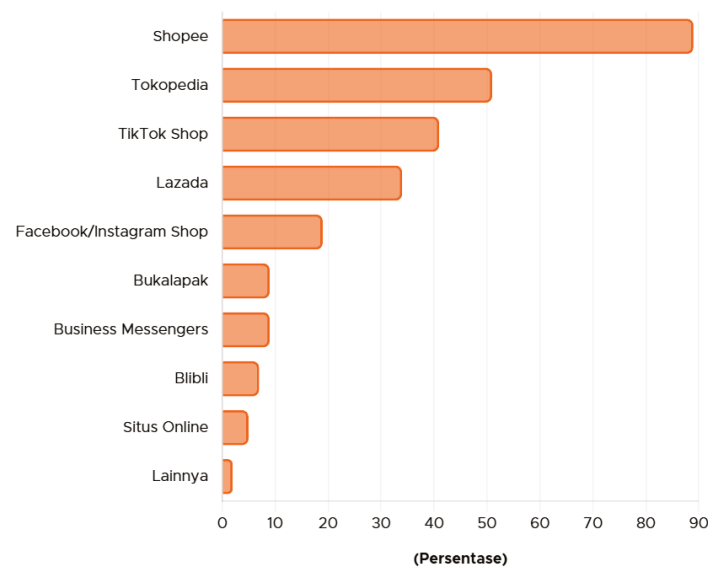
Faculty of Economics and Business, Universitas Mahasaraswati Denpasar, Bali, Indonesia

Email: delvin.anjelina@gmail.com

1. INTRODUCTION

The development of digital technology has transformed the way customers search for information, evaluate products, and interact with brands. Within the e-commerce ecosystem, consumer interactions through electronic word-of-mouth (E-WoM) are rapidly reshaping communication processes that were previously controlled by companies. E-WoM is a form of online communication that allows customers to use various digital channels to convey product recommendations, evaluations, and experiences to other customers. Because user-generated content is regarded as more credible than corporate marketing communication, it has been shown to affect perception, evaluation, and purchasing decisions significantly [1]–[4]. As a result, E-WoM has become an essential component of digital marketing plans.

E-WoM plays an increasingly significant role in the growth of Indonesia's e-commerce sector as smartphone and internet penetration continues to rise. With a continuously growing user base, Indonesia is one of Southeast Asia's largest e-commerce markets [5]–[7]. As a result, competition among platforms has intensified, and a platform's competitive advantage no longer depends solely on price and product variety but also on the user experience it offers. In this regard, Shopee has emerged as one of the most popular sites in Indonesia.



Sumber: YouGov

GoodStats

Figure 1. Percentage of e-commerce platform usage in Indonesia

Shopee's dominance demonstrates how representative this platform is for studying digital consumer behavior, particularly in understanding how user experience can influence E-WoM. Gamification, or the application of game-like elements such as points, rewards, missions, and challenges in non-game activities, is one tactic used to enhance user experience [8]. Gamification has been shown to increase user loyalty, engagement, and satisfaction [9]–[12]. However, increased E-WoM does not always translate into increased participation [13].

This suggests that gamification affects E-WoM indirectly through certain psychological processes. Perceived value helps explain how people evaluate such experiences. According to Evelina et al., Nuzula and Wahyudi, and Xi Nannan and Hamari Juho [14], [15], [12], perceived value refers to users' subjective evaluation of the benefits they obtain from using a service, including utilitarian, hedonic, and social value. Functional benefits reflect utilitarian value, emotional satisfaction reflects hedonic value, and social connection and recognition reflect social value. These three dimensions influence E-WoM and other post-usage behaviors and serve as the basis for evaluation.

Although gamification and consumer behavior have been extensively studied, research still lacks an explicit explanation of how perceived value shapes E-WoM. Previous studies by Torres et al., Xi Nannan and Hamari Juho, and Zhang et al. [11], [12], [16] have focused more on customer engagement, satisfaction, loyalty, and purchase

intention. Moreover, evidence remains conflicting on how perceived value dimensions influence E-WoM. While some studies highlight the importance of hedonic value in driving E-WoM [17], [11], other studies show that utilitarian and social value are more dominant [10], [15]. This discrepancy indicates an empirical gap that requires further investigation.

From a contextual standpoint, most gamification research has been conducted in non-e-commerce sectors in Indonesia or within an international context [18]–[20]. Meanwhile, users in Indonesia very frequently use social media and e-commerce, which may produce different E-WoM behavior patterns. To strengthen the external validity of the findings, testing among Shopee users in Indonesia is essential.

Preliminary survey findings show that only a small proportion of users actively participate in E-WoM, despite rating all aspects of perceived value from Shopee's gamification features positively, further reinforcing this research gap. These results suggest that other factors may help bridge the gap between high perceived value and E-WoM.

Brand loyalty is a characteristic that can function as a mediating mechanism in long-term relationships between consumers and brands. According to Doğan-Südaş et al., Tanveer et al., and Wilk et al. [21]–[23], brand loyalty reflects consumer commitment, trust, and attachment, which not only drives repeat purchases but also increases the likelihood of recommending the brand to others. Previous research also shows that gamification experiences can enhance brand loyalty by increasing perceived value [11], [24], [25], which ultimately contributes to E-WoM formation.

Based on these theoretical, empirical, and contextual gaps, this study develops a model that combines utilitarian, hedonic, and social value with E-WoM, using brand loyalty as a mediating variable within the context of Shopee gamification feature users in Indonesia. This study is expected to contribute to knowledge on gamification, perceived value, and brand loyalty, and to provide deeper insight into how E-WoM forms in e-commerce. Therefore, this study aims to explore how perceived value influences E-WoM and to investigate how brand loyalty mediates this relationship.

This study examines how brand loyalty acts as an intervening variable in the effect of perceived value, comprising utilitarian, hedonic, and social value, on electronic word-of-mouth (E-WoM).

According to Khalid et al. [26], electronic word-of-mouth (E-WoM) refers to word-of-mouth communication that occurs in cyberspace and is disseminated through social media, online forums, and review sites. Thi Binh et al. [27] define E-WoM as informal communication about the use or features of certain goods, services, or sellers, directed at consumers through internet-based technology. According to Akdim, Anastasiei, and Dospinescu, and Zhao et al. [28], [29], [4], there are a number of indicators or characteristics that need to be considered in E-WoM, including the perceived quality of review content, the extent to which positive opinions are spread, and trust in the source of the review.

The functional, practical, and instrumental benefits users perceive when engaging in gamification activities are referred to as the utilitarian value of gamification. Utilitarian value in gamification primarily focuses on success, efficiency, and achieving measurable

outcomes [30]. According to Zhang et al. [16], utilitarian value in e-commerce refers to how gamification elements such as points, progress bars, or reward systems make it easier for consumers to learn about products and benefit from these interactions. Perceived cost savings, perceived ease and convenience, and perceived affordability are factors used to create utilitarian value [31].

Hedonic value is viewed as a non-instrumental aspect, meaning an experience is evaluated not only by its practical benefits but also by the extent to which the activity provides a sense of gratitude, pleasure, and emotional value to the user [32]. According to Yanson et al. [33], hedonic value in gamification also emphasizes positive emotional experiences, enjoyment, and entertainment through users' interaction with gamification elements, which are often enhanced by appealing visual and audio quality. Exploratory enjoyment, emotional satisfaction derived from perceived value, role engagement, the enjoyment of learning new concepts and knowledge, social enjoyment, stress reduction, and relaxation are among the indicators used to evaluate hedonic value [34], [35].

Social value is empirically associated with higher levels of engagement, retention, and collaborative learning. Previous research consistently shows that social mechanisms such as sharing and leaderboards can increase motivation and participation, although the effect strongly depends on the context of use (e.g., classrooms, communities, or fitness applications) and leaderboard design (e.g., absolute or relative) [36]. According to Hamari and Koivisto [37], the concept of basic psychological needs in self-determination theory, which highlights the importance of connectedness or attachment, is the starting point for social value to emerge. Perceived social image, perceived social status, and perceived social acceptance are among the variables that describe how users view their social experience within a gamified environment [10].

Brand loyalty is a consistent tendency and repeated purchasing behavior toward a particular brand within the same product or service category [38]. This approach places strong emphasis on observable consumer behavior and their loyalty toward a brand through repeat purchases. In contrast, Tanveer et al. [22] view brand loyalty as reflecting how customers evaluate a company's product and their relationship with the brand. According to Carroll and Ahuvia [39] and Bangsawan [40], brand preference focus, intention to delay switching brands, and stated commitment to remain loyal are among the indicators used to measure brand loyalty.

Utilitarian value, hedonic value, social value, electronic word-of-mouth (E-WoM), and brand loyalty are the five variables used in this study. These five factors have been identified to test the relevant theories. The conceptual framework of this study is as follows:

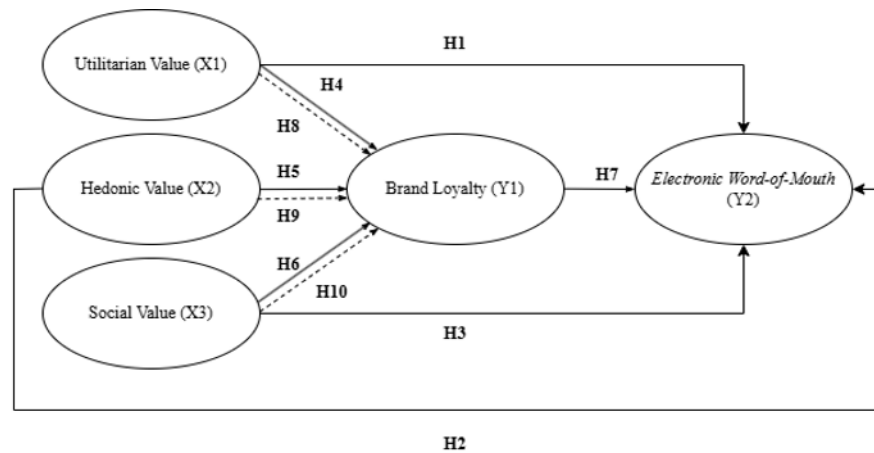


Figure 2. Conceptual Framework

Based on the conceptual framework shown in Figure 2, the research hypotheses can be formulated as follows:

H1: Utilitarian value has a positive and significant effect on electronic word-of-mouth (E-WoM) behavior on Shopee.

H2: Hedonic value has a positive and significant effect on electronic word-of-mouth (E-WoM) behavior on Shopee.

H3: Social value has a positive and significant effect on electronic word-of-mouth (E-WoM) behavior on Shopee.

H4: Utilitarian value has a positive and significant effect on Shopee brand loyalty.

H5: Hedonic value has a positive and significant effect on Shopee brand loyalty.

H6: Social value has a positive and significant effect on Shopee brand loyalty.

H7: Brand loyalty has a positive and significant effect on electronic word-of-mouth (E-WoM) behavior.

H8: Brand loyalty mediates the effect of utilitarian value on electronic word-of-mouth (E-WoM) behavior on Shopee.

H9: Brand loyalty mediates the effect of hedonic value on electronic word-of-mouth (E-WoM) behavior on Shopee.

H10: Brand loyalty mediates the effect of social value on electronic word-of-mouth (E-WoM) behavior on Shopee.

2. METHOD

This study examines the impact of perceived value on electronic word-of-mouth (E-WoM) through brand loyalty among Shopee users in Indonesia who utilize gamification features, using a quantitative method and a causal research design. A standardized questionnaire with a five-point Likert scale collected data from Shopee users who had used gamification elements. The sample was selected using purposive sampling, and 180 respondents were selected using the method developed by Hair et al. In addition to survey data, structured interviews and a literature review supported the development of the research instrument and understanding of the research phenomenon. The Structural Equation Modeling-Partial Least Squares (SEM-PLS) method was used for data analysis to

test both the direct and indirect correlations among variables. To evaluate the model, we tested construct validity and reliability, examined the structural model, and tested mediation effects using bootstrapping.

3. RESULTS AND DISCUSSION

Based on the questionnaire results, 94 respondents, or 52.2 percent of the total, were female, while 86 respondents, or 47.8 percent, were male. The next category was based on age range; the largest group consisted of those aged over 37 years (22.8%), followed by those aged 22 to 26 years (22.2%), the 32-to-36-year age group (21.7%), the 27-to-31-year age group (18.9%), and the 17-to-21-year age group (14.4%).

While reliability testing determines how consistently indicators measure a construct, validity testing ensures that each indicator measures the intended construct. Outer loading values assess convergent validity; an indicator is considered valid if its outer loading is greater than or equal to 0.70. In addition, Average Variance Extracted (AVE) evaluates convergent validity. The criterion is $AVE > 0.50$, meaning the construct explains more than half of the variance in its indicators. If a construct's Composite Reliability and Cronbach's Alpha are ≥ 0.70 , the construct is considered to have strong reliability [41].

The square root of each construct's AVE value ($\sqrt{AVE}$) was then compared with the inter-construct correlations to assess discriminant validity using the Fornell-Larcker criterion. If a construct's $\sqrt{AVE}$ value is higher than its correlation with other constructs, the construct is said to have good discriminant validity. All indicators met the outer loading criterion of ≥ 0.70 , all constructs had an $AVE > 0.50$, and both the Cronbach's Alpha and Composite Reliability values were > 0.70 , consistent with the test results shown in Table 1. In addition, the $\sqrt{AVE}$ value of each construct was greater than its correlation with other constructs, indicating that all constructs met the criteria for discriminant validity, reliability, and convergent validity.

Table 1. Validity and Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	AVE	$\sqrt{AVE}$
Utilitarian Value (X1)	0.914	0.933	0.698	0.835
Hedonic Value (X2)	0.975	0.978	0.785	0.886
Social Value (X3)	0.926	0.942	0.731	0.855
Brand Loyalty (Y1)	0.961	0.969	0.838	0.916
Electronic Word of Mouth (Y2)	0.919	0.937	0.714	0.845

Source: Processed data (2026)

Utilitarian value has a positive and significant impact on electronic word of mouth (E-WoM), with a path coefficient of 0.239, a t-statistic of 4.476, and a p-value of 0.000, based on the hypothesis testing results in Table 2. This study shows that users are more likely to share pleasant experiences with others through digital media when they perceive greater functional benefits from Shopee's gamification features. Vouchers, discounts, points, and rewards are examples of benefits that offer tangible value customers can perceive while shopping. Users view the platform positively when they receive benefits

that meet their expectations, which motivates them to recommend and share their experiences with others. These results align with studies by Jiang [42] and Sosanuy et al. [43].

With a path coefficient of 0.125, a t-statistic of 2.464, and a p-value of 0.014, this study also shows that hedonic value has a positive and significant impact on E-WoM. According to this study, consumers who enjoy using Shopee's gamification features tend to be more willing to share their experiences. While using the application, various game challenges, reward schemes, and entertainment features make users feel happy and satisfied. As a result of this satisfying emotional experience, users tend to share their opinions through reviews, comments, or online recommendations. These results are consistent with the findings of Bangsawan [40] and Liu et al. [2].

With a path coefficient of 0.177, a t-statistic of 3.821, and a p-value of 0.000, the results show that social value has a positive and significant impact on E-WoM. This finding suggests that individuals' tendency to share experiences online may be driven by the social benefits they gain from interaction, recognition, and a sense of attachment to other users. In the context of Shopee's gamification, users often want to share their experiences with their community or social circle after achieving a particular goal or incentive. Users' motivation to spread positive information about the site increases along with their perceived social value. These results are consistent with the studies conducted by Zhu et al. [44] and Jiang [42].

With a path coefficient of 0.141, a t-statistic of 2.468, and a p-value of 0.015, utilitarian value not only influences E-WoM but also significantly and positively affects brand loyalty. This finding indicates that consumers' tendency to remain loyal to Shopee and choose it over other platforms can be enhanced through the practical benefits of Shopee's gamification features. Customers who frequently gain financial benefits and find shopping on this platform convenient will form a positive opinion of the site, thereby strengthening their loyalty. These results are consistent with the studies conducted by Lixiao and Chang [45] and Bae and Jeon [46].

With a path coefficient of 0.520, a t-statistic of 5.977, and a p-value of 0.000, hedonic value also had a positive and significant impact on brand loyalty. This result indicates that creating an enjoyable experience through gamification is critical to fostering consumers' emotional attachment to Shopee. Users tend to remain loyal to this platform over time if they perceive the application as entertaining and enjoyable. The largest coefficient among the paths to brand loyalty indicates that an emotional component largely shapes user loyalty. These results align with studies by Teo et al. [17] and Rahman et al. [47].

With a path coefficient of 0.282, a t-statistic of 3.458, and a p-value of 0.001, the findings show that social value positively and significantly affects brand loyalty. According to this study, gamification features can strengthen users' relationships with the brand by fostering social connection, recognition, and a sense of belonging. People who feel they are part of a community tend to remain loyal to Shopee and feel more connected to the platform. These results are consistent with the studies conducted by Namkung and Seong Yeon and Zhu et al. [48], [44].

Furthermore, brand loyalty significantly and positively influences E-WoM, with a path coefficient of 0.523, a t-statistic of 8.929, and a p-value of 0.000. This study shows that highly loyal Shopee members are more likely to actively promote, evaluate, and share positive experiences with other users. Sustained pleasant experiences foster loyalty, which motivates users to act as brand ambassadors and voluntarily spread positive information about the platform. The highest coefficient value in this research model indicates that brand loyalty is the most influential element in the development of E-WoM. These results reinforce the studies conducted by Eelen et al. and Wilk et al. [49], [23].

With a path coefficient of 0.074, a t-statistic of 2.289, and a p-value of 0.022, it was found that brand loyalty acts as a partial mediator of the effect of utilitarian value on E-WoM when the indirect effect was tested. This finding indicates that the functional benefits perceived by users not only directly drive E-WoM but also foster loyalty toward Shopee, which in turn increases users' tendency to recommend it to others. This result implies that brand loyalty also strengthens the relationship between utilitarian value and E-WoM.

Table 2. Direct and Indirect Effect Test Results

No	Path	Original Sample	T Statistics	P Value	Hypothesis	Outcome	Result
Direct Effect							
1	Utilitarian Value (X1) → Brand Loyalty (Y1)	0.141	2.468	0.015	H1	Significant	Accepted
2	Utilitarian Value (X1) → Electronic Word of Mouth (Y2)	0.239	4.476	0.000	H2	Significant	Accepted
3	Hedonic Value (X2) → Brand Loyalty (Y1)	0.520	5.977	0.000	H3	Significant	Accepted
4	Hedonic Value (X2) → Electronic Word of Mouth (Y2)	0.125	2.464	0.014	H4	Significant	Accepted
5	Social Value (X3) → Brand Loyalty (Y1)	0.282	3.458	0.001	H5	Significant	Accepted
6	Social Value (X3) → Electronic Word of Mouth (Y2)	0.177	3.821	0.000	H6	Significant	Accepted
7	Brand Loyalty (Y1) → Electronic Word of Mouth (Y2)	0.523	8.929	0.000	H7	Significant	Accepted
Indirect Effect							
8	Utilitarian Value (X1) → Brand Loyalty (Y1) → Electronic Word of Mouth (Y2)	0.074	2.289	0.022	H8	Significant	Accepted
9	Hedonic Value (X2) → Brand Loyalty (Y1) → Electronic Word of Mouth (Y2)	0.272	5.161	0.000	H9	Significant	Accepted
10	Social Value (X3) → Brand Loyalty (Y1) → Electronic Word of Mouth (Y2)	0.147	3.121	0.002	H10	Significant	Accepted

Source: Processed data (2026)

With a path coefficient of 0.272, a t-statistic of 5.161, and a p-value of 0.000, it has also been proven that brand loyalty acts as a partial mediator of the effect of hedonic value on E-WoM. The fact that this coefficient is the highest among all mediation paths indicates that the pleasant experiences consumers undergo may foster strong loyalty and ultimately motivate them to share it with others. In other words, the emotional component influences E-WoM both directly and indirectly through brand loyalty.

In addition, a path coefficient of 0.147, a t-statistic of 3.121, and a p-value of 0.002 show that brand loyalty acts as a partial mediator of the effect of social value on E-WoM. This result shows that the social benefits users perceive can increase their commitment to Shopee, which in turn motivates them to promote the site. Utilitarian value, hedonic value, and social value continue to directly affect E-WoM, consistent with the partial mediation of all three paths; nevertheless, brand loyalty plays a crucial role in strengthening these relationships. These results support the notion that brand loyalty bridges user experience and E-WoM activity.

4. CONCLUSION

This study shows that brand loyalty and electronic word-of-mouth (E-WoM) promotion among Shopee users are positively and significantly influenced by perceived value, which includes utilitarian, hedonic, and social value. In addition, brand loyalty partially mediates the effect of these three perceived value dimensions on E-WoM and positively and significantly affects E-WoM itself. These results indicate that users' loyalty to the platform, as well as their tendency to recommend, share, and leave positive reviews for other users, increases with the functional benefits, enjoyment, and social benefits they gain from gamification features. Therefore, this study highlights that the effectiveness of gamification on e-commerce platforms depends not only on its ability to provide added value to users, but also on its ability to foster brand loyalty, which in turn drives the creation of positive E-WoM.

REFERENCES

- [1] A. M. Leong and Woon, "The influence of social media eWOM information on purchase intention," *Journal of Marketing Analytics*, vol. 10, no. 2, pp. 145–157, 2022, doi: 10.1057/s41270-021-00132-9.
 - [2] Liu, Shaalan, and Jayawardhena, "The impact of electronic word-of-mouth (eWOM) on consumer behaviours," in *The SAGE Handbook of Digital Marketing*, SAGE Publications Ltd, 2022, pp. 136–158, doi: 10.4135/9781529782509.n9.
 - [3] Thao and Shurong, "Is it possible for 'electronic word-of-mouth' and 'user-generated content' to be used interchangeably?" *Journal of Marketing and Consumer Research*, 2020, doi: 10.7176/jmcr/65-04.
 - [4] Zhao, Wang, Huijie, and Yaming, "Electronic word-of-mouth and consumer purchase intentions in social e-commerce," *Electronic Commerce Research and Applications*, vol. 41, p. 100980, 2020, doi: 10.1016/j.elerap.2020.100980.
 - [5] A. V. Gunawan, L. Linawati, D. Pranandito, and R. Kartono, "The determinant factors of e-commerce purchase decision in Jakarta and Tangerang," *Binus Business Review*, vol. 10, no. 1, pp. 21–29, 2022, doi: 10.21512/bbr.v10i1.5379.
 - [6] Pahmi, Ayob, and Suprayitno, "Review: Dampak disrupti ICT dan Covid 19 terhadap perubahan perilaku konsumen dan digital e-commerce di Indonesia," *JENIUS: Jurnal Terapan Teknik Industri*, vol. 3, no. 1, pp. 22–32, 2022, doi: 10.37373/jenius.v3i1.234.
 - [7] W. Weryani, L. Lisniawati, H. Hamsani, and R. S. Wardhani, "E-commerce trends in Indonesia: A literature review on adaptation and consumer behavior," 2024, pp. 35–41, doi: 10.2991/978-94-6463-614-7_6.
-

- [8] Mominzada, Rozan, and Aziz, "Consequences of user experience in a gamified e-commerce platform," *International Journal of Electronic Commerce Studies*, vol. 13, no. 1, p. 113, 2021, doi: 10.7903/ijecs.2004.
- [9] W. O. Halim and M. S. Purwanegara, "The effect of gamification toward customer engagement in Shopee e-commerce," *International Journal of Current Science Research and Review*, vol. 7, no. 8, 2024, doi: 10.47191/ijcsrr/V7-i8-42.
- [10] K. A. Kusumawardani, H. A. Widyanto, and J. E. G. Tambunan, "The role of gamification, social, hedonic and utilitarian values on e-commerce adoption," *Spanish Journal of Marketing - ESIC*, vol. 27, no. 2, pp. 158–177, 2023, doi: 10.1108/SJME-09-2022-0188.
- [11] Torres, Augusto, and Neves, "Value dimensions of gamification and their influence on brand loyalty and word-of-mouth," *Psychology and Marketing*, vol. 39, no. 1, pp. 59–75, 2022, doi: 10.1002/mar.21573.
- [12] N. Xi and J. Hamari, "Does gamification affect brand engagement and equity? A study in online brand communities," *Journal of Business Research*, vol. 109, pp. 449–460, 2020, doi: 10.1016/j.jbusres.2019.11.058.
- [13] S. Farace, E. Montaguti, S. Valentini, and A. Zammit, "How does gamification affect customer behavior and revenue?" *Italian Journal of Marketing*, vol. 2025, no. 4, pp. 331–354, 2025, doi: 10.1007/s43039-025-00119-9.
- [14] Evelina, Kusumawati, Nimran, and Sunarti, "The influence of utilitarian value, hedonic value, social value, and perceived risk on customer satisfaction," *Business: Theory and Practice*, vol. 21, no. 2, pp. 613–622, 2021, doi: 10.3846/btp.2020.12143.
- [15] Nuzula and Wahyudi, "Effects of brand attitude, perceived value, and social WOM on purchase intentions in luxury product marketing," *Innovative Marketing*, vol. 18, no. 3, pp. 1–14, 2022, doi: 10.21511/im.18(3).2022.01.
- [16] Zhang, Shao, Xiaotong, and Yuqiang, "Gamification and online impulse buying: The moderating effect of gender and age," *International Journal of Information Management*, vol. 61, p. 102267, 2021, doi: 10.1016/j.ijinfomgt.2020.102267.
- [17] Teo, Choudhary, and Singh, "The impact of hedonic and utilitarian values, alongside psychological factors, on customer satisfaction and loyalty of female consumers," *International Journal of Advanced Business Studies*, 2024, doi: 10.59857/IJABS.3912.
- [18] J. C. Bauer, M. Linzmayer, L. Nagengast, T. Rudolph, and E. D'Cruz, "Gamifying the digital shopping experience," *Journal of Service Management*, vol. 31, no. 3, pp. 563–595, 2020, doi: 10.1108/JOSM-10-2018-0347.
- [19] J. Krath, L. Schürmann, and H. F. O. von Korfflesch, "Revealing the theoretical basis of gamification," *Computers in Human Behavior*, vol. 125, p. 106963, 2021, doi: 10.1016/j.chb.2021.106963.
- [20] Zamorano, Sánchez, Rey, and Bueno, "Gamification in higher education: The ECon+ star battles," *Computers & Education*, vol. 194, p. 104699, 2023, doi: 10.1016/j.compedu.2022.104699.
- [21] H. Doğan-Südaş, A. Kara, and E. Karaca, "Effects of gamified mobile apps on purchase intentions and word-of-mouth engagement," *Sustainability*, vol. 15, no. 13, 2023, doi: 10.3390/su151310506.
- [22] M. Tanveer, A. R. Ahmad, H. Mahmood, and I. U. Haq, "Role of ethical marketing in driving consumer brand relationships and brand loyalty," *Sustainability (Switzerland)*, vol. 13, no. 12, 2021, doi: 10.3390/su13126839.
- [23] Wilk, Soutar, and Harrigan, "Online brand advocacy and brand loyalty: A reciprocal relationship?" *Asia Pacific Journal of Marketing and Logistics*, vol. 33, no. 10, 2021, doi: 10.1108/APJML-05-2020-0303.
- [24] Viega and Napitupulu, "Impact analysis of experience on gamification marketing activities, social media marketing, and other factors toward brand loyalty in online marketplace application," *Journal of Theoretical and Applied Information Technology*, 2020.
- [25] Zulqarnain, S. Bangsawan, and Mahrinasari, "The mediating role of brand loyalty in gamification usage - A study in Tokopedia," *IOSR Journal of Business and Management (IOSR-JBM)*, vol. 26, pp. 32–42, 2024, doi: 10.9790/487X-2601043242.
- [26] Khalid et al., "Significance of electronic word of mouth (e-WOM) in opinion formation," *International Journal of Advanced Computer Science and Applications*, vol. 11, no. 2, 2020.
- [27] Thi Binh, Hoang, and Quang, "Designing effective hybrid course curriculum," *Evaluation Review*, vol. 49, no. 3, pp. 453–486, 2025, doi: 10.1177/0193841X241291752.
- [28] Akdim, "The influence of eWOM: Analyzing its characteristics and consequences, and future research lines," *Spanish Journal of Marketing - ESIC*, vol. 25, no. 2, pp. 239–259, 2021, doi: 10.1108/SJME-10-2020-0186.
- [29] Anastasiei and Dospinescu, "Beyond credibility: Understanding the mediators between electronic

- word-of-mouth and purchase intention," 2025, doi: 10.48550/arXiv.2504.05359.
- [30] C.-L. Hsu and C. Chen, "Advocating recycling and encouraging environmentally friendly habits through gamification," *Technology in Society*, vol. 66, p. 101621, 2021, doi: 10.1016/j.techsoc.2021.101621.
- [31] J. Zhang, Y. Zou, S. Wang, and Y. Xiang, "Consumer experience and perception in gamification marketing: Evidence from the user survey of POPMART," *Frontiers in Communication*, vol. 10, 2025, doi: 10.3389/fcomm.2025.1388020.
- [32] Diefenbach, Kolb, and Hassenzahl, "The 'hedonic' in human-computer interaction," in *Proc. 2014 Conf. Designing Interactive Systems (DIS '14)*, 2021, pp. 305–314, doi: 10.1145/2598510.2598549.
- [33] Yanson, Rahayu, and Wibowo, "The influence of utilitarian and hedonic value to traveler purchase intention at Singapore Changi Airport International," 2022.
- [34] Koivisto and Juho, "Demographic differences in perceived benefits from gamification," *Computers in Human Behavior*, vol. 35, pp. 179–188, 2021, doi: 10.1016/j.chb.2014.03.007.
- [35] Y. Singh and R. Milan, "Utilitarian and hedonic values of gamification and their influence on brand engagement, loyalty, trust and WoM," *Entertainment Computing*, vol. 52, p. 100868, 2025, doi: 10.1016/j.entcom.2024.100868.
- [36] Koivisto and Juho, "The rise of motivational information systems: A review of gamification research," *International Journal of Information Management*, vol. 45, pp. 191–210, 2022, doi: 10.1016/j.ijinfomgt.2018.10.013.
- [37] Hamari and Koivisto, "'Working out for likes': An empirical study on social influence in exercise gamification," *Computers in Human Behavior*, vol. 50, pp. 333–347, 2021, doi: 10.1016/j.chb.2015.04.018.
- [38] Hossain and Habiba, "Exploring the evolution of brand loyalty in the age of social media," *Journal of Service Science and Management*, vol. 17, no. 3, pp. 219–247, 2024, doi: 10.4236/jssm.2024.173011.
- [39] Carroll and Ahuvia, "Some antecedents and outcomes of brand love," *Marketing Letters*, vol. 17, no. 2, pp. 79–89, 2022, doi: 10.1007/s11002-006-4219-2.
- [40] S. Bangsawan, "The mediating role of brand loyalty in gamification usage - A study in Tokopedia," vol. 26, pp. 32–42, 2024, doi: 10.9790/487X-2601043242.
- [41] Ghazali, 25 *Grand Theory: 25 Teori Besar Ilmu Manajemen, Akuntansi dan Bisnis*, I. Ghazali, Ed. Yoga Pratama, 2020.
- [42] Y. Jiang, "Research on the influence of customer perceived value on FMCG E-WOM communication," 2023, pp. 587–595, doi: 10.2991/978-94-6463-054-1_64.
- [43] Sosanuy, Siripipathanakul, Nurittamont, and Phayaphrom, "Effect of electronic word of mouth (e-WOM) and perceived value on purchase intention during the COVID-19 pandemic," *International Journal of Behavioral Analytics*, vol. 1, no. 2, p. 10, 2021.
- [44] Zhu, Huangfu, Xu Di, Wang, and Ziang, "Evaluating the impact of experience value promotes user voice toward social media," *Frontiers in Psychology*, vol. 13, 2022, doi: 10.3389/fpsyg.2022.969511.
- [45] Lixiao and Chang, "The effects of utilitarian value on omnichannel continuance intention," *Baltic Journal of Management*, 2022, doi: 10.1108/BJM-09-2021-0332.
- [46] Bae and Jeon, "Exploring the relationships among brand experience, perceived product quality, hedonic value, utilitarian value, and brand loyalty in unmanned coffee shops during the COVID-19 pandemic," *Sustainability (Switzerland)*, vol. 14, no. 18, 2022, doi: 10.3390/su141811713.
- [47] Rahman, Langner, and Temme, "Brand love: Conceptual and empirical investigation of a holistic causal model," *Journal of Brand Management*, vol. 28, no. 6, pp. 609–642, 2021, doi: 10.1057/s41262-021-00237-7.
- [48] Namkung and S. Y. Seong, "Who buys our brand? The influence of consumption values and the congruity with brand benefits on brand identification, trust and loyalty," *Asia Marketing Journal*, vol. 22, no. 4, pp. 1–25, 2020, doi: 10.15830/amj.2020.22.4.1.
- [49] Eelen, Özturan, and Verlegh, "The differential impact of brand loyalty on traditional and online word of mouth," *International Journal of Research in Marketing*, vol. 34, no. 4, pp. 872–891, 2022, doi: 10.1016/j.ijresmar.2017.08.002.