

VALUE ADDING STRATEGY FOR REPURCHASE INTENTION. THE USAGE OF GAMIFICATION IN ALFAGIFT PLATFORM

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ABSTRACT

The purpose of this research is to analyze the impact of gamification on repurchase intention of Alfagift Apps. This research was carried out using StataMP 13 to analyze the regression of gamification on repurchase intention. Data collected using questionnaires distributed online among consumer of Alfamart who already used Alfagift Apps to order product online. Based on the result of this research, the StataMP 13 result shows that gamification is significantly influencing repurchase intention, even though the descriptive statistics varies among the user of Alfagift Apps in doing their purchasing activities. It is recommended for business to keep the functions provided and improve the gamification user-friendly function in creating a faster buying process and faster decision-making as well as the customer-focused products and functions to create a more customer-focused segmented online buying activities and usage.

Keywords: Gamification, Repurchase Intention, Retail Business.

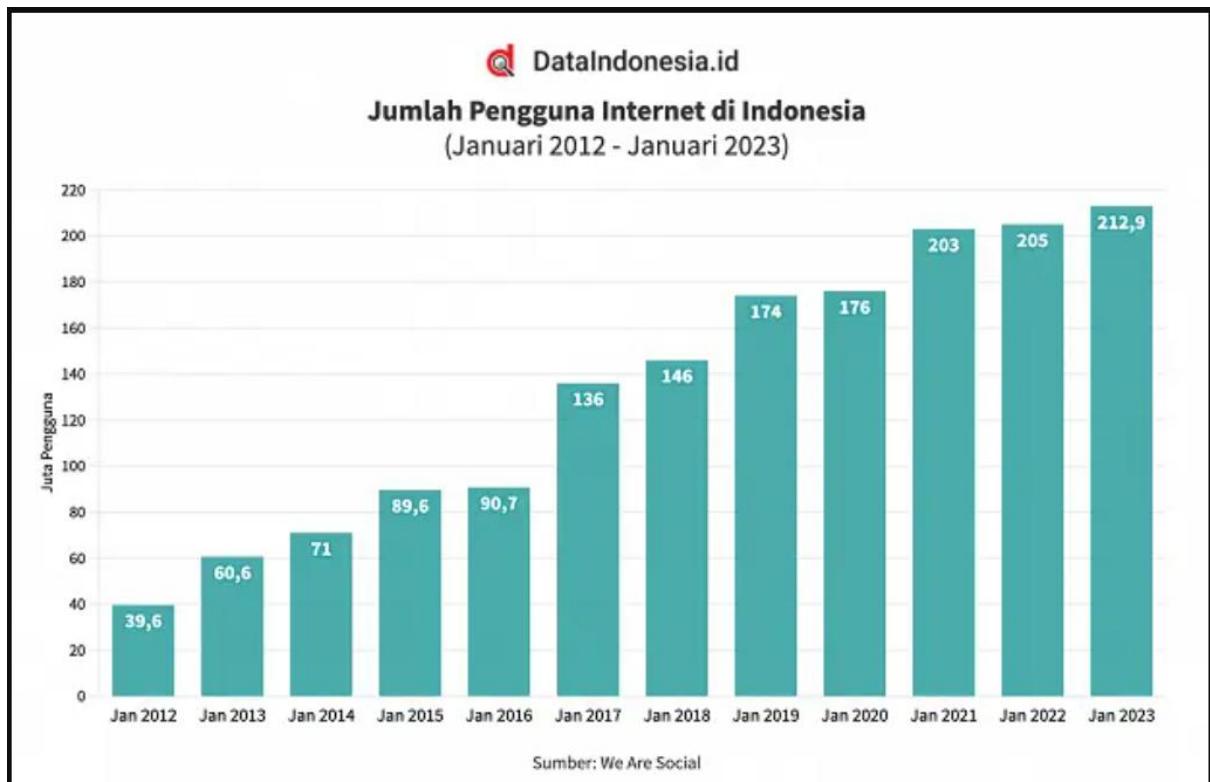
INTRODUCTION

Consumer purchasing patterns have undergone significant changes in recent years. This is a result of advances in digital technology and more flexible access to the internet. These changes have shifted the way consumers search for, select, and interact with brands and products. Retail business, as the home of goods and services either for personal or household consumption, must adapt to changes in digital business, e-commerce, or shopping platform. This phenomenon responded well by the two biggest retail business in Indonesia which are Indomaret with Klik Indomaret and Alfamart with Alfagift. Alfamart as the followers and competitor of Indomaret must create their own advantages and seize opportunities in this fast-pacing business of retail business, by optimizing the usage of Alfagift and the e-commerce platform.

Based on data from Statista Market Insights, it is known that the trend of e-commerce usage in Indonesia is increasing every year. The projected number for the end of 2023 is 196.47 million users. Digital transformation in e-commerce in Indonesia provides opportunities for the retail sector to reach more customers who increasingly rely on online shopping (Kudadiri & Astuti, 2024). This digital transformation has significantly changed lifestyles, shifting from manual processes to more instantaneous solutions (Ikasari, 2020). This lifestyle change within the community is a direct result of the ongoing digitalization process (Wahab & Junaedi, 2021). Indonesia is among the 10 Asian

countries with the highest internet usage (Massee, 2017). According to the Indonesian Internet Service Users Association (Prasetyo et al., 2024), approximately 77% of the Indonesian population is already using the internet. Before the pandemic, the number of internet users in Indonesia was only 175 million, but after the pandemic, the number of internet users in Indonesia has increased and the need for people to access anything from home has resulted in a jump to 210 million out of a total population of 272,682,600 Indonesians in 2021, which means an addition of around 35 million people.

Figure 1. Internet User in Indonesia



Source: Asosiasi Penyelenggara Jasa Internet Indonesia, 2023

Consumer purchasing activities, which now focusing on online payment forcing retailers to adapt to changing consumer preferences, implement health and safety measures, and accelerate their digital transformation efforts. E-commerce continues to grow, and the convergence of online and offline retail experiences is shaping the future of the industry (Retail Industry in Indonesia, 2023). This has led to major changes in the adoption of digital technology applied to every retail service. One significant trend in current online retail industry strategy is the use of gamification.

Gamification relates to the design of products and services that provide game-like experiences with the aim of creating value and encouraging positive responses from customers (Huotari & Hamari, 2017). Gamification is the art of applying game-like elements and principles to non-gaming contexts. In recent years it has found applications across wide range of industries, including education, employee training, customer engagement, healthcare, finance, marketing, advertising, and personal productivity (Dicheva et al., 2015; Anuradhan, Yatigammana, & Wijayarathna, 2024). Alfagift as Alfamart e-commerce platform uses gamification as one of the elements to improve their service and provide interactive shopping experience in order to create user's value.

Gamification experience in Alfagift is not only about buying behavior but it is so much more. Customer interaction and involvement in Alfagift could create more than just promo in buying or voucher to use, but it creates activities that could define customer activities and personal preferences. Gamification in Alfagift could shift customer preferences with providing customer with so many options with so many benefits such as, A-poin, Voucher, Stamp, and Star with each of them with their own benefits. Alfagift also provide customer with Alfa x Games, in which customer can play games and win benefits. These features sometimes are not explored enough, even though it may help optimizing the usage of Alfagift as an e-commerce platform.

THEORETICAL REVIEW

Gamification

Gamification is the art of applying game-like elements and principles to non-gaming contexts. In recent years it has found applications across wide range of industries, including education, employee training, customer engagement, healthcare, finance, marketing, advertising, and personal productivity (Dicheva et al., 2015). In the retail business context, game elements are increasingly being used in technology, which has the potential to become a competitive advantage for retailers (Poncin et al., 2017). Gamification usually involves a system of levels, points, or badges that indicate each individual's achievements in participating in certain tasks (Kudadiri & Astuti, 2024).

Gamification is a term that refers to the incorporation of game elements into non-game contexts, with the aim of encouraging certain behaviors. Gamification utilizes game mechanics and design to influence and motivate user behavior in non-game contexts, such as on e-commerce platforms (Rahmadhan, 2023). Customer interaction is the center of gamification to create appeal and personal value that in the end will produce association between purchasing and using the platform using gamification.

Gamification can be described as game elements that aim to use game structures in business contexts that are not directly related to games. Gamification media utilizes the human desire to achieve higher accomplishments so that their existence can be recognized. Some users will be motivated by the rewards given and also motivated by self-actualization. Fun and exciting activities created by gamification can encourage users who feel entertained to do something (Djohan et al., 2022).

The concept of gamification in marketing can provide several benefits (Stanley, 2021), including increasing engagement between users, where users will continue to be motivated to actively participate in the use of gamification platforms, which can form long-term relationships with consumers. (Vdov, 2020) explains the benefits of gamification, which can record game activities on a platform such as e-commerce, can increase business insight through processed data. In addition, it can also increase the conversion rate, as purchasing interest will continue to be formed due to the direct involvement of users in a game.

Repurchase Intention

Repurchase intention is the desire or purpose of consumers to make a second or subsequent purchase of the same company or brand. Werdiastuti and Agustiono (2022) described repurchase intention as a tendency to repurchase goods/services, which shows purchasing behavior due to feelings of satisfaction when purchasing previously. Repurchase intention is a person's decision to

buy a product or service again from the same company, taking into account the current situation and possible future circumstances. Chou and Hsu (2016) define repurchase intention as the extent to which customers are willing to buy from a particular online store again after their initial purchase. Adekunle and Ejechi (2018) define repurchase intention as an individual's willingness to use a particular brand or service when the need for it arises again.

RESEARCH METHOD

This research is a quantitative descriptive that explaining the phenomena through data collecting and analyzed by using statistical methods. The population of this research is the consumer using Alfagift apps in buying products from Alfamart. To determine the sample size, Lemeshow formula is used considering the unknown number of populations. The following is the calculation of the sample size based on the Lemeshow formula:

$$n = \frac{Z^2 1 - \alpha/2 P(1 - P)}{d^2}$$

Description:

n = Sample Size

Z = Z Score on confidence level 95% = 1,96

P = Maximum estimation = 0,5

d = Alpha (0,10) or sampling error = 10%

Based on the formula above, the total sample used in this research could be determined below:

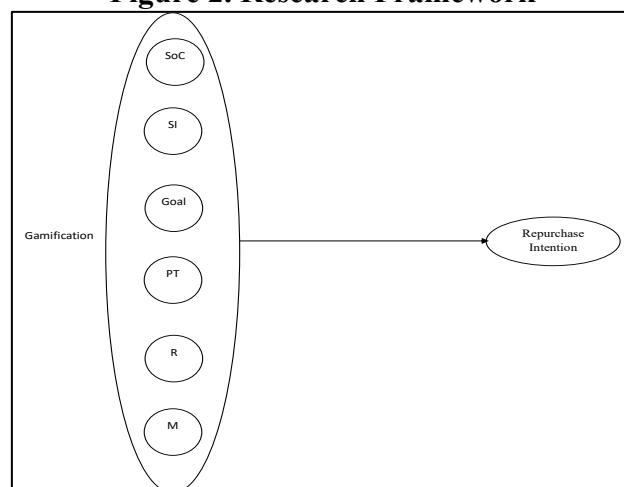
$$n = \frac{1,96^2 \cdot 0,5 / 2 \cdot 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,25}{0,01}$$

$$n = 96,04 = 96$$

Based on the calculation above, the minimum sample used in this research is 96. Data collected using questionnaires distributed via google form to cover a wider area coverage. The questionnaires made by using 6-scale Likert. A 1-6 Likert scale is used to make it easier for respondents to answer questions. This scale was also used to avoid neutral responses so that only respondents with positive and negative experiences could participate in the research. Respondents' data then will be analyzed using StataMP 13. The research framework of this research is shown below:

Figure 2. Research Framework



Source: Theoretical Review, 2025

RESULT AND DISCUSSION

The data collected analyzed using StataMP 13 to analyze the regression analysis between gamification and repurchase intention. Simple linear regression is used in this research to determine whether the gamification directly influence repurchase intention.

Table 1. Gamification Descriptive Statistics

. summarize gamification					
Variable	Obs	Mean	Std. Dev.	Min	Max
gamification	96	82.64583	17.66589	19	114

Source: Data Processed, 2025

Based on table 1 we can see the minimum value is 19 and the maximum value is 114. This means that the result of the questionnaire has the lowest total point of 19 and the highest point 114. This result shows us that the gap of the result from the questionnaires is very high. This indicates that the gamification effect on repurchase intention varies between the respondents in this research.

Table 2. Repurchase Intention Descriptive Statistics

. summarize rep_int					
Variable	Obs	Mean	Std. Dev.	Min	Max
rep_int	96	23.14583	5.172761	5	30

Source: Data Processed, 2025

Table 2 provide us the overview of data on repurchase intention level of consumer using the Alfagift Apps. The table shows a significant difference of the lowest value and the highest value. This is the comparatively similar to table 1 which also has a distinctive minimum and maximum value. The result of descriptive statistics in table 1 and table 2 give us the overview of respondents' variety in this research, considering the Alfagift Apps is used by everyone regardless of any demographic segmentation. This distinctive value resulted by the content and the usage of Alfagift Apps which has a lot of functions and a lot of sections that may not explored enough by the user. It is understandable that there are a lot of products provided by Alfamart, with some many options and segment available. This might take time to be explored and to be fully used, even though there are several options that is commonly used, but the optimal used might be only for a few users, not widely known for everyone.

Table 3. Simple Linear Regression Result

<code>. regress rep_int gamification</code>					
Source	SS	df	MS	Number of obs = 96	
Model	1504.15509	1	1504.15509	F(1, 94) = 136.24	
Residual	1037.80324	94	11.04046	Prob > F = 0.0000	
Total	2541.95833	95	26.7574561	R-squared = 0.5917	
rep_int	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
gamification	.2252418	.0192973	11.67	0.000	.1869266 .263557
_cons	4.53054	1.630497	2.78	0.007	1.293151 7.76793

Source: Data Processed, 2025

Table 3 is the simple linear regression of gamification of repurchase intention using StataMP 13 which provide us with so many results in one table.

- In order to answer the main question of this research, the p value showed is 0.000 which is lower than 0.05 means that the gamification is significantly influencing repurchase intention.
- R-squared is 0.5917 which means the gamification is influencing repurchase intention up to 59.17% with the other 40.83% is other variables not included in this research.

Based on researcher observation upon the result, there are a few points that can be taken as the discussion points and for the future of this topic of research. First, the descriptive statistics with a very distinctive value means the usage of Alfagift Apps is not up to optimal user for every one of the users. There are several functions, segments, points, promos, and so much more things that can be explored within that application. The optimal usage of gamification in Alfagift Apps is not fully explored by everyone creates a gap of understanding on how much gamification could improve buying experience and repurchase behavior.

Second, the simple linear regression result showed that the gamification is significantly influencing repurchase intention. The usage of gamification in Alfagift Apps significantly influencing repurchase decision because the gamification helps consumer with several functions, such as reward section which divided into A-Poin, Voucher, Stamp, and Star, each one represent their own function and usage. There is other several functions of Alfagift that could directly influencing repurchase intention, but based on researcher observation, there is one section that could significantly reduce buying time and product selecting duration as the obstacle of repurchase activity and the function is “Rekomendasi Untuk Kamu” which is provide the consumer with the previously purchased products. This function will significantly reduce buying process and decision-making process, and ultimately will create a faster buying process.

CONCLUSION AND RECOMMENDATION

Based on the result of this research, the StataMP 13 result shows that gamification is significantly influencing repurchase intention, even though the descriptive statistics varies among the user of Alfagift Apps in doing their purchasing activities. It is recommended for business to keep the functions provided and improve the gamification user-friendly function in creating a faster buying process and faster decision-making as well as the customer-focused products and functions to create a more customer-focused segmented online buying activities and usage.

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