

The Influence of Gamification and Customer Experience on Repurchase Intention of Neverdie Store Game Top Up Platform

Alfalah Zeni Maureno Ibrahim*, Donni Junipriansa, Leni Cahyani

Telkom University, Indonesia

Email: Alfalahzeni@student.telkomuniversity.ac.id*,

donnijunipriansa@telkomuniversity.ac.id, lenicahyani@telkomuniversity.ac.id

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Abstract

The development of the digital game industry in Indonesia has encouraged the increasing need for game top up services, so that competition between digital platforms is getting tighter. Consequently, this highly competitive environment compels firms to adopt innovative marketing strategies designed to cultivate customer loyalty, notably through the strategic integration of gamification and the rigorous optimization of customer experience management. Addressing this imperative, the present study investigates the structural impact of gamified mechanics and customer experience on the repurchase intentions of users navigating the Neverdie Store, a digital game top-up platform. Employing an explanatory quantitative research design, empirical data were acquired via structured questionnaires from a sample of 100 active platform users and subsequently evaluated utilizing multiple linear regression analysis. The analytical results demonstrate that both gamification and customer experience exert a positive and statistically significant influence on repurchase intention, functioning both independently and concurrently. Furthermore, the coefficient of determination confirms that these dual constructs account for a substantial proportion of the variance in repeat purchasing behavior. Ultimately, these empirical insights underscore that the sophisticated deployment of gamification elements, coupled with superior customer experience management, serves as a vital catalyst for driving sustained repurchase intent within digital marketplaces. Therefore, companies are advised to continue to develop gamification features and improve the quality of customer experience to strengthen user loyalty in the midst of digital platform competition.

INTRODUCTION

The world is now moving towards a digital era where almost all human activities are connected through the internet. This transformation is not only changing the way individuals communicate and obtain information, but also the way they work, shop, and interact with various digital services. These technological advances encourage the emergence of new consumer behavior patterns that are more dynamic, efficient, and dependent on the ease and speed of digital access. As a result, companies around the world are required to continue to innovate in order to be able to compete and meet consumer expectations in an increasingly competitive digital market.

Within the Indonesian context, the evolution of the digital landscape is exhibiting an accelerated trajectory, with the online gaming industry emerging as a prominent sector characterized by substantial and rapid expansion. Based on Bisnis.com data (2024), the number

of gamers in Indonesia reaches around 185 million people and is expected to increase to 192.1 million people by 2025. This figure is in line with the fact that 95.3% of internet users in Indonesia are active in playing video games. This large user base makes the game market in Indonesia worth around US\$2 billion or the equivalent of Rp33 trillion in 2024, showing great potential in utilizing game elements (Gamification) as a digital marketing strategy (Pernita Hestin Untari, 2025).

Along with the increasing number of game players in Indonesia, the need for game top up services is also growing rapidly. These services are an important part of the gaming industry ecosystem because they allow players to purchase virtual items, skins, or currencies that enhance the gaming experience. The emergence of various digital platforms such as Neverdie Store that provides top up services for various types of games is proof that this market has great economic potential. Competition between top-up service providers is getting tighter, so each platform is required to present innovations in services, user experience, and digital marketing strategies in order to maintain customer loyalty in the midst of ever-growing market dynamics.

Conceptually, gamification represents a strategic framework designed to amplify user interaction and engagement through the systematic integration of game-design mechanics into non-gaming contexts. According to Marisa et al. (2022), Gamification is not only limited to games, but also an effective method to solve problems in various fields including education, business, and entertainment. Through this approach, users not only become passive participants, but also actively engage in interaction processes designed to provide a fun and meaningful experience. Gamification creates intrinsic motivation through a healthy sense of accomplishment and competition that encourages users to keep participating. Furthermore, the integration of game-design elements into non-gaming environments serves to cultivate enduring user loyalty and fortify the relational ties between consumers and the platform, thereby catalyzing constructive behavioral patterns such as heightened productivity and sustained engagement.

In addition, according to Simamora & Sulisty (2023), Customer Experience encompasses the entire experience experienced by consumers from the beginning to the end of interaction with the brand, including digital elements that affect consumer behavior. This reflects the author's understanding of the importance of deep and comprehensive interaction in creating positive experiences for consumers in the digital age. Hoyer et al. (2020) posit that customer experience encompasses the capacity of emergent technologies to optimize brand-consumer interactions and co-create experiential value. Their research delineates a critical nexus between enhanced customer experiences and elevated satisfaction, which subsequently exerts a direct influence on long-term consumer loyalty. Consequently, within contemporary digital ecosystems, customer experience transcends traditional service delivery; rather, it functions as a technologically mediated mechanism essential for fortifying the relational architecture between consumers and brands. The implementation of a good customer experience can create positive perceptions, increase satisfaction, and foster long-term loyalty.

Meanwhile, according to Febriyanti & Tuti (2023), Repurchase Intention is defined as the need to get the product back after considering the experience, which is usually positive. Their findings demonstrate that consumers manifesting robust repurchase intentions exhibit a significantly higher propensity to engage in subsequent transactions. Veronica & Keni (2023) emphasizes that Repurchase Intention is a situation where a person has the desire to buy back

the same product or from the same company based on experience as well as considerations from previous purchases. This substantiates the critical role of customer experience in driving future purchasing behavior. Consequently, repurchase intention is conceptualized as a consumer's behavioral propensity or conscious volition to repeatedly patronize a specific product or brand, an inclination fundamentally predicated upon favorable antecedent interactions.

Overall, this study will provide insight into how Gamification can be utilized in modern digital marketing strategies, as well as how Customer Experience plays a role in shaping consumer Repurchase Intent. By understanding the relationship between these three variables, companies can design more effective marketing strategies to improve user experience, strengthen customer loyalty, and drive repurchase intent in an increasingly competitive digital age.

Sulistiowati et al. (2023) contend that gamification, operationalized through points, leaderboards, badges, and rewards, effectively captures consumer attention and stimulates transaction frequency by enhancing user activity. Building on this, Suratmanto et al. (2025) highlight gamification as a pivotal tool for deepening customer engagement, asserting that such elements significantly elevate repurchase intention by creating immersive and rewarding experiences. Correspondingly, Rocha et al. (2019) emphasize that gamified frameworks reinforce the dyadic connection between sellers and buyers, thereby catalyzing superior sales performance. Yulida et al. (2023) define customer experience as the holistic interaction between consumers and brands, identifying it as a primary determinant of purchasing decisions and repeat purchase intentions within competitive retail landscapes. Building on this, Wibowo et al. (2020) demonstrate that positive experiences across social media and e-commerce platforms enhance relationship quality, leading to elevated purchase intent and long-term loyalty. This perspective is corroborated by Becker and Jaakkola (2020), who characterize customer experience as a multidimensional reaction to market offerings, thereby positioning strategic experience management as essential for fostering enduring brand-customer bonds.

In terms of repurchase intention, Veronica and Keni (2023) posit that it arises from consumers' subsequent needs following positive prior interactions, serving as a reliable indicator of future purchasing behavior. Dayani et al. (2022) further contend that repurchase intention is significantly driven by brand trust and e-service quality, with customer satisfaction acting as a critical mediator. Additionally, Ardisa et al. (2022) emphasize the efficacy of digital marketing and promotional strategies in reinforcing loyalty and encouraging repeat patronage. H₁: Gamification influences Repurchase Intention among Neverdie Store users.

Bouzaâbia et al. (2024) affirm that e-commerce platforms integrating gamification elements observe significant improvements in both consumer experience and repurchase intention, noting that gamified mobile commerce facilitates superior interactions while bolstering user satisfaction and loyalty. Complementing this, Kusumawardani et al. (2023) posit that gamification serves as a dual motivator, incentivizing repeat purchases while simultaneously encouraging users to disseminate positive electronic word-of-mouth. Their study emphasizes that consumer attitudes shaped by gamification are instrumental in driving subsequent repurchase behavior. Furthermore, Ratnasari (2022) demonstrates a robust positive correlation between gamification and repurchase intention within mobile application environments, underscoring that the hedonic utility engendered by gamified mechanics serves

as a paramount determinant of consumer intent across fiercely competitive digital ecosystems. H₂: Customer Experience affects the Repurchase Intention of Neverdie Store users.

Chandra et al. (2022) demonstrate that customer experience exerts a significant positive influence on repurchase intention, primarily driven by heightened satisfaction as a central determinant of consumer decision-making. This is further elucidated by Cahyani et al., who characterize customer experience as a multidimensional construct that facilitates satisfaction as a crucial mediator for repeat patronage. Similarly, Amoako et al. identify customer experience as a vital nexus between digital innovation and repurchase behavior, asserting that innovative offerings paired with superior user experiences yield significantly higher purchase intentions.

Djohan et al. (2022) contend that gamification within e-commerce platforms not only fosters hedonic experiences through elements of enjoyment, rewards, and competition but also provides tangible incentives that facilitate subsequent transactions, thereby significantly augmenting consumer repurchase intention.

H₃: Gamification and Customer Experience collectively influence the Repurchase Intention of Neverdie Store users.

The purpose of this research is to analyze the influence of gamification and customer experience on repurchase intention at the Neverdie Store game top-up platform. The specific objectives are: (1) to determine the influence of gamification on repurchase intention among Neverdie Store users; (2) to determine the influence of customer experience on repurchase intention among Neverdie Store users; and (3) to determine the simultaneous influence of gamification and customer experience on repurchase intention among Neverdie Store users.

The theoretical contribution of this research is to extend the technology acceptance model (TAM) and customer experience theory to the game top-up platform context, demonstrating how gamification elements function as perceived enjoyment and how customer experience functions as perceived ease of use in driving repurchase intention. The practical contribution is to provide Neverdie Store management and other game top-up platform operators with empirical evidence on which factors most strongly influence repurchase intention, enabling evidence-based resource allocation for gamification feature development and customer experience improvement. The benefit for Neverdie Store is enhanced customer loyalty and increased repeat purchase rates, leading to sustainable revenue growth in a competitive market. For the broader Indonesian digital economy, the benefit is the development of more effective customer retention strategies applicable to various digital service platforms. For consumers, the benefit is improved user experience and more engaging platform interactions.

RESEARCH METHOD

Methodologically, this study employs an explanatory quantitative research paradigm designed to elucidate and empirically validate the causal nexus among the focal constructs through rigorous hypothesis testing (Ellitan et al., 2023). The population in this study is all online game players who often top up games online. The research cohort was assembled utilizing a purposive sampling methodology, a strategic approach designed to isolate participants who satisfy rigorous, pre-established eligibility criteria. Specifically, the inclusion parameters for this empirical investigation necessitated within the Neverdie.games digital

platform. The research sample was determined using the purposive sampling technique, which is a sampling method that only involves respondents who meet certain criteria. The sample criteria in this study include (1) respondents between the ages of 15 and 35, and (2) users who have made purchases or top-ups on the Neverdie.games platform. The research questionnaire was measured using a Likert scale of 1–5 (Devotto et al., 2020). This study uses SPSS as a data analysis tool to facilitate complex data processing so that the results are more structured (Sofian, 2021).

RESULTS AND DISCUSSION

Table 1. Validity Test Results

Variable	No. Item	rtable	Calculation	Conclusion
Gamification	X1.1	.832**	0,195	Valid
	X1.2	.844**	0,195	Valid
	X1.3	.846**	0,195	Valid
	X1.4	.885**	0,195	Valid
	X1.5	.833**	0,195	Valid
	X1.6	.858**	0,195	Valid
	X1.7	.834**	0,195	Valid
	X1.8	.798**	0,195	Valid
	X1.9	.870**	0,195	Valid
	X1.10	.805**	0,195	Valid
	X1.11	.869**	0,195	Valid
	X1.12	.841**	0,195	Valid
Customer Experience	X2.1	.857**	0,195	Valid
	X2.2	.870**	0,195	Valid
	X2.3	.811**	0,195	Valid
	X2.4	.884**	0,195	Valid
	X2.5	.836**	0,195	Valid
	X2.6	.869**	0,195	Valid
	X2.7	.862**	0,195	Valid
	X2.8	.867**	0,195	Valid
	X2.9	.853**	0,195	Valid
	X2.10	.871**	0,195	Valid
	X2.11	.871**	0,195	Valid
	X2.12	.855**	0,195	Valid
Repurchase Intention	Y1	.758**	0,195	Valid
	Y2	.751**	0,195	Valid
	Y3	.630**	0,195	Valid
	Y4	.653**	0,195	Valid
	Y5	.641**	0,195	Valid
	Y6	.722**	0,195	Valid
	Y7	.671**	0,195	Valid
	Y8	.730**	0,195	Valid
	Y9	.670**	0,195	Valid
	Y10	.729**	0,195	Valid
	Y11	.760**	0,195	Valid
	Y12	.699**	0,195	Valid

Source: Data Processing Results, 2026

Rigorous psychometric evaluation confirmed the construct validity of all measurement items underlying the Gamification, Customer Experience, and Repurchase Intention variables. Specifically, the calculated correlation coefficients for each empirical indicator consistently surpassed the critical threshold value ($r\text{-table} = 0.195$). Consequently, the entirety of the proposed measurement scales demonstrated robust statistical validity, thereby substantiating their definitive suitability and retention for deployment within the primary research instrument.

Table 2. Reliability Results

Reliability Statistics				
Variable	Cronbach's Alpha	Critical Values	N of Items	Remarks
X1	,963	0,7	12	reliable
X2	.968	0,7	12	reliable
Y	,906	0,7	12	reliable

Source: Data Processing Results, 2026

Subsequent reliability evaluations revealed exceptionally robust internal consistency across all focal constructs, with Cronbach's Alpha coefficients recorded at 0.963 for Gamification, 0.968 for Customer Experience, and 0.906 for Repurchase Intention. As these metrics substantially exceed the established acceptability threshold of 0.70, the measurement instruments demonstrate exemplary internal reliability, thereby unequivocally validating the structural consistency of the scales for rigorous empirical deployment.

Table 3. Descriptive Test of Gamification (X1)

NO	Statement	Frequency of Answers					Score	Ideal Score	%	Category
		SS(5)	S(4)	RR(3)	TS(2)	STS(1)				
1	X1.1	155	156	69	8	3	391	500	78,20%	Good
2	X1.2	165	156	45	24	1	391	500	78,20%	Good
3	X1.3	180	120	63	22	2	387	500	77,40%	Good
4	X1.4	160	152	51	20	3	386	500	77,20%	Good
5	X1.5	130	172	63	16	2	383	500	76,60%	Good
6	X1.6	190	116	72	14	2	394	500	78,80%	Good
7	X1.7	155	132	75	20	1	383	500	76,60%	Good
8	X1.8	135	180	60	12	2	389	500	77,80%	Good
9	X1.9	140	180	51	12	4	387	500	77,40%	Good
10	X1.10	125	164	72	16	2	379	500	75,80%	Good
11	X1.11	130	172	57	18	3	380	500	76%	Good
12	X1.12	145	160	57	18	3	383	500	76,60%	Good
Average									77,21%	Good

Source: Data Processing Results, 2026

Descriptive statistical analyses revealed that the Gamification construct attained an aggregate mean score of 77.21 percent, thereby situating it within the 'favorable' evaluative tier. All Gamification indicators are in the percentage range between 75.80 percent to 79 percent, which shows that respondents consider the implementation of gamification elements on the Neverdie Store platform to be Good. The indicator with the highest score was found in the X1.6 statement at 79 percent, while the lowest value was in the X1.4 and X1.9 statements at 77 percent, respectively. Overall, these results show that Gamification has been implemented

well and is able to support user engagement.

Table 4. Customer Experience Descriptive Test (X2)

NO	Statement	Frequency of Answers					Score	Ideal Score	%	Category
		SS(5)	S(4)	RR(3)	TS(2)	STS(1)				
1	X2.1	110	168	75	14	4	371	500	74,20%	Good
2	X2.2	110	160	81	16	3	370	500	74%	Good
3	X2.3	100	172	72	18	4	366	500	73,20%	Good
4	X2.4	135	144	75	18	3	375	500	75%	Good
5	X2.5	100	160	78	20	4	362	500	72,40%	Good
6	X2.6	135	160	57	18	5	375	500	75%	Good
7	X2.7	115	184	60	16	3	378	500	75,60%	Good
8	X2.8	130	172	63	12	4	381	500	76,20%	Good
9	X2.9	120	164	60	22	4	370	500	74%	Good
10	X2.10	120	152	75	16	5	368	500	73,60%	Good
11	X2.11	90	184	69	18	4	365	500	73%	Good
12	X2.12	140	168	51	18	4	381	500	76,20%	Good
Average									74,36%	Good

Source: Data Processing Results, 2026

Descriptive statistical analyses revealed that the Customer Experience construct attained an aggregate mean score of 74.36 percent, thereby situating it within the 'favorable' evaluative tier. All Customer Experience indicators are in the percentage range between 73 percent to 76.20 percent, which shows that respondents consider the customer experience on the Neverdie Store platform to be Good. The indicator with the highest score was found in the X2.8 and X2.12 statements of 76.20 percent, respectively, while the lowest value was found in the X2.11 statement of 73 percent. Overall, these results show that the Customer Experience has been positively perceived by users.

Table 5. Descriptive Test of Repurchase Intention (Y)

NO	Statement	Frequency of Answers					Score	Ideal Score	%	Category
		SS(5)	S(4)	RR(3)	TS(2)	STS(1)				
1	X2.1	110	168	75	14	4	371		74,20%	Good
2	X2.2	110	160	81	16	3	370	500	74%	Good
3	X2.3	100	172	72	18	4	366	500	73,20%	Good
4	X2.4	135	144	75	18	3	375	500	75%	Good
5	X2.5	100	160	78	20	4	362	500	72,40%	Good
6	X2.6	135	160	57	18	5	375	500	75%	Good
7	X2.7	115	184	60	16	3	378	500	75,60%	Good
8	X2.8	130	172	63	12	4	381	500	76,20%	Good
9	X2.9	120	164	60	22	4	370	500	74%	Good
10	X2.10	120	152	75	16	5	368	500	73,60%	Good
11	X2.11	90	184	69	18	4	365	500	73%	Good
12	X2.12	140	168	51	18	4	381	500	76,20%	Good
Average									74,36%	Good

Source: Data Processing Results, 2026

The results of the descriptive analysis showed that the Repurchase Intention variable obtained an Average percentage value of 77.55 percent with Category Good. The percentage value of the indicator is in the range of 68.20 percent to 86.20 percent. The indicator with the highest score is found in Statement Y7 at 86.20 percent, while the lowest value is found in Statement Y3 at 68.20 percent. In addition, several indicators such as Y4, Y7, Y9, and Y12 are in the Very Good Category. Overall, these results show that respondents have a good tendency for repurchase intent towards the Neverdie Store platform.

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.57850375
Most Extreme Differences	Absolute	.064
	Positive	.047
	Negative	-.064
Kolmogorov-Smirnov Z		.644
Asymp. Sig. (2-tailed)		.801
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Data Processing Results, 2026

Evaluation of the residual distribution utilizing the Kolmogorov-Smirnov normality test yielded a statistical significance coefficient of 0.801. Given that this metric notably surpasses the conventional alpha threshold of 0.05, the residual data is empirically confirmed to follow a normal distribution, thereby successfully fulfilling the requisite normality assumption for the regression model.

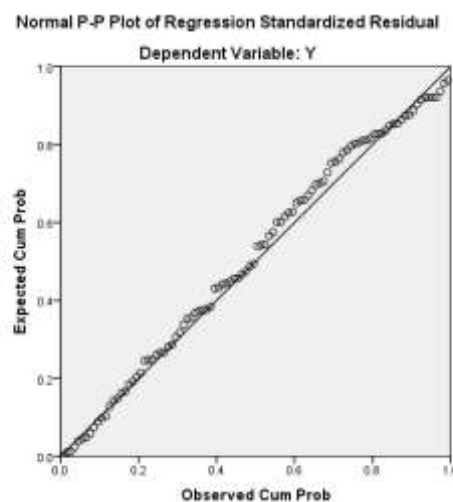


Figure 1 P-Plot

Source: Data Processing Results, 2026

Visual inspection of the Normal Probability (P-P) Plot corroborates this determination, revealing that the empirical residual data points systematically cluster along the theoretical

diagonal axis. This structural alignment provides definitive graphical confirmation that the residuals are normally distributed, thereby successfully satisfying the foundational normality assumption requisite for subsequent regression analysis.

Table 7. Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1	X1	.986
	X2	.986

a. Dependent Variable: Y

Source: Data Processing Results, 2026

Subsequent multicollinearity diagnostics demonstrated that the Gamification and Customer Experience constructs yielded a tolerance coefficient of 0.986 alongside a Variance Inflation Factor (VIF) of 1.014. Given that these metrics concurrently exceed the minimum acceptable tolerance threshold of 0.10 and remain substantially below the critical VIF upper limit of 10, it is empirically established that the formulated regression model is devoid of any detrimental multicollinearity.

Visual inspection of the diagnostic scatterplot reveals a stochastic dispersion of residual points devoid of any discernible systematic pattern. Consequently, it is empirically concluded that the data exhibits no evidence of heteroscedasticity, thereby confirming that the formulated regression model successfully satisfies the critical assumption of homoscedasticity.

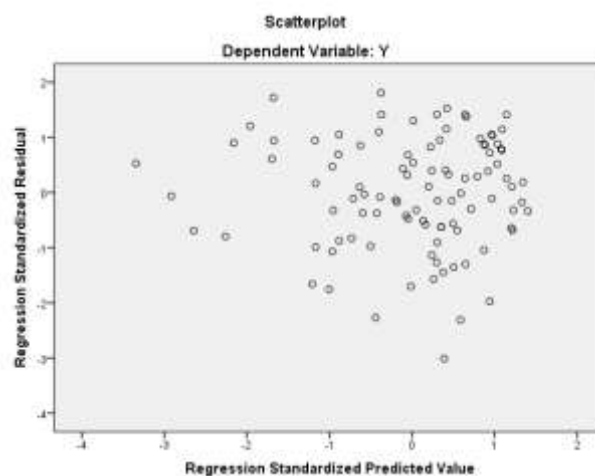


Figure 2 Heterokedasticity Test

Source: Data Processing Results, 2026

Table 8. Multiple Linear Regression Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12.056	1.539		7.836	.000
1 X1	.392	.026	.622	15.307	.000
X2	.366	.025	.605	14.895	.000

a. Dependent Variable: Y

Source: Data Processing Results, 2026

The outcomes of the multiple linear regression analysis elucidate that both Gamification and Customer Experience exert a positive and statistically significant impact on Repurchase Intention. Specifically, the Gamification construct yielded a regression coefficient of 0.392 alongside a profound significance value of 0.000, systematically demonstrating that the progressive refinement of gamified elements proportionally escalates users' repurchase intentions. Concurrently, the Customer Experience variable generated a regression coefficient of 0.366 with an equivalent significance threshold of 0.000, empirically validating that elevated customer experiential encounters correspondingly amplify repeat purchasing propensity. Given that the probability values for both independent predictors fall markedly below the conventional alpha criterion of 0.05, the structural effects delineated are definitively validated as statistically significant. Consequently, these empirical findings unequivocally substantiate the premise that the strategic deployment of gamification and the rigorous optimization of customer experience function as paramount determinants in catalyzing repurchase intent among patrons of the Neverdie Store digital ecosystem.

Table 9. Determination Coefficient Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.918 ^a	.842	.839	2.60495	

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Data Processing Results, 2026

The evaluation of the coefficient of determination yielded an R-squared value of 0.842 and an Adjusted R-squared metric of 0.839. This statistically signifies that precisely 83.9 percent of the observed variance within the Repurchase Intention construct is systematically elucidated by the joint predictive capacity of the Gamification and Customer Experience variables. Consequently, the residual 16.1 percent of the variance remains attributable to exogenous factors residing outside the parameters of the current theoretical model. Furthermore, the multiple correlation coefficient (R) of 0.918 empirically denotes an exceptionally robust correlational nexus between the specified independent predictors and the dependent variable.

Table 10. Partial Test T

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12.056	1.539		7.836	.000
1 X1	.392	.026	.622	15.307	.000
X2	.366	.025	.605	14.895	.000

a. Dependent Variable: Y

Source: Data Processing Results, 2026

The empirical findings systematically establish that the Gamification construct (X1) exerts a robustly positive and statistically significant impact on Repurchase Intention (Y), as evidenced by a t-statistic of 15.307 ($p < 0.05$), thereby unequivocally mandating the acceptance of Hypothesis 1 (H1). Concurrently, the analysis reveals that the Customer Experience variable (X2) demonstrates a compellingly positive and significant predictive influence upon Repurchase Intention (Y) ($t = 14.895$, $p < 0.05$), providing definitive empirical substantiation for the validation of Hypothesis 2 (H2).

Table 11. Simultaneous Test F

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	3510.691	2	1755.345	258.680	.000 ^b
1	Residual	658.219	97	6.786		
	Total	4168.910	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data Processing Results, 2026

The empirical findings reveal a significance value of 0.000, which is markedly below the standard alpha threshold of 0.05, accompanied by a calculated F-statistic of 258.680 that substantially surpasses the critical F-table threshold of 2.611. Consequently, the null hypothesis is unequivocally rejected, mandating the acceptance of the alternative hypothesis. This statistical outcome definitively establishes that the Gamification and Customer Experience constructs simultaneously exert a robust and statistically significant joint effect on the Repurchase Intention of patrons within the Neverdie Store ecosystem.

The empirical outcomes conclusively demonstrate that the gamification construct exerts a demonstrably positive and statistically significant predictive impact upon the repurchase intentions exhibited by the user cohort within the Neverdie Store digital ecosystem ($t = 15.307$, $p < 0.05$). This empirical finding aligns with Sulistiowati et al. (2023), who contend that gamification—operationalized through points, leaderboards, badges, and rewards—effectively captures consumer attention and stimulates transaction frequency by enhancing user activity. Furthermore, Suratmanto et al. (2025) highlight that such gamified elements significantly elevate repurchase intention by creating immersive and rewarding experiences. This perspective is complemented by Djohan et al. (2022), who assert that gamification not only fosters hedonic experiences but also provides tangible incentives that facilitate subsequent transactions. Additionally, Ratnasari (2022) and Rocha et al. (2019) corroborate that the hedonic value of gamified frameworks reinforces the dyadic connection between buyers and sellers, acting as a critical driver of intent and catalyzing superior sales performance in competitive digital landscapes.

Similarly, customer experience exhibits a significant positive influence on repurchase intention ($t = 14.895$, $p < 0.05$). This finding confirms the perspective of Yulida et al. (2023), who identify holistic brand-consumer interactions as a primary determinant of repeat purchase intentions within competitive markets. Wibowo et al. (2020) and Veronica and Keni (2023) further substantiate this, demonstrating that positive prior interactions enhance relationship quality and serve as reliable indicators of future purchasing behavior. The mechanism underlying this relationship is elucidated by Chandra et al. (2022) and Cahyani et al., who argue that heightened satisfaction derived from multidimensional customer experiences functions as

a crucial mediator for repeat patronage. Moreover, as Amoako et al. suggest, superior user experiences act as a vital nexus between digital innovation and elevated purchase intentions.

Concomitant evaluation reveals that gamification and customer experience collectively exert a robust and statistically significant joint effect on repurchase intention, underscoring their synergistic roles as primary drivers of repeat transactional behavior ($F = 258.680$, $p < 0.05$). Together, these constructs account for 83.9 percent of the variance in repurchase intention, indicating robust explanatory power within the research model. This integrated phenomenon is consistent with Bouzaâbia et al. (2024), who affirm that e-commerce platforms successfully integrating gamification elements concurrently observe significant improvements in consumer experience and user loyalty. Consequently, the simultaneous optimization of customer experience management and the effective operationalization of gamified mechanics emerge as critical strategic imperatives for fostering sustained repeat purchases within this digital marketplace.

CONCLUSION

The empirical synthesis confirms that Gamification and Customer Experience act as robust, statistically significant antecedents to Repurchase Intention among Neverdie Store patrons. Individualized diagnostics suggest that the structural integration of ludic elements and the refinement of experiential touchpoints independently catalyze recurrent transactional behaviors. Furthermore, the concurrent evaluation of these constructs reveals an exceptionally high explanatory power regarding the variance in consumer repurchase intent. As a result, the strategic alignment of gamification frameworks and the sophisticated management of the customer journey constitute essential institutional imperatives for ensuring sustained commercial longevity and fostering entrenched loyalty within the digital marketplace.

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