

THE EFFECT OF GAMIFICATION ON CUSTOMER LOYALTY VIDIO DOT COM (SURVEY ON VIDIO ARCADE USERS OF THE VIDIO DOT COM APPLICATION)



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Abstract

This study aims to explore the effect of gamification implementation on customer loyalty on Over the Top (OTT) service platforms, specifically Vidio Dot Com. The OTT industry in Indonesia is growing rapidly with various major players such as Netflix, Disney+ Hotstar, and Vidio. Vidio Dot Com utilizes a gamification strategy through the Vidio Arcade feature to increase customer loyalty amid fierce competition. This research uses a quantitative descriptive method with a sample of 96 respondents who are active users of Vidio Dot Com. The findings revealed a strong and significant correlation between the use of gamification and customer loyalty, where gamification contributed 63.5% to customer loyalty. Fun experiences and reward incentives are the main factors that drive user engagement. Thus, gamification is proven to be an effective marketing tool in increasing customer loyalty on OTT platforms. This research also recommends further development of gamification elements to increase user engagement and maintain customer loyalty.

Keywords: Gamification, Customer Loyalty, Over the Top (OTT)

INTRODUCTION

The use of technology cannot be separated from the development of the business world. Technology can help businesses advance and offer opportunities for business people to attract customers. This coincides with the high growth of internet usage in the business world (Rosyad & Harsono, 2021). Kominfo states that one form of digital platform that has now developed rapidly is Over the Top (OTT) media services (NT et al., 2024). Supporting this, a DailySocial.id survey shows that 1 in 3 Indonesians consume OTT content, equating to 83 million viewers. Collectively, they watch 3.5 billion hours per month, with an average of 41.4 hours per viewer (Eka, 2022).

Recent data from JustWatch reported by DailySocial.id reveals that Netflix holds the largest share of the OTT market in Indonesia, commanding 24% of the market. This is followed by Disney+ Hotstar at 20%, IFLIX at 15%, Viu at 13%, Vidio at 11%, Prime Video at 9%, HBO GO at 5%, and other platforms at 3%. Notably, Vidio, the only local OTT platform, saw impressive growth, reaching double digits after being at just 5% market share in 2021, when it ranked 7th behind Prime Video (Nabila, 2024). Although Netflix maintains its dominance in the Indonesian subscription video-on-demand (SVOD) market, Vidio stands out regarding paid subscriber growth. A report by Singapore-based consultancy Media Partners Asia, published in March 2024, indicates that Vidio has emerged as the streaming service with the highest number of paid subscribers, amassing 4 million in total (Hatta, 2023).

Vidio Dot Com is the most comprehensive OTT (Over the Top) streaming platform in Indonesia, established in 2014. Directly connected to more than 50 TVs and 30 Radios, Vidio also provides its subscribers with thousands of local and international content in Video On Demand services, pay TV networks, and other exclusive content such as Original Series from various genres, TV series, feature films, documentaries, as well as thousands of sports matches from various branches, which are available for all age groups. Vidio is committed to providing the widest and easiest access for its customers to enjoy entertainment without distance, time, or device limits, whether through websites, mobile phones, or TVs (*Apa Itu Vidio*, 2023).

Industry growth is very fast and the ease of customer migration requires Vidio to carry out a good and appropriate strategy to keep its customers from turning away from Vidio

services. The competition is so tight that companies must pay attention to customer loyalty. Because customer loyalty is the main goal of companies to develop their business. Customers who are loyal to the company will give top priority in choosing goods or services. Customer loyalty is also a positive attitude toward the company, a commitment that has the intention to continue purchasing in the future, this can take place in the long term and ends when a mismatch occurs which will break the strong bond between the customer and the company (Nuraeni et al., 2019).



Figure 1.
Pre-Survey Results on Consumer Consistency in Choosing OTT Services

Source: Data processed by researchers (2024)

In measuring the reality of Vidio Dot Com's customer loyalty, the researcher surveyed 50 respondents expressed directly based on the customer's point of view. The results show the frequency of use of Vidio Dot Com services by respondents, where 36% of respondents use this service every day, 44% use it several times a week, 14% use it several times a month, and only 6% rarely use it. This high frequency of use indicates that most respondents use Vidio Dot Com regularly, indicating a fairly strong engagement and dependency on the service. This is important because a high frequency of use is usually associated with a level of satisfaction and emotional attachment to a product or service, an early indicator of customer loyalty.

A total of 94% of respondents recommend Vidio Dot Com to others, reflecting high levels of satisfaction and potential customer loyalty. This recommendation is a form of behavioral loyalty, where users share positive experiences voluntarily. This suggests that Vidio Dot Com's service quality has created a satisfying experience. Meanwhile, the third diagram reveals that 100% of respondents use the entire Vidio Dot Com service, including Video on Demand, pay TV, exclusive content, and sports broadcasts. This indicates that Vidio Dot Com has successfully introduced and maximized the use of all its services, contributing to stronger customer attachment and loyalty to the platform.



Figure 2.
Pre-Survey Results on Customer Loyalty to Vidio Dot Com
Source: Data processed by researchers (2024)

To understand and compare the results of the high level of frequency of use of products or services by customers with reality, the researcher also conducted a pre-survey regarding the consistency of use of OTT services with the main objective of knowing whether consumers remain loyal to this platform or have tried to switch to other OTT services in the past few months. Based on the survey, 74% of respondents stated that they had not switched to a competitor's product or service in the past few months. This shows that the majority of respondents have a fairly strong loyalty to Vidio Dot Com and remain loyal to using the platform. This level of loyalty signifies that Vidio Dot Com can maintain its user base well, despite the presence of other alternatives in the market.



Figure 3.

Key Factors Influencing Consumers to Choose Vidio Dot Com Services

Source: Data processed by researchers (2024)

38% of the respondents chose "Added Value (Rewards, Incentives) and Fun Watching Experience" as the main factor in using Vidio Dot Com's services. This indicates that incentives and an engaging user experience are significant drivers in attracting customers. Research also confirms that positive experiences increase user satisfaction and loyalty (Suh et al., 2017). However, the preliminary survey also showed that there are additional elements that allow customers to switch to competing brands, namely price and subscription options, quality and diversity of content that is more attractive than competitors, and recommended reviews from other users.

Not only Over the Top (OTT) media services, currently, the game industry is one of the creative economy sub sectors that have the potential to grow into be large (Setiawan, 2024). The use of games has evolved far beyond mere entertainment along with the development of technology. An increasingly prominent concept is gamification, where games are used as strategic tools to help businesses improve their performance in various aspects. Gamification has opened the door to combining entertainment with business objectives, providing tremendous benefits to companies in terms of effective marketing as well as better human resource development.

Vidio Dot Com makes many efforts to compete in Indonesia to increase customer loyalty, one of which is through a gamification strategy. The concept of gamification is the application of game design elements and principles in non-game environments, typically aimed at boosting user engagement and organizational productivity, among other outcomes (Senabre, 2017). Similarly, the addition of game components to non-game tasks enhances

their appeal and entertainment value by offering measurable and comparative feedback, which increases user motivation and participation without altering the nature of the activities or how they are performed (Symposium, 2017). In addition to being able to watch interesting shows in the application, Vidio Dot Com users can have another experience of playing games without having to switch applications or sites.

Vidio Arcade is a gaming feature available on the Vidio app in a casual game format with a wide variety, including a total of 14 different game types. The Vidio Arcade gamification feature, which has been released by Vidio Dot Com, covers a wide array of genres and difficulty levels to meet user preferences. In addition, there are various quiz games integrated with the content, such as Queen Fair Quiz, She's the One You Choose Quiz, Guess the Winner: Super Match, Dad's First Love Quiz, Happy Birth-Die Quiz, and Sinetron Vidio Quiz, which aim to increase user interaction while enjoying the content. Vidio Dot Com also offers a coins feature in Vidio Arcade that gives users points (tickets) every time they play Vidio Arcade, and the points (tickets) will increase if they play consecutively every day. The points (tickets) collected can be redeemed for various prizes, such as vouchers, e-wallet balances, credit, and other attractive prizes, which encourage users to continue engaging with this platform. Some Vidio Arcade games can be played for free and some need to subscribe to premium packages and use coins in playing. The coins can be obtained by users after topping up payments are made, so that from this Vidio Dot Com can also increase customer retention and repeat purchases from customers.

The application of unique and interesting gamification can make customers feel at home to continue playing the game, so it can be said that this results in increased interaction between customers and the brand. Gamification can be said to be able to increase customer loyalty, engagement and motivation because gamification utilizes the human desire to be recognized for their achievements and achieve the desired goals. This will certainly be very beneficial for the company if gamification can be implemented and favored by its customers (Putri & Nugrahani, 2020). One of them refers to previous research conducted by Shahisa & Aprilianty (2022) which demonstrates that gamification has a significant and positive impact on customer loyalty.

The lack of social research related to the effect of gamification implementation on the over the top industry in Indonesia is not comparable to the rise of the gamification trend itself. In fact, companies that want and have implemented the concept of gamification need to further understand the effect of gamification on user loyalty that can increase users' perceived value to their business. Because by understanding these things, companies and developers can determine the most appropriate strategy to implement gamification in their loyalty program, so that the experience provided by the gamified loyalty program can increase user loyalty and also user intention to reuse their company's services or products.

Based on the background and previous research previously described, this research aims to understand the state of gamification in Vidio Arcade and the level of customer loyalty among users of the Vidio Dot Com application. Specifically, it will explore the extent to which gamification influences customer loyalty within the Vidio Dot Com application.

REVIEW OF LITERATURE

Consumer Behavior

Consumer behavior examines how individuals, groups, and organizations make decisions about selecting, purchasing, using, and discarding products, services, ideas, or experiences to fulfill their desires and needs. It explores the processes and factors that influence these choices and actions (Kotler & Keller, 2012). The set of activities associated with the process of purchasing goods or services constitutes consumer behavior. It involves the considerations that underlie consumer decision-making before they finally decide to buy a product. A strong understanding of consumer behavior helps companies understand consumer needs and wants, design products accordingly, and build strong relationships with customers. By understanding consumer behavior, producers can also predict upcoming market trends (Samsiyah et al., 2023).

Gamification

Gamification involves motivating people by using data, and a key element of this process is presenting that data in a way that users can easily understand and engage with. One effective approach is to allow users to visualize their activity data, helping them gain insights from it. These insights can inspire and encourage positive behavior changes (Paharia

et al., 2013). Gamification is a method that uses game concepts, including mechanics such as levels, points, badges, and time limits, to create systems that engage and motivate people through challenges structured with rules, interactions, and feedback, resulting in measurable and emotional outcomes. Attractive aesthetic elements and good experience design are critical to its success, as they influence user acceptance. Thinking like a game, gamification transforms everyday activities into competitive, cooperative, explorative, and story-based experiences, thus encouraging engagement, motivating action, promoting learning, and helping to solve problems. With a primary focus on individual engagement, gamification can engage learners, consumers, or players to achieve a common goal through a well-designed process (Kapp, 2012).

Customer Loyalty

Customer loyalty has more to do with purchasing behavior than just attitudes. A loyal customer shows consistent and purposeful purchases, not random actions. This means that they have certain preferences for products and providers, and make repeated purchases over some time. Loyalty also includes the fact that purchasing decisions can involve more than one person, which can affect loyalty to a product or brand (Griffin, 2002). Customer loyalty refers to the dedication a customer shows toward a brand, store, or supplier, rooted in a strong positive attitude and expressed through consistent repeat purchases. Loyal customers often overlook key factors such as price, quality, distance, and other attributes because they have internalized that the product or service consistently fulfills their needs and expectations (Cardia et al., 2019).

Griffin outlines several key indicators of customer loyalty, which include: (1) Consistent purchasing behavior, where loyal customers repeatedly buy the same product more than twice. (2) Cross-product or service purchasing, meaning customers not only purchase regularly but also tend to buy all the products or services they need from the company. This consistent behavior forms strong, long-term relationships that make these customers less susceptible to competitors' offerings. (3) Advocacy, where customers act as informal promoters of the company, recommending its products to others while maintaining their regular purchasing habits. (4) Resistance to competitors' influence, where loyal customers remain uninterested in similar offerings or promotional efforts from rival

companies, due to their satisfaction with the company's products and services (Novianto & Akbar, 2019).

RESEARCH METHOD

The research employs a descriptive method with a quantitative approach. This descriptive method focuses on gathering data to test hypotheses or address questions regarding public perceptions of a specific issue or topic. The study focuses on gamification and customer loyalty as its primary objectives. The population consists of the general public in Indonesia who use the Vidio Arcade feature within the Vidio Dot Com application. Due to the uncertainty of the total population size, the Lemeshow method is used for sampling, resulting in 96 respondents. This approach was chosen to account for data limitations regarding the exact population size.

The data collection method utilizes non-probability sampling, specifically purposive sampling. Purposive sampling is a technique that involves selecting samples based on specific criteria, as stated by Sugiyono (2018). In this case, the sample consists of monthly active users of Vidio Dot Com who have played the Vidio Arcade feature at least three times and have won in the Vidio Arcade.

The research relies on both primary and secondary data sources. The data analysis techniques employed include descriptive statistical analysis, normality tests, simple linear regression analysis, correlation coefficient, determination coefficient, and hypothesis testing, all aimed at determining whether gamification impacts customer loyalty.

Before conducting the survey, a validity test was performed on respondents who met the specified criteria. The results showed that the r -count exceeded the r -table value of 0.2006, confirming that the questionnaire design was valid. Additionally, reliability testing through SPSS yielded a Cronbach's Alpha of 0.856 for the gamification variable (X) and 0.792 for the customer loyalty variable (Y), indicating that the questionnaire has very high reliability, as both variables' Cronbach's Alpha values exceeded the 0.60 threshold.

RESULTS AND DISCUSSION

Normality Test

The normality test is conducted to evaluate the distribution pattern of data within a dataset or specific variables, aiming to determine whether the data follows a normal distribution. This test is essential for assessing if the collected data is normally distributed or originates from a population that exhibits normal distribution characteristics. It serves as a key tool for validating the assumptions of normality in statistical analysis.

Table 1.
Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		96	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.36196837	
Most Extreme Differences	Absolute	.066	
	Positive	.066	
	Negative	-.038	
Test Statistic		.066	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.385	
	99% Confidence Interval	Lower Bound	.373
		Upper Bound	.398

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744.

Source: Data processed by researchers (2024)

Based on the SPSS output table, it can be concluded that the data collected by the researchers follows a normal distribution, as indicated by the Asymp. Sig. (2-tailed) value, which exceeds 0.05, specifically 0.200. Therefore, the residuals of the research variables exhibit a normal distribution pattern.

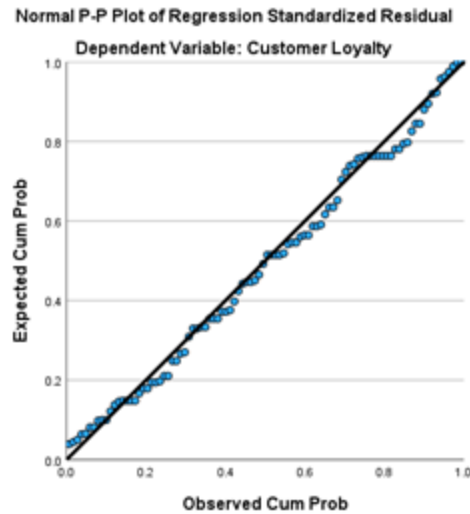


Figure 4.
P-P Plot Diagram Result

Source: Data processed by researchers (2024)

In addition, researchers also conducted a normal p-plot to validate the results of Kolmogorov-Smirnov normality, where researchers also found that in the normal p-plot output, the residual data results above can be said to be normal because based on the basic normal p-plot decision, which if the points or data are near or follow the diagonal line, it can be said that the residual value is normally distributed.

Linearity Test

The linearity test is conducted to determine whether a significant relationship exists between the independent and dependent variables. The independent variable data is considered reliable if there is a consistent correlation between them.

Table 2.
Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer Loyalty * Gamification	Between Groups	(Combined)	1078.367	21	51.351	10.212	<.001
		Linearity	920.495	1	920.495	183.049	<.001
		Deviation from Linearity	157.873	20	7.894	1.570	.084
	Within Groups		372.122	74	5.029		
Total			1450.490	95			

Source: Data processed by researchers (2024)

Based on the linearity test results in the table above, the researcher concludes that there is linearity in the independent and dependent variables in this study, namely because looking at the significant value of Deviation from Linearity 0.084 is greater than 0.05.

Simple Linear Regression Analysis

Simple linear regression analysis is employed to determine whether the independent variable exerts an influence on the dependent variable and to derive the regression equation between them. Using SPSS for data processing, the outcomes are detailed in the table below:

Table 3.
Simple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.216	2.286		8.406	<.001
	Gamification	.568	.044	.797	12.777	<.001

a. Dependent Variable: Customer Loyalty

Source: Data processed by researchers (2024)

$$Y = \alpha + \beta X + e$$

Then, the following equation is obtained:

$$Y = 19.216 + 0.568 X + e$$

The multiple linear regression equation can be interpreted as follows:

The constant value (a) has a positive value of 19,216. This shows that if the independent variables which include X are worth 0 percent or have not changed, then the value of Y is 19,216. While (b) is the regression coefficient, with the acquisition of a regression value of 0.568, which means that if there is an increase in the value of X by one unit, the value of Y will have an effect of 0.568.

T Test

The T-test is a hypothesis test used by researchers to evaluate whether the independent variable (X) has a partial impact on the dependent variable (Y). The decision-making criteria for the T-test rely on the significance value and the t-calculated value. If the significance value is below 0.05 or the t-calculated value exceeds the t-table value, the independent variable is considered to have a significant effect.

Table 4.
Hypothesis Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.216	2.286		8.406	<.001
	Gamification	.568	.044	.797	12.777	<.001

a. Dependent Variable: Customer Loyalty

Source: Data processed by researchers (2024)

The significance value of variable X is smaller than 0.050 so X has a significant influence on Y. The t value table 96 data with a 95% confidence level: 1.98498 and it is known that the calculated t value for variable X is more than the t table value so that researchers can conclude that there is an influence between variable X on Y partially.

The results of the explanation above make the research hypothesis, namely Ha and H₀ rejected.

Coefficient of Determination

The coefficient of determination is a metric employed by researchers to evaluate the degree to which the independent variable affects the dependent variable.

Table 5.
Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	.635	.631	2.37450

a. Predictors: (Constant), Gamification

b. Dependent Variable: Customer Loyalty

Source: Data processed by researchers (2024)

The R Square value of 0.635 indicates that 63.5% of the variation in Y can be explained by the influence of X. The remaining percentage is attributed to other factors that were not included in this study.

Product Moment Correlation Coefficient

The correlation coefficient is a numerical measure that reflects the strength and direction of the linear relationship between two variables. Represented by the symbol "r," this coefficient indicates whether the variables exhibit a strong or weak linear association, with its value ranging from -1 to +1.

Table 6.
Product Moment Correlation Coefficient Analysis
Correlations

		Gamification	Customer Loyalty
Gamification	Pearson Correlation	1	.797**
	Sig. (2-tailed)		<.001
	N	96	96
Customer Loyalty	Pearson Correlation	.797**	1
	Sig. (2-tailed)	<.001	
	N	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by researchers (2024)

The results indicate that there is a significant relationship between X and Y, as the p-value from the Pearson correlation test is below 0.050. Additionally, the correlation coefficient of 0.797 signifies a strong association between the two variables. The positive value of the correlation coefficient also suggests that the relationship is in the same direction, meaning that as one variable increases, the other does as well.

Gamification

According to the results of the descriptive analysis, the gamification variable for Vidio Dot Com is categorized as "strongly agree" or "very good." This is evident from respondents' feedback on the twelve product quality indicators used as measurement tools, with the majority of responses falling into the "agree" or "good" categories. The recapitulation shows that the lowest score for variable X (gamification), at 384, is linked to the statement, "I can easily access information related to gamification in Vidio Arcade, such as user guides or FAQs." On the other hand, the highest score for variable X (gamification), at 422, corresponds to the statement, "I frequently use the points I collect to unlock rewards or gain other benefits in this game." In total, the gamification variable has a score of 4,909.

Based on the Continuum Interval for this variable, the total score of 4,909 falls within the range of 4.21 – 5.00, classifying it as "strongly agree" or "very good."

Customer Loyalty

The descriptive analysis of the customer loyalty variable for Vidio Dot Com places it in the "very good" category. This is demonstrated by respondents' feedback on the eleven indicators of customer loyalty used as measurement tools, where the responses were generally in the "agree" or "good" categories. The recapitulation reveals that the lowest score for variable Y (customer loyalty), at 415, is associated with the statements, "I am willing to repurchase services offered by Vidio Dot Com" and "I prefer Vidio Dot Com over other Over-The-Top (OTT) services." Meanwhile, the highest score for variable Y (customer loyalty), at 433, is linked to the statements, "I am interested in purchasing new products or services offered by this company" and "I am not easily influenced by other OTT services besides Vidio Dot Com." Overall, the customer loyalty variable has a total score of 4,633. According to the Continuum Interval for this variable, the score of 4,633 falls within the range of 4.21 – 5.00, placing it in the "strongly agree" or "very good" category.

The Effect of Gamification on Customer Loyalty

The correlation analysis results reveal a strong relationship between gamification and customer loyalty, as indicated by a correlation coefficient (r) of 0.797. Similarly, the simple linear regression analysis confirms the robust correlation between these two variables. The regression equation, $Y = 19.216 + 0.568X$, suggests that without the influence of gamification, customer loyalty remains constant at 19.216. Additionally, the positive regression coefficient of 0.568 implies that for every one-unit increase in gamification, customer loyalty at Vidio Dot Com increases by 0.568 units. The coefficient of determination from the regression analysis is 63.5%, indicating that gamification accounts for 63.5% of the variation in customer loyalty, while the remaining 36.5% is influenced by other factors not examined in this study, such as pricing, service quality, promotions, and other elements.

These findings suggest a significant and positive relationship between gamification and customer loyalty, supporting the initial hypothesis. Gamification appears to be an effective marketing tool. Furthermore, the results align with prior research by Jiyoung Hwang & Lae Choi, published in the Journal of Business Research in 2020, titled "Having Fun

while receiving rewards: Exploration of Gamification in Loyalty Programs for Consumer Loyalty." Their study found that gamified loyalty programs, compared to traditional ones, enhance consumer loyalty to the programs, ultimately increasing user engagement and intent to download related applications.

CONCLUSION

This study indicates that Vidio Dot Com's gamification features can be assessed across four dimensions, namely transparency, goals, competition, and points, all of which positively and significantly influence customer loyalty. The research further highlights the strong customer loyalty exhibited by users of the Vidio Arcade feature within the Vidio Dot Com mobile app. This shows the success of Vidio Dot Com's loyalty program which uses gamification to increase customer loyalty with the application. This allows customers to remain loyal to the Vidio Dot Com app despite the many other OTT options available.

The suggestion for further research is to develop research by adding other independent variables such as content variety, content quality, customer service, and price. In this study, not all gamification elements can be assessed because Vidio Arcade only has elements of transparency, goals, competition, and points. Therefore, further research can focus on elements that are not included in this study, such as fast feedback, badges, leveling up, collaboration, etc. Then, further analysis can also be done on other OTTs, such as Netflix, Disney+ Hotstar, Iflix, and many more. Meanwhile, Vidio Dot Com can add variations of other gamification elements to implement an effective gamification strategy. It is important to focus on the point elements of the Vidio Arcade gamification that have the most significant impact on increasing customer loyalty. Vidio Dot Com can provide more attractive prizes for customers. Thus, customers can feel not disadvantaged and interested in using the loyalty program.

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