
THE EFFECT OF GAMIFICATION AND ONLINE CUSTOMER REVIEW ON PURCHASING DECISION THROUGH E-SERVICE QUALITY ON THE LAZADA E-COMMERCE PLATFORM



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Abstract

Indonesia's e-commerce industry is expanding quickly, which has increased rivalry among marketplace platforms, requiring strategies beyond price orientation to sustain consumer engagement and purchasing decisions. Despite growing interest in gamification and online customer reviews as digital marketing tools, empirical evidence on their simultaneous influence on purchasing decisions particularly through the mediating function of e-service quality on the Lazada platform remains scarce in regional Indonesian contexts. This research attempts to examine the effect of gamification and online customer reviews on purchasing decisions with e-service quality as a mediating variable among Lazada users in Cirebon City. A quantitative approach using PLS-SEM was employed with 165 respondents selected through purposive sampling. The results confirm that gamification ($\beta = 0.231$, $p = 0.001$) and online customer reviews ($\beta = 0.513$, $p = 0.000$) have a positive and significant effect on purchasing decisions, with the model demonstrating strong predictive power ($R^2 = 0.684$). Most importantly, e-service quality was proven to partially mediate the interaction between gamification and purchasing decisions (indirect effect = 0.086, $p = 0.007$), in addition to between online customer reviews and purchasing decisions (indirect effect = 0.062, $p = 0.018$), confirming its critical bridging role in driving consumer purchasing behavior on e-commerce platforms.

Keywords: Gamification, Online Customer Review, E-Service Quality, Purchasing Decision

INTRODUCTION

Growing internet usage and the advancement of digital technology have greatly fueled Indonesia's e-commerce sector's expansion, encouraging marketplace platforms to continuously compete in delivering innovations amid increasingly dynamic changes in consumer behavior (We Are Social & Hootsuite, 2024). Indonesia is one of the largest digital markets in Southeast Asia, with more than 178 million internet users actively engaging in online activities including e-commerce transactions, which has encouraged various marketplace platforms such as Lazada, Shopee, and Tokopedia to continuously develop innovative digital marketing strategies to attract and retain consumers. Lazada, as among the biggest marketplaces in Southeast Asia, has faced notable challenges with fluctuations in visitor numbers in recent years, indicating the need for strategies that go beyond price orientation and focus more on user experience and digital service quality.

This fluctuation in visitor numbers reveals a critical challenge for Lazada. The sharp increase from 332.7 million in 2022 to 762.4 million in 2023 suggests a period of aggressive growth, likely driven by post-pandemic digital adoption and promotional campaigns. However, the significant decline to 490 million in 2024 indicates that visitor growth alone is not a sustainable indicator of platform health. This pattern suggests that Lazada is struggling to retain users, pointing to deeper issues related to user experience, service quality, and the effectiveness of its digital engagement strategies. Therefore, it is no longer sufficient for e-commerce platforms to rely solely on price-based competition they must invest in strategies that enhance user engagement and service quality perception, such as gamification and online customer review systems, to sustain consumer loyalty and purchasing decisions.

Table 1. Lazada e-commerce visitor data

Years	2022	2023	2024
Average Visitor	332,7 Milion	762,4 Milion	490 Milion

Source: databoks.katadata.co.id, wearesocial.com, teknologi.bisnis.com

One strategy widely implemented in digital marketing is gamification, it describes the application of game design components to non-gaming technologies in order to boost user motivation and engagement (Deterding, 2017). The use of game-inspired concepts and mechanics outside gaming environments has increasingly developed within the business sector, especially in the field of marketing (Yang et al., 2017). Based on the Technology Acceptance Model (TAM) proposed by (Davis, 1989), Gamification components include points, prizes, and interactive tasks can increase perceived usefulness and perceived ease of use, which consequently influence usage behavior and purchasing decisions. Furthermore, the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) proposed by (Venkatesh et al., 2013) reinforces this view by emphasizing that behavioral purpose and actual usage behavior are shaped by hedonic motivation and performance expectancy both of which are directly stimulated by gamification features. Earlier studies demonstrate that gamification positively affects loyalty and purchasing behavior on marketplace platforms, particularly among younger consumer segments (Liao et al., 2024; Mustikasari, 2022).

Furthermore, empirical studies confirm that the benefits of gamification and OCR do not directly translate into purchasing decisions in isolation they must be channeled through consumer perceptions of reliable electronic service quality. A stated by (Parasuraman et al.,

2005), e-service quality refers to the capacity of electronic services to assist information searching, transactions, and product delivery effectively and efficiently. E-service quality has been shown to positively correlate with purchase intensity, where high service quality tends to trigger repeat purchasing behavior (Dwi Fitriani et al., 2024), and frequently acts as a variable that mediates between consumer reviews and purchasing decisions (Indriani & Lestari, 2024). This emphasizes that the mediating role of e-service quality must be assessed in testing whether the benefits gained from gamification experiences and OCR credibility are channeled through perceptions of reliable online service quality as a prerequisite for inspiring purchasing decisions (Ammalia & Sumar, 2024).

Despite the expanding corpus of research on digital marketing strategies in e-commerce, several gaps remain unaddressed. The majority of existing studies on gamification are conducted in the context of Shopee or Tokopedia, leaving Lazada as a major Southeast Asian marketplace with distinct platform characteristics largely underexplored (Dwi Fitriani et al., 2024; Mustikasari, 2022). Furthermore, while some studies have examined e-service quality as a mediating variable, none have simultaneously tested its mediating role between both gamification and online customer reviews and purchasing decisions inside of one integrated model (Indriani & Lestari, 2024). In addition, empirical evidence from regional Indonesian markets such as Cirebon City remains scarce, limiting the generalizability of existing findings to diverse local contexts. Therefore, these holes are filled by this study by simultaneously analyzing the direct and indirect effects of gamification and online customer reviews on purchasing decisions, with e-service quality as a mediating variable, using PLS-SEM on Lazada users in Cirebon City. This integrated approach, which combines gamification, OCR, and e-service quality within a unified mediation model on the Lazada platform, constitutes the primary novelty of this research.

REVIEW OF LITERATURE

Gamification

Gamification in digital systems can be studied through the Technology Acceptance Model (TAM) provided by (Davis, 1989), which suggests that user acceptance of a technology system is shaped by two key constructs: perceived usefulness and perceived ease of use. The integration of gamification elements such as point systems, badges, and interactive challenges has been proven to improve both perceived ease of use and perceived usefulness of a digital system, thereby encouraging users to accept and utilize technology on an ongoing basis. This view is further reinforced by the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) provided by (Venkatesh et al., 2013), which extends TAM by emphasizing that behavioral purpose and actual usage behavior are driven by hedonic motivation and performance expectancy both of which are directly stimulated by gamification features in digital platforms. Therefore, gamification can be understood as a stimulus that shapes user attitudes and behavioral intentions toward the use of digital systems, particularly in e-commerce contexts.

Gamification is described as the method of incorporating aspects of game design into non-gaming contexts, particularly in marketing activities, to encourage increased consumer participation and motivation (Liao et al., 2024). (Mustikasari, 2022) proved that gamification features among them point systems, rewards, and daily challenges significantly increase customer loyalty among Generation Z users on the Shopee marketplace. However,

(García-Jurado et al., 2021) noted that the impact of gamification on purchasing decisions is not always direct and may depend on the quality of the entire digital service experience, suggesting that gamification alone may not be sufficient without a reliable service quality framework.

Online Customer Review

Online Customer Review (OCR) is one type of electronic word-of-mouth (eWOM) that contains consumer ratings, opinions, and experiences related to products or services, published through a company's official platform or third-party websites. These reviews are voluntary and generated directly by users, with content that can be positive, negative, or neutral. Because they are grounded in real consumer experiences, OCR are perceived as having a high level of credibility and objectivity, so having a major impact on customers perspectives, trust, and purchasing decisions in online transactions (Solihin & Maddinsyah, 2025). In the context of digital marketing, OCR is understood as a multidimensional concept consisting of three main dimensions: volume, which refers to the number of reviews; valence, which reflects the tendency of review content; and dispersion, which represents the level of dissemination of review information within and between online communities (Chen et al., 2008).

A recent meta-analysis by (Qiu & Zhang, 2024) confirmed that examine valence and argument quality are among the strongest predictors of purchase intention, meaning that OCR serves as a significant source of both cognitive and affective information for prospective buyers in the marketplace. This finding is consistent with (Priangga & Munawar, 2021), who found that quality reviews play an important role in validating customer decisions and reducing uncertainty during online transactions on the Lazada platform. Nevertheless, some studies suggest that the influence of OCR on purchasing decisions is not unconditional. The credibility and perceived helpfulness of a review are also determined by the platform's overall service quality when consumers perceive the platform as reliable and trustworthy, they have a higher chance of to act upon the reviews provided (Ikhsan et al., 2023). This indicates that the relationship among OCR and purchasing decisions may be mediated using the quality of the electronic service environment in which the reviews are presented.

Purchasing Decision

Purchasing decisions represent the result of integrating all information obtained by consumers into practical considerations when selecting products from two or more available options (Mahmud et al., 2025). Regarding internet shopping, this is a complex squence impacted by a variety of internal and external variables. According to Kotler & Armstrong (2014) in (Herlina & Silitonga, 2024), the purchasing decision process consists of five sequential phases: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. These phases describe how customers systematically navigate the process of making decisions before to, during, and following a purchase a product.

According to (Lubar Prastowo & Rahmadi, 2022) further demonstrate that consumers undergo a lengthy evaluative procedure before committing to a product, beginning with need recognition, followed by information exploration, option comparison, and finally the execution of the purchase and post-transaction evaluation. This confirms that purchasing decisions are not spontaneous but rather the output of structured and rational cognitive processing. In the digital context, (T. Chen et al., 2022) emphasize that online

purchasing decisions are cognitive-affective processes influenced by both external information such as reviews, ratings, and product descriptions and internal consumer processes including trust, satisfaction, and visual attention. Importantly, these findings collectively suggest that the quality of information and the final decision to buy is heavily influenced by the dependability of a digital service environment, underscoring the relevance of both OCR and e-service quality as key determinants in this study.

E-Service Quality

E-Service Quality refers to the capacity of electronic services to facilitate the process of information searching, transactions, and product delivery effectively and efficiently (Parasuraman et al., 2005). To measure e-service quality, (Parasuraman et al., 2005) developed the E-S-QUAL instrument, which consists of four primary dimensions: efficiency, which refers to the system's speed and ease of use; fulfillment, which relates to the platform's ability to deliver on its service promises; system availability, which reflects the reliability and stability of the system; and privacy, which pertains to data protection and user information security.

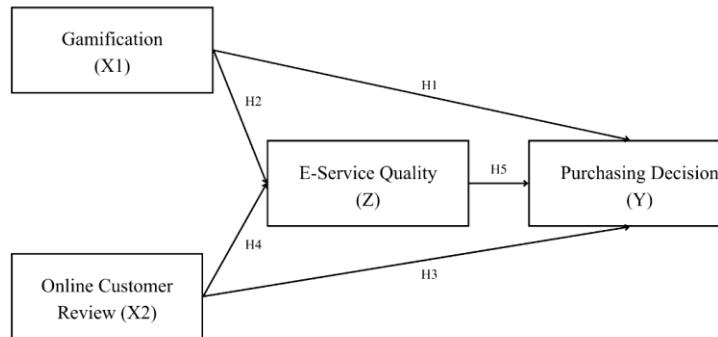
As stated by (Ashiq & Hussain, 2024) further describe e-service quality as a digital platform's capacity to provide effective, reliable, secure, and easy-to-use electronic services that meet or exceed consumer expectations in online transactions. The quality of electronic services is therefore not limited to technical system performance, but encompasses the general user experience, including ease of navigation, speed of access, clarity of information, personal data protection, and responsiveness to consumer needs and complaints. (Purnamasari & Suryandari, 2023) found that e-service quality significantly mediates the relationship between digital service features and consumer repurchase intention in the Indonesian internet purchasing context, confirming its critical role as a mediating mechanism. Additional evidence is provided by (Pratama et al., 2024), demonstrated that e-service quality is instrumental in establishing consumer e-trust, which subsequently increases the likelihood of purchasing decisions on marketplace platforms. Taken together, the outcomes suggest that e-service quality serves as a crucial bridge between the stimuli provided by gamification and OCR and the actual purchasing decisions made by consumers.

RESEARCH METHOD

This research used an associative quantitative research technique to investigate gamification's direct and indirect effects and online customer reviews on purchasing decisions, with e-service quality as a mediating variable, among Lazada users in Cirebon City. The research population was infinite, consisting of all active Lazada users in Cirebon City. Purposive sampling was applied with the following criteria: (1) residing in Cirebon City, (2) having actively used Lazada within the last five months, (3) having completed at least one purchase transaction, and (4) being willing to participate in the study. This sampling technique was selected to ensure that respondents possess direct experience with Lazada's features, thereby reflecting genuine user perceptions (Sekaran, Bougie 2016). How big of a sample was calculated based on (Hair et al., 2021), it suggests at least five times the entire amounts of indication. With 33 indicators across all constructs, the minimum required sample was 165 respondents, which was fulfilled in this study. A five-point Likert scale was used in an organised online survey to gather data. All measurement instruments were adapted from previously validated studies: Gamification indicators from (Davis, 1989), Online Customer

Review from (Chen et al., 2008), E-Service Quality from (Parasuraman et al., 2005), and Purchasing Decision from Kotler & Armstrong (2014) in (Herlina & Silitonga, 2024). Data analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM), selected for its suitability in predictive research, robustness with smaller sample quantity, and independence from multivariate normality assumptions (Hair et al., 2021). Both the model for measuring (convergent validity, discriminant validity, and composite reliability) and structural model path coefficients, R^2 , f^2 , Q^2 , and mediation analysis 5,000 resamples.

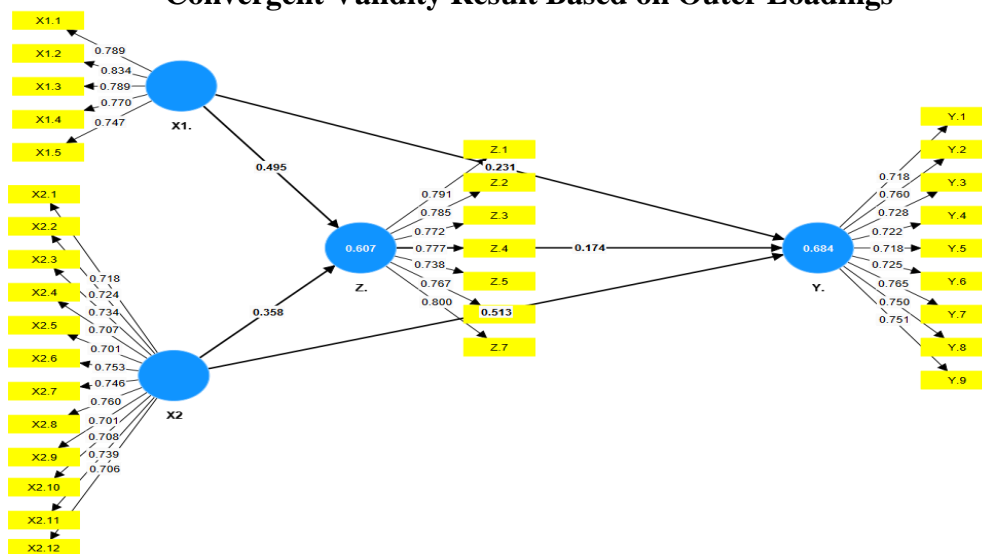
Figure 2.
Research Framework



RESULTS AND DISCUSSION

Before entering the hypothesis testing stage, this study first applied the PLS-SEM method as an analytical tool to evaluate how the variables in created model relate to one another. In the initial stage, an assessment of the quality was conducted using validity and reliability testing on the instruments, as well as an evaluation of the structure's model appropriateness. This step aimed to ensure that all constructs met the statistical analysis standards so that the results of subsequent tests could be trusted.

Figure 3.
Convergent Validity Result Based on Outer Loadings



Convergent Validity

Table 2.
Convergent Validity

Construct	Item	Factor Loading
Gamification (X1)	X1.1	0.789
	X1.2	0.834
	X1.3	0.789
	X1.4	0.770
	X1.5	0.747
Online Customer Review (X2)	X2.1	0.718
	X2.2	0.724
	X2.3	0.734
	X2.4	0.707
	X2.5	0.701
	X2.6	0.753
	X2.7	0.746
	X2.8	0.780
	X2.9	0.701
	X2.10	0.708
	X2.11	0.739
	X2.12	0.706
Purchasing Decision (Y)	Y.1	0.718
	Y.2	0.760
	Y.3	0.728
	Y.4	0.722
	Y.5	0.718
	Y.6	0.725
	Y.7	0.765
	Y.8	0.750
	Y.9	0.751
E-Service Quality (Z)	Z.1	0.791
	Z.2	0.785
	Z.3	0.772
	Z.4	0.777
	Z.5	0.738
	Z.6	0.767
	Z.7	0.800

Source: Data Processing Results (2026)

The construct validity in this study, testing was done utilising the suggested by (Hair et al., 2021), using the loading factor value as the main indicator. Based on the analysis results presented, all indicators in the variables Gamification, Online Customer Review, Purchasing Decision, and E-Service Quality showed loading factor results above 0.70. The results demonstrate that each indicator has a robust association with the laten construct being assessed.

Discriminant Validity

Table 3.
Discriminant Validity

Variable	Gamification (X1)	Online Customer Review (X2)	Purchasing Decision (Y)	E-Service Quality (Z)
Gamification (X1)	0.786			
Online Customer Review (X2)	0.657	0.725		
Purchasing Decision (Y)	0.695	0.784	0.738	
E-Service Quality (Z)	0.731	0.684	0.694	0.776

Source: Data Processing Results (2026)

The discriminant validity in this study was tested using cross-loading analysis that conforms to the suggested (Hair et al., 2021). The objective of this assessment to which the indicators used truly describe the concept under examination. All indicators in Gamification, Online Customer Reviews, Purchase Decisions, and E-Service Quality showed the highest loading values in their corresponding constructions in relation to one another. These results show that each construct is overlapping and discriminative. Thus, the model meets discriminant validity, and all constructs can be for further examined.

Average Variance Extracted (AVE)

Table 4.
Average Variance Extracted

Variable	AVE
Gamification	0,618
Online Customer review	0,526
Purchasing Decision	0,544
E-Service Quality	0,602

Source: Data Processing Results (2026)

The four structures, AVE values likewise satisfied the minimum requirement, which is greater than 0.50. Specifically, the AVE values for the Gamification variable were 0.618, Online Customer Review 0.526, Purchasing Decision 0.544, and E-Service Quality 0.602. The results demonstrate that over half of the indicator variability is explained by the linked structures. Thus, the convergent validity criteria have been met. Therefore, according to standards (Hair et al., 2021), the tests conducted prove that each and every construct in the study model satisfies construct validity and are appropriate for use in additional research.

Composite Reliability

Table 5.

Composite Reliability

Variable	Cornbanch's Alpha	Composite Reliability
Gamification	0.845	0.890
Online Customer Review	0.918	0.930
Purchasing Decision	0.895	0.915
E-Service Quality	0.890	0.914

Source: Data Processing Results (2026)

Based on (Hair et al., 2021), was taken into consideration trustworthy if its Composite Reliability is above 0.70. The Gamification variable has a Composite Reliability value of 0.890, Online Customer Reviews of 0.930, Purchasing Decision of 0.915, and E-Service Quality of 0.914. These findings show a very high degree of dependability because all values exceed the required minimum threshold. The high Cronbach's Alpha values for every construct 0.845 for gamification, 0.918 for Online Customer Review, 0.895 for purchase decision, and 0.890 for E-Service Quality indicate good internal consistency for each construct. Thus, each construct in this research model has a very high level of reliability, meaning that the quantification items are reliable and suitable for further structural examination.

R-Square

Table 6.
R-Square

Variable	R-square	R-square adjusted
Purchasing Decision	0.684	0.678
E-Service Quality (Mediation)	0.607	0.602

Source: Data Processing Results (2026)

As suggested by the outcome, the Purchasing Decision variable exhibits R-Square value of 0.684 and an Adjusted R Square value of 0.678. These results suggest that gamification and Online Customer Reviews, two independent constructs within the study model, explain 68.4% of the variation in purchase decisions on the Lazada e-commerce platform. Meanwhile, issues not addressed by this approach contributes to explaining the remaining 31.6%. The R-Square and Adjusted R-Square values for the E-Service Quality variable are 0.607 and 0.602, respectively. These findings indicate that gamification and Online Customer Reviews explain 60.7% of the variation in E-Service Quality. Meanwhile, variables outside the scope of this research model explain the remaining 39.3%. The R Square value achieved is classified as moderate to strong based on the parameters provided by (Hair et al., 2021). This shows that the research model's capacity to predict and clarify endogenous variables is quite powerful. In addition, this model is quite strong and does not experience estimation bias due to the addition of independent variables.

Effect Size (f²)

Table 7.
Effect Size (f²)

Relationship	f ² Value	Category
Gamification (X1) > Purchasing Decision (Y)	0.071	Small
Gamification (X1) > E-Service Quality (Z)	0.354	Large

Online Customer Review (X2) > Purchasing Decision (Y)	0.400	Large
Online Customer Review (X2) > E-Service Quality (Z)	0.186	Medium
E-Service Quality (Z) > Purchasing Decision (Y)	0.038	Small

Source: Data Processing Results (2026)

To find out how much each predictor contributed to the structural model, the effect size (f^2) was evaluated. Considering the standards set by (Hair et al., 2021), f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively. The results are presented in the following table. The results indicate that Online Customer Review exerts the largest effect on Purchasing Decision ($f^2 = 0.400$), followed by Gamification on E-Service Quality ($f^2 = 0.354$), both of which are classified as large effects. Online Customer Review also demonstrates a medium effect on E-Service Quality ($f^2 = 0.186$). In contrast, the effects of Gamification on Purchasing Decision ($f^2 = 0.071$) and E-Service Quality on Purchasing Decision ($f^2 = 0.038$) are classified as small, suggesting that these relationships, while statistically significant, contribute relatively modest practical magnitude to the model.

Predictive Relevance (Q^2)

Table 8.
Predictive Relevance (Q^2)

Variable	SSO	SSE	$Q^2 (1 - SSE/SSO)$
Purchasing Decision (Y)	1.485.000	953.960	0.358
E-Service Quality (Z)	1.155.000	745.287	0.355

Source: Data Processing Results (2026)

Predictive relevance (Q^2) was evaluated through the blindfolding procedure with an omission distance of 7, as recommended by (Hair et al., 2021). The exhibits sufficient predictive relevance for the constructs predicted by other variables if the Q^2 value is higher than zero. The following table displays the findings. The results show that both endogenous constructs demonstrate satisfactory predictive relevance, with Q^2 values of 0.358 for Purchasing Decision and 0.355 for E-Service Quality. Both values are substantially above zero, verifying the structural model possesses meaningful predictive accuracy and that the exogenous constructs gamification and online customer reviews provide relevant explanatory power for the internal construct used in the model (Hair et al., 2021).

Model Fit

Table 9.
Standardized Root Mean Square Residual

Model	SRMR	Criteria	Description
Saturated Model	0,058	< 0,80	Good Fit
Estimated Model	0,058	< 0,80	Good Fit

Source: Data Processing Results (2026)

The model suitability assessment in this study was conducted by observing the SRMR value. Based on data processing results, the value reached 0.058 in both the saturated model and the estimated model. This figure is lower than the criterion of 0.08, indicating that the developed model has a good level of suitability with the empirical data. (Hair et al., 2017)

states that an SRMR value of less than 0.08 indicates that the model in the PLS-SEM analysis has met the goodness of fit criteria. Therefore, this study’s structural model can be declared adequate and worthy to proceed to the hypothesis testing.

Path Coefficient

Tabel 10.
Path Coefficient

Variable	Original Sample (O)	T Statistic	P Values	Description
Gamification (X1) -> Purchasing Decision (Y)	0.231	3.125	0.001	Positive and Significant
Gamification (X1) -> E-Service Quality (Z)	0.495	6.415	0.000	Positive and Significant
Online Customer Review (X2) -> Purchasing Decision (Y)	0.513	7.137	0.000	Positive and Significant
Online Customer Review (X2) -> E-Service Quality (Z)	0.358	4.922	0.000	Positive and Significant
E-Service Quality (Z) -> Purchasing Decision (Y)	0.174	2.598	0.005	Positive and Significant
Gamification (X1) > E-Service Quality (Z) > Purchasing Decision (Y)	0,086	2.483	0.007	Positive and Significant
Online Customer Review (X2) > E-Service Quality (Z) > Purchasing Decision (Y)	0,062	2.099	0.018	Positive and Significant

Source: Data Processing Results (2026)

The Impact of Gamification on Purchasing Decision

The impact of gamification on purchasing decision is positively and significantly, as evidenced by a T-statistic value of 3.125 and a P-value 0.001. These analysis reveals that the better the implementation of gamification elements on the Lazada platform, the stronger the incentive for consumers to make purchasing decisions. Elements such as points, rewards, and daily missions can foster a feeling of achievement and enjoyment, encouraging customers to interact with the platform more often and ultimately make purchases. This finding is in line with the TAM, when gamification enchances perceived usefulness and perceived ease of use, which then influences usage behavior and transaction decisions. These findings are supported by research (Vika Radiliana & Tema Atmaja, 2024) which found that gamification features (Shopee Games) possess a favorable impact on purchase intent by increasing user interaction.

The Impact of Gamification on E-Service Quality

Gamification demonstrated that positive and significant effect on E-Service Quality with a T-statistic value of 6.415 and a P-value of 0.000. These findings proves that gamification is not limited to entertainment, but also improves consumer perceptions of efficiency, ease of use, and system reliability. When gamification features are well-designed and run without technical obstacles, consumers rate the platform as having higher electronic service quality. Put differently, the smooth interactive experience of gamification reinforces

the dimensions of efficiency and system availability in E-Service Quality. This research was supported by (García-Jurado et al., 2021) features that are Gamified likes points, challenges, and awards trigger more intense and emotional interactions with the system, so that users rate the digital system as easier to use, more responsive, and a valuable experience.

The Impact of Online Customer Review on Purchasing Decision

The T-statistic value of 7.137 and P value of 0.000 indicate that the Online Customer Review variable has a positively and significantly impact on purchasing decision. This indicates that OCR function as a highly reliable type of e-WOM. Positive, detailed, and recent reviews can reduce uncertainty and perceived risk in online shopping, thereby accelerating purchasing decisions. Results like these are accompanied by study (Ikhsan et al., 2023) on the Tokopedia marketplace platform, which found that Online Customer Reviews have a positively and significantly influence on purchasing decisions. This indicates that reviews written by previous buyers help prospective buyers make decisions.

The Impact of Online Customer Review on E-Service Quality

Online Customer Reviews have been proven to have a positively and significantly effect on E-Service Quality, with T-statistic value of 4.922 and P-value of 0.000. This finding show that a transparent and informative review system improves consumer perceptions of the reliability and trustworthiness of the system. When a platform provides honest, comprehensive, and up-to-date reviews, consumers assess that the platform has good and trustworthy E-Service Quality. These results are accompanied by research (Tampubolon et al., 2024) that the concept of E-Service Quality, Online Customer Review can improve consumer perceptions of the dimensions of reliability and fulfillment in the marketplace, because consumer reviews often reflect real experiences of system reliability and fulfillment of service promises.

The Impact of E-Service Quality (mediation) on Purchasing Decision

Online Customer Reviews have been proven to have a positive and significant effect on E-Service Quality, with a T-statistic value of 2.598 and a P-value of 0.005. This finding indicate that E-Service Quality is crucial in create consumer trust and comfort. E-Service Quality acts as a mediating mechanism, bridging the Gamification experience and OCR information to actual purchasing decisions. These results are accompanied by research (Pratama et al., 2024) showing that E-Service Quality is crucial to establishing customer trust (E-Trust) in the Tokopedia marketplace, and this trust then increases consumers' tendency to decide what to buy.

The Mediating Role of E-Service Quality Between Gamification and Purchasing Decision

The analysis's findings support the notion that gamification and purchasing decisions are considerably mediated by e-service quality, with an indirect effect coefficient of 0.086, T-statistic of 2.483, and P-value of 0.007. Since the direct effect of Gamification on Purchasing Decision remains significant after the inclusion of the mediator ($\beta = 0.231$, $T = 3.125$, $p = 0.000$), It falls within the category of partial mediation. This finding indicates that gamification features on the Lazada platform not only directly stimulate purchasing decisions, but also elevate consumers' perception of electronic service quality encompassing efficiency, system reliability, and fulfillment which subsequently strengthens purchasing intention. This is supported by (Dwi Fitriani et al., 2024), who confirmed that gamification significantly influences e-service quality and repurchase intention on the Shopee platform.

Furthermore, (Sumarmi et al., 2025) found that gamification positively impacts purchase decisions as a significant mediating variable between gamification and customer loyalty on online marketplaces, reinforcing that gamification operates through both direct and indirect mechanisms in shaping consumer behavior.

The Mediating Role of E-Service Quality Between Online Customer Review and Purchasing Decision

The analysis results confirms that E-Service Quality significantly mediates the relationship between Online Customer Review and Purchasing Decision, with an indirect effect coefficient of 0.062, T-statistic of 2.099, and P-value of 0.018. Since the direct effect of Online Customer Review on Purchasing Decision remains significant after the inclusion of the mediator ($\beta = 0.513$, $T = 7.137$, $p = 0.000$), partial mediation is another classification for this mediation. This finding suggests that credible and informative online customer reviews not only directly accelerate purchasing decisions, but also shape consumers' perception of the platform's electronic service quality particularly dimensions of reliability and fulfillment which subsequently reinforces their decision to purchase. This result is consistent with (Indriani & Lestari, 2024), who found that the connection among online customer reviews and purchase decisions among Surakarta Lazada users is substantially mediated by e-service quality. This is further supported by (Tampubolon et al., 2024), confirmed that online customer reviews shape consumer perceptions of service reliability and fulfillment, which subsequently influence purchasing decisions on e-commerce platforms.

CONCLUSION

This research confirms that gamification and online customer reviews have a positive and significant direct effect on both purchasing decisions and e-service quality among Lazada users in Cirebon City. E-service quality was further confirmed to positively and significantly influence purchasing decisions, with R-Square values of 0.684 for purchasing decision and 0.607 for e-service quality, indicating strong predictive power of the model. Most importantly, it has been demonstrated that e-service quality partially mediates the association among gamification and purchasing decisions (indirect effect = 0.086, $T = 2.483$, $p = 0.007$), in addition to between online customer reviews and purchasing decisions (indirect effect = 0.062, $T = 2.099$, $p = 0.018$), confirming that both variables operate through direct and indirect mechanisms in shaping consumer behavior on the Lazada platform. Theoretically, this research adds to the digital marketing literature by incorporating TAM and UTAUT2 within a unified mediation model, providing empirical evidence from a regional Indonesian marketplace context that remains underexplored in prior studies. Practically, e-commerce platforms such as Lazada are advised to strengthen gamification features, maintain review credibility, and continuously improve e-service quality to effectively drive consumer purchasing decisions. This study acknowledges that its findings are limited to Lazada users in Cirebon City, and future research is encouraged to replicate this model across different platforms, broader regional contexts, or consumer demographics to enhance generalizability.

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- Pesatnya perkembangan teknologi saat ini secara signifikan berdampak pada pola perilaku Gambar 1. Daftar E-Commerce Penyumbang GMV Terbesar di Indonesia Sumber : Momentum works Salah satu tahap. *Jurnal Ilmu Administrasi Bisnis*, 13(1), 40–48. <https://ejournal3.undip.ac.id/index.php/jiab>
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