THE ROLE OF USER INTERFACE AND GAMIFICATION IN ENHANCING USER EXPERIENCE: A STUDY ON SHOPEE MARKETPLACE

Alimudin, Lady Faerrosa*, Ika Yuliana
Bumigora University, Mataram, Indonesia
*Corresponding Author
ladyjosman@universitasbumigora.ac.id

Abstract

Shopee is an e-commerce application that offers various features designed to provide convenience in transactions to its users. However, in practice, there are still a number of shortcomings felt by users, as reflected in reviews and ratings on the App Store platform. This study aims to analyze the influence of user interface and gamification on user experience in using the Shopee application. The method used is quantitative research with a causal descriptive approach. The population in this study were Shopee application users in Mataram City, with a sample size of 100 respondents. Data were analyzed using multiple linear regression techniques. The results of the study indicate that both user interface and gamification have a positive and significant influence on user experience, both partially and simultaneously. This finding provides empirical evidence that both variables contribute to improving user experience. The practical implications of these results indicate the importance for Shopee to continue to develop interface features and gamification elements to increase user satisfaction, as well as facilitate interaction between consumers and sellers on their platform.

Keywords: Gamification, Shopee Marketplace, User Experience, User Interface.

Abstrak

Shopee merupakan salah satu aplikasi e-commerce yang menawarkan berbagai fitur yang dirancang untuk memberikan kenyamanan dalam bertransaksi kepada penggunanya. Namun, dalam praktiknya, masih terdapat sejumlah kekurangan yang dirasakan oleh pengguna, sebagaimana tercermin dari ulasan dan penilaian pada platform App Store. Penelitian ini bertujuan untuk menganalisis pengaruh user interface dan gamifikasi terhadap user experience dalam penggunaan aplikasi Shopee. Metode yang digunakan adalah penelitian kuantitatif dengan pendekatan deskriptif kausal. Populasi dalam penelitian ini adalah masyarakat pengguna aplikasi Shopee di Kota Mataram, dengan jumlah sampel sebanyak 100 responden. Data dianalisis menggunakan teknik regresi linier berganda. Hasil penelitian ini menunjukkan bahwa baik user interface maupun gamifikasi memiliki pengaruh positif dan signifikan terhadap user experience, baik secara parsial maupun simultan. Temuan ini memberikan bukti empiris bahwa kedua variabel tersebut berkontribusi terhadap peningkatan pengalaman pengguna. Implikasi praktis dari hasil ini mengindikasikan pentingnya bagi pihak Shopee untuk terus mengembangkan fitur-fitur interface dan elemen gamifikasi guna meningkatkan kepuasan pengguna, serta mempermudah interaksi antara konsumen dan penjual di platform mereka.

Kata Kunci: Gamifikasi, Marketplace Shopee, Pengalaman Pengguna, Antarmuka Pengguna.

1. INTRODUCTION

Along with the rapid development of technology, human behavior has changed in all aspects of life, including in buying and selling transaction behavior (Rahayu & Syam, 2021). One example is making purchases of goods through a web browser or application. Online buying and selling transaction service providers are called e-commerce. E-commerce is considered to have several advantages that conventional transactions do not have. Among them are in terms of the convenience obtained, the benefits and value of the product or service felt (Fahmi et al., 2018). The E-commerce platform provides various service features that make it easier for users to make online buying and selling transactions such as data analysis, shipping, and user support to improve the experience and help develop products more efficiently (Larasati, 2023). In addition, the ease of searching, purchasing goods, and the payment process can also influence consumer behavior. E-commerce sites provide users with flexibility in terms of time, price, and space during their purchase period (Denni et al., 2015). One of the most used e-commerce platforms in Indonesia is Shopee.

Shopee currently occupies a leading position in the e-commerce industry in Indonesia, with a trend of visits showing a consistent increase from year to year. Shopee was recorded as the marketplace platform with the highest number of visits in Indonesia throughout 2024, with a cumulative total reaching around 128.6 million visits in 2024 as shown in Figure 1(Ahdiat, 2024). Shopee continuously improving the user experience (UX) through various interactive features in its application, such as digital games (in-app games) and live streaming which allows for social interaction between users. However, negative reviews from users on the App Store indicate that there are still a number of shortcomings in terms of the user interface (UI) and overall application performance. Some complaints include an overly dense interface, many icons displayed without relevant information, and technical constraints such as slow, error-prone, and unintuitive applications (Khotimah et al., 2019, Rahmatya et al., 2017). The contradiction between user complaints and the continued high number of Shopee visitors makes this topic interesting to research.
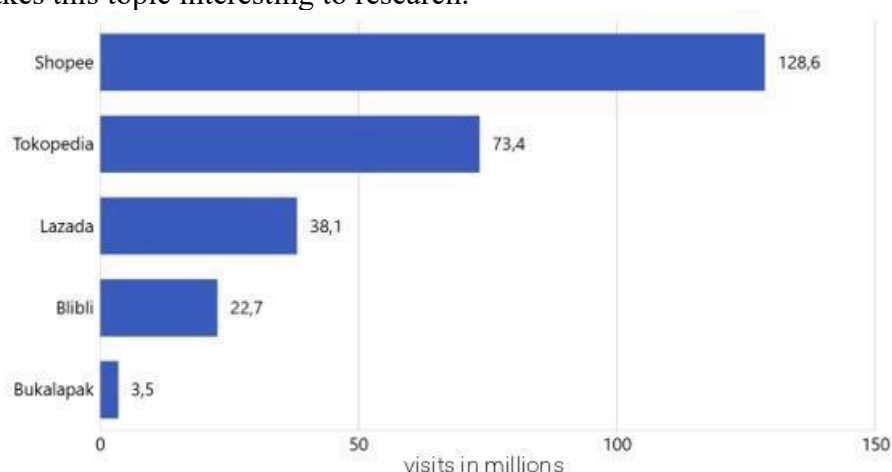

Figure 1. E-commerce with the Most Visitors in 2024

The importance of creating a positive user experience lies in its influence on customer satisfaction, which is greatly influenced by their expectations (Nilsson & Wall,

2017). User experience itself is a form of cognitive and emotional perception that arises as a result of the interaction between users and digital products or services (Berni & Borgianni, 2021). According to Chen & Lin (2015), user experience reflects the results of physical and emotional interactions between consumers and companies. Understanding user experience can be a very powerful tools for companies to develop their products and services (Sharma & Tiwari, 2021).

User experience is closely related to the UI as it plays an important role in determining user engagement (Sharma & Tiwari, 2021). An effective UI enables efficient interaction between users and the system, thus encouraging convenience in using the application (Aziza, 2019). It was proven to enhancing user experience in some previous studies (Gunawan et al., 2021). Ayuni & Chusumastuti (2021) found in their research that UI influences UX, in contrast to research conducted by Asniati & Fourqoniah (2023) which found the opposite, namely that UI does not have a significant influence on UX. In addition to the inconsistent research results that require further study, especially in the case of Shopee users, this study is also different from the two previous studies. This study not only examines the influence of UI on UX, but also gamification on UX.

Gamification is an increasingly common strategy used to increase user engagement in the digital environment. According to Lucassen & Jansen (2014), gamification elements such as points, badges, leaderboards, challenges, and missions have been shown to increase user motivation and loyalty. Putri et al., (2022) proved that gamification enhances user experience in their research. However, the research model suggested in this research is different. As a novelty, this study empirically tests the role of user interface and gamification on user experience, both partially and simultaneously. The results of this study not only provide a more comprehensive understanding of the elements that shape the user experience in e-commerce applications, but also provides practical insights for application developers and industry players in optimizing interface design and gamification strategies based on local user characteristics.

2. THEORETICAL BACKGROUND

According to Buana & Sari (2022), UI is the appearance of a website that functions as a bridge between the system and the user, where the UI appearance is in the form of attractive colors, shapes and writing. As stated by Anggara et al., (2021), UI is said to be good if it can provide interactions that are easy for users to operate (user friendly). Meanwhile, gamification is the use of game design elements implemented in non-game contexts (Deterding et al., 2011). According to Högberg et al., (2019) the implementation of gamification presents a fun experience aspect where one of the goals is to meet the intrinsic needs of users. Iqbal et al., (2015) explains that user experience is a sensation or knowledge resulting from several levels of interaction created by the service provider.

The Relationship between User Interface and User Experience

The relationship between user experience and User Interface can be analyzed through several important aspects that contribute to the overall user experience, namely ease of navigation, consistency, responsiveness and feedback in the context of Shopee, the relationship between user interface and user experience is crucial because Shopee is a very competitive e-commerce platform. Improving these aspects of the user interface can significantly improve the user experience, which in turn can increase user retention,

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INTERNASIONAL CONFERENCE & CALL FOR PAPER
ECONOMICS, BUSINESS, INNOVATION AND CREATIVITY (EBIC), 30th April 2025
Vol: 2   No.: 1   No. E- ISSN: 3025-4086

number of transactions, and customer loyalty. This is supported by research conducted by Brenda et al., (2017) who said that the use of a friendly user interface, one of which is white space that adjusts the space on the online store display and the use of appropriate font types and sizes provides good performance to the customer experience. Based on this research, the first hypothesis of this study is as follows.

H1: It is suspected that user interface has a positive and significant influence on the Shopee marketplace user experience.

The Relationship between Gamification and User Experience

On the other hand, gamification has become an important tool to improve customer experience (user experience) by making interactions more engaging and enjoyable. Shopee as one of the leading marketplaces, has implemented various gamification elements to improve user experience such as Shopee coins, and others. Gamification elements have a significant impact on the user experience of Shopee users. By integrating elements such as rewards, challenges, progress tracking, and social interactions, Shopee can increase user satisfaction, loyalty, engagement, and trust. This is supported by research conducted by Lee & Jin, (2019) which states that the four main elements of gamification, namely prizes, fun, competition, and storytelling, have a positive influence on user experience. Based on the explanation above, it can be concluded that the hypothesis taken is as follows.

H2: It is suspected that gamification has a positive and significant effect on the User Experience of the Shopee Marketplace.

The Relationship between User Interface and Gamification to User Experience

The relationship between user interface and gamification to user experience is very close because both play a role in increasing user interaction with a product or service. A good user interface will make users feel comfortable and easy to interact with a product or service. This includes responsive design, clear navigation (Hassan et al., 2020). When users feel comfortable with the user interface, they tend to have a positive experience in using the product and the use of Gamification refers to the use of game elements (such as points, levels, competitions, prizes) in non-game contexts to increase user motivation, engagement, and loyalty (Koivisto & Hamari, 2019).

Improving user experience by having a good user interface and using gamification intelligently, users are more engaged with the product or service (Seaborn et al., 2016). Thus, the integration between a good user interface and gamification elements can significantly improve the overall user experience, creating a more enjoyable, engaging, and rewarding environment for users. Based on the explanation above, it can be concluded that the hypothesis taken is as follows:

H3: It is suspected that User Interface and Gamification have a simultaneous effect on the Shopee Marketplace User Experience

3. METHODS

This study uses a causal descriptive approach. The conceptual framework of this study is shown in Figure 2. User Experience in this study is a reciprocal perception or response expressed by Shopee users to the company or the company's products regarding their experience with products or services, which is then measured by happiness, task success, earning, and uptime (Dharmawan & Sitorus, 2019). Meanwhile, User Interface is defined as the perception of Shopee users regarding the graphic visuals

of the application, a feature that is useful for users to interact with the software. In this case, the user interface is measured with several indicators adopted from Suteja & Harjoko (2008), namely user familiarty, consistency, minimal surprise, recoverability, and user guidance. On the other hand, gamification is defined as perception of the use of game design elements implemented into the Shopee application in a non-game context, which is measured by points, badges, leaderboard, and timeline as adopted from the research by Chrisnathaniel et al., (2021).
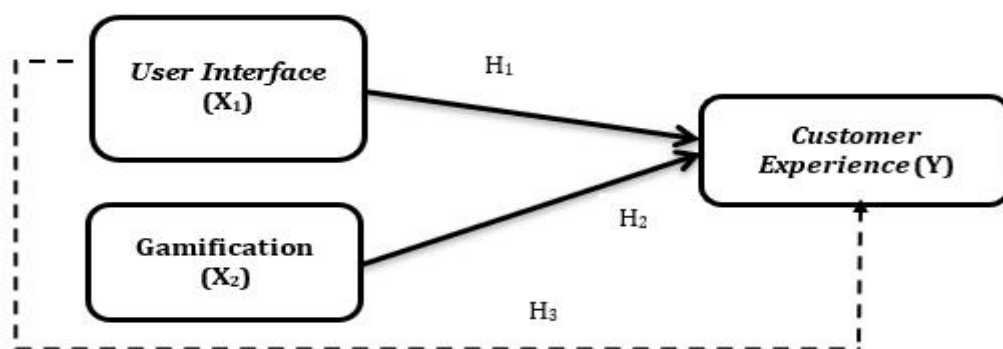
F
igure 2. Conceptual Framework

This research was conducted in Mataram City by distributing questionnaires online. The population of this study is the 18–44-year-old age group who use the Shopee marketplace and the sample used was 100 respondents. The data was analysed by by using multiple linear regression analysis techniques, which begins with testing the validity and reliability of the instrument, followed by classical assumption testing and hypothesis testing.

4. RESULTS AND DISCUSSION
Characteristics of Respondents

This study was conducted by collecting primary data through questionnaires distributed online using Google Form to Shopee users in Mataram City. Through statements that have been responded to by respondents, researchers obtain a general description of the respondent profile described based on the time of using Shopee, gender, last education, respondent income as shown in Table 1.

Table 1. Characteristics of Respondents

Characteristics	Frequency	Percentage (%)
Usage Time Range		
< 1 month	3	3
3-12 months	14	14
>12 months	83	83
Gender	31	31
Male	69	69
Female		
Age		
18-26 years old	72	72
27-35 years old	20	20
36-44 years old	8	8

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INTERNASIONAL CONFERENCE & CALL FOR PAPER
ECONOMICS, BUSINESS, INNOVATION AND CREATIVITY (EBIC), 30ᵗʰ April 2025

| Vol: 2 | No.: 1 | No. E- ISSN: 3025-4086 |

Educational Background

Highschool	62	62
Diploma 3	4	4
Bachelor's Degree	32	32
Master's Degree	2	2

Source: Data processed (2025)

Descriptive Analysis of Each Variable

Descriptive analysis of research variables was conducted to determine the description of each research variable through a Likert scale. The statements in this research questionnaire have categories ranging from strongly agree to strongly disagree by creating a 5-level scale. In this study, the descriptive statistics of the answers displayed in Table 2 include data descriptions of respondents' answers to each item of the variables studied. Based on Table 2, respondents' responses to the user interface variable showed a fairly good assessment, with an average overall score of 3.77 which is included in the "good" category. The indicator with the highest score of 4.06 is in the statement " The appearance of the home page layout is easy to remember", which indicates that the Shopee interface display is able to attract attention and is easy for users to remember. Conversely, the lowest score of 3.52 appears in the statement " When an error occurs, there is an automatic action storage system". Despite having the lowest score, this value is still in the fairly good category, indicating that the automatic recovery feature when a system error occurs is still considered useful by users.

Table 2. Descriptive Analysis of Each Variable

User Interface	Average	Category
I feel comfortable with the user interface on the Shopee Marketplace	3.79	Good
I find it easy to use the Shopee Marketplace user interface compared to similar Marketplaces	3.73	Good
I feel that the Shopee Marketplace provides consistent user interface in the use of color symbols and layout on the Shopee platform	3.70	Good
I feel that the structure of each page is consistent and uniform	3.87	Good
Shopee customer care is willing to give full attention when I am having problems using the Shopee application	3.62	Good
Shopee customer care has the knowledge to answer questions according to my request or related to the problem I am experiencing	3.69	Good
When an error occurs, there is an automatic action storage system	3.52	Good
There is a solution when the user forgets the personal password on the Shopee marketplace	3.81	Good
The menu layout is easy and familiar to access by users	3.94	Good
	4.06	Good

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ECONOMICS, BUSINESS, INNOVATION AND CREATIVITY (EBIC), 30ᵗʰ April 2025
Vol: 2   No.: 1   No. E- ISSN: 3025-4086

User Interface	Average	Category
The appearance of the home page layout is easy to remember		
Gamification		
I use TokoPoints/Shopee Coin Rewards because the program is entertaining.	3.22	Good Enough
I feel points help me understand my progress or achievements in this Marketplace.	3.20	Good Enough
I feel the badges provide adequate recognition for my achievements.	3.30	Good Enough
I feel that having badges provides many benefits in the form of coin vouchers and others.	3.39	Good Enough
I feel like having these leaderboards motivates me to compete with other users	3.18	Good Enough
I use these leaderboards as a guide to increase my participation or achievement	3.13	Good Enough
I feel like having a time limit (timeline) helps me focus on achieving my goals	3.23	Good Enough
I feel like having a time limit provides an appropriate challenge in using this Marketplace	3.39	Good Enough
User Experience		
I am satisfied using the Shopee Marketplace service	3.92	Good
I would recommend this Marketplace	3.88	Good
I find the Shopee marketplace easy and understandable	3.90	Good
I can choose products comfortably and get the product information I need	3.94	Good
The Shopee application meets my expectations as a user	3.69	Good
I can easily get what I am looking for in the Shopee marketplace	3.99	Good
There are solution options when the Shopee marketplace has an error	3.46	Good
There are image attributes or information if the selected action or function is not appropriate	3.77	Good

Source: Data processed (2025)

Table 2 also shows that respondents' perceptions of the user experience variable are also in the positive category, with an average value of 3.82. The highest indicator was achieved by the statement " I can choose products comfortably and get the product information I need" with a score of 3.94. This reflects that users feel that the process of searching and selecting products on the Shopee platform is running efficiently and informatively. Meanwhile, in the gamification variable, the average score is at 3.26, which is quite good. The statement with the highest score (3.39) is " I feel that having badges provides many benefits in the form of coin vouchers and others", indicating that digital incentive elements such as badges are effective in attracting user interest. The lowest score of 3.18 appears in the statement " I feel like having these leaderboards

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INTERNASIONAL CONFERENCE & CALL FOR PAPER
ECONOMICS, BUSINESS, INNOVATION AND CREATIVITY (EBIC), 30th April 2025
Vol: 2   No.: 1   No. E- ISSN: 3025-4086

motivates me to compete with other users", which still shows a positive impact of competitive features on user motivation.

Validity and Reliability Tests

Based on the results of the validity test presented in Table 3, all statement items in each variable have a calculated r value > 0.165 and are positive, indicating that all items meet the instrument validity criteria. Thus, all statement items in this research instrument are declared valid and suitable for use in data collection. Furthermore, the results of the reliability test using SPSS software show that the User Interface, Gamification, and User Experience variables each have a Cronbach's Alpha value above 0.6. This value indicates that the instrument used has adequate reliability (Sekaran & Bougie, 2014). This means that the respondents' answers to the questionnaire show good internal consistency and can be relied on for repeated measurements over time.

Table 3. Results of Validity and Reliability Tests

Variable	Item	r-count	r_table	Cronbach's Alpha	Conclusion
User Experience	UX1	0.713	0.165	0.842 (Reliable)	Valid
	UX2	0.729	0.165		Valid
	UX3	0.742	0.165		Valid
	UX4	0.697	0.165		Valid
	UX5	0.798	0.165		Valid
	UX6	0.637	0.165		Valid
	UX7	0.660	0.165		Valid
	UX8	0.565	0.165		Valid
User Interface	UI1	0.694	0.165	0.891 (Reliable)	Valid
	UI2	0.714	0.165		Valid
	UI3	0.669	0.165		Valid
	UI4	0.703	0.165		Valid
	UI5	0.666	0.165		Valid
	UI6	0.741	0.165		Valid
	UI7	0.703	0.165		Valid
	UI8	0.743	0.165		Valid
	UI9	0.748	0.165		Valid
	UI10	0.752	0.165		Valid
Gamification	GMF1	0.798	0.165	0.897 (Reliable)	Valid
	GMF2	0.726	0.165		Valid
	GMF3	0.764	0.165		Valid
	GMF4	0.742	0.165		Valid
	GMF5	0.796	0.165		Valid
	GMF6	0.770	0.165		Valid
	GMF7	0.738	0.165		Valid
	GMF8	0.772	0.165		Valid

Source: Data processed (2025)

Faculty of Economics and Business
Universitas Pamulang

INTERNASIONAL CONFERENCE & CALL FOR PAPER
ECONOMICS, BUSINESS, INNOVATION AND CREATIVITY (EBIC), 30th April 2025
Vol: 2   No.: 1   No. E- ISSN: 3025-4086

Classical Assumption Test

Normality Test

The normality test is carried out to determine whether the data used in this study is normally distributed using the p-p plot of Regresion Standardized Residual model, which is called normal if the probability plot graph has dots spread around the line and follow the diagonal line. The result can be seen in Figure 3. Based on Figure 3, it shows that the points are spread around the diagonal line or straight line, so it can be concluded that the normality test in this study is normally distributed.
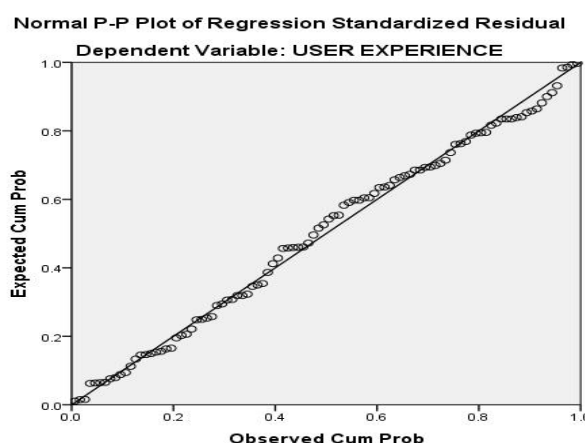

Figure 3. P-P Plot Normal Test Results

Multicollinearity Test

The indication of multicollinearity is when the VIF limit is 10 and Tolerance is 0.10 then multicollinearity occurs. Based on Table 4, it can be seen that all independent variables have successfully escaped the problem of multicollinearity.

Table 4. Results of Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	11.957	2.324		5.146	.000		
	User Interface	.383	.070	.488	5.453	.000	.751	1.332
	Gamification	.159	.058	.245	2.743	.007	.751	1.332

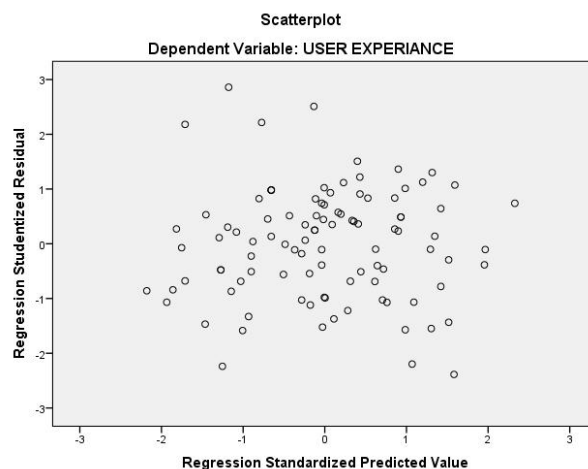Source: Data processed (2025)

Heteroscedasticity Test

Figure 4. Results of Heteroscedasticity Test

Based on Figure 4, the results of the heteroscedasticity test with the Scatterplot graph are spread randomly, not in the form of a line and not in a certain pattern. Hence, it is concluded that there is no heteroscedasticity in the data used in the regression model.

Hypothesis Tests

The Influence of User Interface on Shopee Marketplace User Experience

Based on the test that has been done (see Table 5), it can be concluded that the user interface has a positive value with a regression coefficient of 0.488 and is significant as seen from the t count of 5.453> t table 1.984 or sig 0.00 <0.05. This means that user interface has a positive and significant effect on the user experience of the Shopee marketplace, so hypothesis one is accepted. Having a positive and significant effect means that the better the user interface, the higher the user experience. This study is in line with the Technology Acceptance Model (TAM) theory, where the user interface is a stimulus in the form of a display that is developed or created so that user interface is comfortable and easy to access. This study supports the results of research conducted by Brenda et al., (2017) which stated that friendly UI/UX has an effect on improving customer experience.

Table 5. Results of Hypothesis Tests

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	11.957	2.324		5.146	.000
User Interface	.383	.070	.488	5.453	.000
Gamifikasi	.159	.058	.245	2.743	.007

a. Dependent Variable: User Experience

The Influence of Gamification on Shopee Marketplace User Experience

The results of the regression analysis show that the gamification variable has a positive and significant effect on the user experience of Shopee Marketplace users, with a regression coefficient value of 0.245. The t-count value of 2.743> t-table 1.984 and

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Universitas Pamulang

INTERNASIONAL CONFERENCE & CALL FOR PAPER
ECONOMICS, BUSINESS, INNOVATION AND CREATIVITY (EBIC), 30th April 2025
Vol: 2   No.: 1   No. E- ISSN: 3025-4086

the significance value of 0.00 <0.05 confirm that the second hypothesis can be accepted. This finding shows that the more optimal the implementation of gamification elements, the higher the user experience in using the Shopee platform. Conversely, if gamification elements are not developed effectively, it can reduce the quality of user experience.

Based on demographic data, the majority of Shopee Marketplace users have a final education level of high school/vocational school, which is a group with high potential as the main consumers in online shopping activities. However, this age group tends to have low levels of self-control, so they easily get bored when interacting with digital platforms *online* (Azzahra, 2023). Therefore, the existence of gamification features such as "*Goyang Shopee*", "*Shopee Tanam*", and "*Shopee Lempar*" play an important role in maintaining user engagement and encouraging them to remain active in using the application. The average perception score for gamification is 3.62, which is in the fairly good category, while the average user experience score reaches 3.82 which is in the high category, confirming the contribution of gamification to increasing user satisfaction and engagement.

Gamification in this context functions as a stimulus that provides entertainment as well as interactivity, encouraging users to interact longer with the application. The more interesting and fun the gamification features offered, the more likely users are to stay on the platform and experience increased digital satisfaction. This finding is also in line with the research of Nichora & Sondari (2023), which revealed that although the direct effect of gamification on customer loyalty on the Grab platform is not significant, overall gamification still makes a positive contribution to increasing user loyalty.

The Influence of User Interface and Gamification on Shopee Marketplace User Experience
Table 6. Results of F Test 16 Hasil Uji F

Model	df	F	Sig.
Regression	2	34.748	.000[b]
Residual	98		
Total	100		

Source: Data processed using SPSS (2025)

Based on the results of the SPSS test (see Table 6), the F count value is 34.74 (F table is is 3.09, which means F count> F table (34.74> 3.09) or sig 0.00 <0.05. It concludes that the relationship between user interface and gamification has a positive and significant effect simultaneously on the user experience. So hypothesis three is accepted. The results of data processing show that the average score of the user interface variable is 3.77 or in the good category, this makes it clear that Shopee marketplace users have a good user interface. The average gamification value of Shopee marketplace users is 3.62 in the fairly good category. This makes it clear that Shopee marketplace users have quite good gamification. The average user experience value is 3.82 or in the high category, this makes it clear that Shopee marketplace users has a high user experience. If the user interface and gamification variables are combined together, their influence on user experience will increase.

User interface and gamification are important variables in understanding the behavior of Shopee marketplace users. Therefore, through a simultaneous test approach, the Shopee marketplace gets a broader picture of how these variables relate to each other in user experience. This study has a novelty where from several research journals

this title has never been studied before. Thus, it can be concluded that this research is relatively new. The novelty in this study is that no researcher has ever conducted research on both variables together. This study is in line with the results of research conducted by Brenda et al., (2017) which states that UI/UX improves customer experience and the results of this study are also supported by Nichora & Sondari (2023), which shows that gamification on the Grab platform has a direct, although not significant, influence on customer loyalty.

5. CONCLUSION

Based on the results of the previous analysis and discussion, it can be concluded that the user interface has a positive and significant influence on the user experience of Shopee Marketplace users. This finding confirms that the more optimal the quality of the user interface, in terms of ease of navigation, design consistency, and visual appeal, the higher the level of comfort, satisfaction, and user involvement in interacting with the application. An intuitive interface design not only increases efficiency of use but also contributes to the formation of a positive perception of the platform as a whole.

In addition, the gamification variable also shows a positive and significant influence on user experience. Gamification elements such as interactive features, reward systems, and challenges in the application create a more interesting and enjoyable experience. For users who come from a young age group with characteristics that are easily bored, gamification is an important factor that can maintain their involvement in the platform. The existence of features such as "Shopee Tanam", "Goyang Shopee", and the point system are effective strategies in increasing the duration of visits, interest in product exploration, and user loyalty.

Simultaneously, the influence of user interface and gamification on user experience is proven to be significant. This confirms that both variables together provide a strong contribution to the quality of user experience. The implication of this finding is the importance of a strategic approach in designing and developing an e-commerce platform, where functional and emotional aspects must be integrated in a balanced manner. Enhanced user experience through an effective interface and attractive gamification features will not only strengthen user loyalty, but also has the potential to increase purchasing interest and long-term retention.

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INTERNASIONAL CONFERENCE & CALL FOR PAPER
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Vol: 2   No.: 1   No. E- ISSN: 3025-4086

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Universitas Pamulang

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