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Research Article

The Influence of Content Marketing and Gamification on Repurchase Intention Through Customer Engagement in the Shopee Application Among Students in Pontianak City

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ABSTRACT

This study aims to analyze the influence of content marketing and gamification on repurchase intention through customer engagement among students in Pontianak City who use the Shopee application. This research uses an associative research method with a quantitative approach. The research sample consisted of 100 respondents who have shopped on Shopee, and the sample was determined using a purposive sampling technique. Data processing was carried out using the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) with the help of SmartPLS software. The results of the study show that content marketing and gamification have a positive and significant effect on customer engagement. Customer engagement has a positive and significant effect on repurchase intention. Content marketing directly has a positive and significant effect on repurchase intention, while gamification does not have a direct effect on repurchase intention. Content marketing and gamification have a positive and significant effect on repurchase intention through customer engagement as an intervening variable. The R-square value shows that this model is able to explain the customer engagement variable by 56.8% and repurchase intention by 78.8%. This study has limitations in the population, which only involves students in one city, so it is recommended for future research to expand the sample with more diverse demographics and add other variables such as customer trust or brand image to enrich the analysis results. Further research is also expected to explore qualitative aspects through in-depth interviews to obtain a more comprehensive understanding of customer behavior in utilizing content marketing and gamification features on e-commerce platforms.

Keywords: Content Marketing; Gamification; Repurchase Intention; Customer Engagement; Shopee Application

1. INTRODUCTION

E-commerce has revolutionized the way businesses operate and consumers shop, opening up unlimited opportunities for business actors to reach global markets more efficiently and economically. Through digital platforms, businesses can now introduce their products to potential customers worldwide, providing comprehensive information ranging from product details, stock availability, and prices to product quality. Consumers can easily access various products and services from all over the world with just a few clicks, compare options, and make more informed purchasing decisions. The e-commerce system also enables direct communication between sellers and buyers, building trust through information transparency and seamless transactions. In addition, modern analytics technology helps businesses understand consumer behavior, design appropriate marketing strategies, and maintain customer loyalty through personalized and satisfying shopping experiences. The significant development of e-commerce reflects the government's optimism towards the sector's growth, supported by factors such as increasing internet penetration, improved digital literacy, and changes in consumer behavior towards digital platforms. The widespread penetration of the internet, smartphones, and easy access to online trading platforms have become the main drivers of the growth of the e-commerce sector in the country (Misbakhudin & Komaryatin, 2023).

Shopee is an online shopping platform launched in 2015 in Singapore and began reaching Indonesian consumers on December 1, 2015. Shopee is a subsidiary of the Singapore-based conglomerate SEA Group, founded by Gang Ye, Forrest Li, and David Chen (Putra, 2024). Globally, Shopee is used by approximately 295 million users worldwide. According to David Curry, Head of Data E-Commerce Business of Apps, Shopee's revenue in 2023 reached US$ 9 billion, an increase of 20% compared to the previous year, contributing a total of 70% to Sea Limited's overall revenue (Curry, 2025). Shopee offers a wide range of products, from fashion items to daily necessities. Besides products for purchase, Shopee also provides services such as ShopeeFood and electronic payments, including electricity bills, BPJS payments, internet bills, water bills, credit top-ups, data package purchases, and more. In addition to its attractive and practical services, Shopee's innovative features, which provide added value to its users, are key factors behind its popularity.

One rapidly growing phenomenon alongside the evolution of e-commerce is the implementation of content marketing in online platforms to capture consumers' attention. Many brands now invest in creating more creative and interactive content, which serves as an effective tool to build emotional relationships with customers. In today's digital era, users prefer watching videos over reading texts due to their convenience. Informative product content increases consumers' understanding of the products. According to Ashari & Sitorus (2023), Content marketing is a strategy that involves creating and publishing content on websites and social media. In marketing and business processes, content marketing can be used to create and distribute valuable and engaging content to attract, acquire, and engage a clearly defined target audience, driving profitable customer actions (Pulizzi & Barrett in Larissa, 2020).

Another interesting phenomenon in the e-commerce industry can be seen in platforms that implement loyalty systems by combining their marketing ideas with gaming elements. Users can participate in games, earn rewards, and are encouraged to shop more frequently. This development of game features in the Shopee app is known as Gamification. Shopee Indonesia has launched various gamification features, including Shopee Claw, Shopee Farm, Shopee Candy, Shopee Bubble, Shopee Cocoki, Shopee Fruity, Shopee Word Puzzle, Shopee Lucky Prize, and Shopee Shake. According to Ratnasari & Dwujayanti (2022), Gamification can be described as game elements that aim to use game structures in business contexts that are not directly related to games.Content marketing and gamification play significant roles in driving customer engagement. According to Fadillah & Setyorini (2021), The primary goal of implementing content marketing is to enhance customer engagement. Several studies show a relationship between content marketing and customer engagement: content marketing has a positive and significant effect on customer engagement (Nugraha, Maesaroh & Nuryadin, 2024; Salsabila, Hendrarini & Nurhadi, 2024; Larissa, 2020). Customer engagement is not only influenced by content marketing but also by gamification. There is a positive relationship between gamification and customer engagement (Punwatkar & Verghese, 2025), and gamification has a positive and significant effect on customer engagement (Rajumesh, Karunanithy & Kajenthiran, 2023).

According to Wardhana (2024), Customer engagement is defined as the intensity of an individual's participation in and connection with an organization's offerings and/or activities, initiated either by the customer or the organization. This engagement is not merely about momentary interactions but involves a deeper, long-term process that allows companies to better understand and fulfill customer needs. According to Ratnawati & Sanaji (2024), Customer engagement involves customers through experiences and interactions that influence their purchasing decisions. Customer experience is not limited to transactions but also includes how they perceive the value and quality of the products or services provided. Customer engagement can be observed from customer enthusiasm, which reflects the level of excitement customers have towards a brand, motivating them to participate in programs and share experiences. When customers feel enthusiastic, their attention towards content or activities provided by the brand also increases, such as during major Shopee events like the 12.12 Sale, which motivates them not to miss the opportunity. This engagement can continue as customers emotionally involved in gamification or content marketing activities are more likely to make repeat purchases. Frequent interactions, measured through interaction, indicate how actively customers communicate with the brand or platform, whether through social media or apps. Identification measures how strongly customers feel connected to the brand; when they identify with the brand's image, it enhances loyalty and increases the likelihood that they will share positive experiences with others.

Content marketing can also influence repurchase intention. This is supported by previous research showing that content marketing has an impact on repurchase intention. Content marketing has a positive and significant effect on online repurchase intention (Alfraihat, Pechuán, Salvador & Tarabieh, 2024). Content marketing affects online repurchase intention, indicating that the higher the level of content marketing among millennials, the greater their intention to make online purchases (Nurvajri, Yunus & Chan, 2022). Repurchase intention is not only influenced by content marketing but can also be affected by gamification. Gamification has a positive and significant effect on repurchase intention (Natalia, Gabriella & Oktavio, 2025); similarly, gamification has a positive and significant effect on repurchase intention for Burger King customers using the SHAKE N'WIN feature on the Burger King App in Indonesia (Binardi, Rahayu, & Amanah, 2022). In addition to content marketing and gamification, customer engagement can also influence repurchase intention. Several studies show a relationship between customer engagement and repurchase intention: customer engagement can have a positive and significant effect on repurchase intention (Sari & Padmantyo, 2023). Customer engagement positively affects repurchase intention; when consumers are highly engaged with a social website, they are more willing to repurchase products or services (Lee, Chen, Chen & Lin, 2021).

The digital transformation occurring in online business, supported by increased internet usage, has significantly changed how consumers interact with e-commerce platforms. Shopee, as one of the largest platforms in Indonesia, has leveraged various digital features such as content marketing and gamification to retain customers and increase sales for businesses. Therefore, this research is crucial to explore how these two variables influence customer engagement and repurchase intention, which are vital for sustainability in the e-commerce business. Based on the explanation above, the researcher is interested in conducting a study entitled: "The Influence of Content Marketing and Gamification on Repurchase Intention Through Customer Engagement in the Shopee Application Among Students in Pontianak City."

2. RESEARCH METHOD

Type of Research

This study uses an associative research method. According to Sujarweni (2019), Associative/relationship research is research that aims to determine the relationship between two or more variables. Through this research, a theory can be developed that functions to explain, predict, and control a phenomenon. This study aims to determine the relationship between content marketing and gamification on repurchase intention through customer engagement among students in Pontianak City who use the Shopee application.

Data Collection Technique

The data collection technique in this study uses both primary and secondary data. According to Siregar (2020), Primary data is data collected directly by the researcher from the first source or the place where the research object is conducted. The primary data were obtained through the distribution of a questionnaire. According to Sugiyono (2019), A questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to answer. The questionnaire was distributed to students in Pontianak City who have made purchases using the Shopee application. According to Siregar (2020), Secondary data is data published or used by organizations that are not the processors. Secondary data includes data on global internet access growth in 2024, data on internet users in Indonesia from 2018–2024, data on the number of e-commerce users in Indonesia from 2020–2029, data on the most visited e-commerce in 2024, graphs of e-commerce popularity in West Kalimantan from 2020–2024, images of recommendation content, and images of gamification features.

Population and Sample

According to Sujarweni (2019), Population is the total number consisting of objects or subjects that have certain characteristics and qualities determined by the researcher to be studied and then conclusions are drawn. The population in this study is students in Pontianak City who use the Shopee application. According to Sujarweni (2019), Sample is part of a number of characteristics possessed by the population used for research. In this study, the total population is unknown; therefore, the sample size was determined using the Rao Purba formula (Sujarweni, 2019). Based on calculations using the Rao Purba formula, the minimum required sample is 96 respondents; however, the researcher decided to use 100 respondents. The sampling technique used is Purposive Sampling. According to Sujarweni (2019), Purposive sampling is a sampling technique with certain considerations or criteria. The criteria for respondents are: students in Pontianak City who have a Shopee account and have made online purchases on the Shopee application at least twice.

Research Variables & Measurement Scale

According to Sugiyono (2019), Research variables are basically anything in any form determined by the researcher to be studied so that information about it is obtained, and then conclusions are drawn. The variables in this study consist of independent, intervening, and dependent variables. The independent variables are Content Marketing (X1) and Gamification (X2). The intervening variable is Customer Engagement (Y1). The dependent variable is Repurchase Intention (Y2). The measurement scale used in this study is the Likert scale. According to Sugiyono (2019), Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. The answer options consist of five choices ranging from “strongly disagree (1)” to “strongly agree (5)”.

Data Analysis Technique

Hypothesis testing was conducted using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) processed with Smart-PLS software. SEM allows researchers to model and estimate complex relationships between dependent and independent variables simultaneously. Measurement Model (Outer Model): According to Juliandi (2018), The measurement model describes the relationship between latent variables (constructs) and their indicators. This model is assessed through outer loadings, construct reliability and validity, discriminant validity, and goodness of fit tests. Structural Model (Inner Model): According to Juliandi (2018), The structural model describes the relationship between latent variables (constructs). This analysis includes testing direct effects and indirect effects to observe both the direct and mediated influences among variables.

Research Variable Indicators

According to Karr (2016) in Rahmadhan & Widyastuti (2022), there are five dimensions of content marketing, namely Reader Cognition, Sharing Motivation, Persuasion, Decision Making, and Faktors. According to Eisingerich, Marchand, Fritze & Dong (2019), gamification consists of six dimensions: Social Interaction, Sense of Control, Goals, Progress Tracking, Rewards, and Prompts. So et al. (2014) in Ratnawati & Sanaji (2024) identify five dimensions of customer engagement: identification (emotional connection with the brand), enthusiasm (excitement and interest in the brand), attention

(consumer focus on information about the brand), absorption (full involvement and concentration with the brand), and interaction (active participation, both online and offline). According to Priansa (2017), purchase intention can be measured through four main dimensions: Transactional Intention, Referential Intention, Preferential Intention, and Exploratory Intention.

3. RESULTS AND DISCUSSION

3.1 Convergent Validity

Convergent validity is used to evaluate the extent to which indicators in a construct are highly correlated, reflecting that the indicators consistently measure the same concept. This test is conducted by examining the factor loading values of each indicator relative to the latent construct. An indicator is considered to meet the criteria for convergent validity if it is a factor loading above 0.7. The results of the convergent validity test for each variable in this study are presented in **Table 1**.

Table 1. Convergent Validity Test Results

Variable	Indicators	Loading Factor	Description
Content Marketing (X1)	X1.1	0.765	Valid
	X1.2	0.784	
	X1.3	0.754	
	X1.4	0.712	
	X1.5	0.773	
	X1.6	0.739	
	X1.7	0.831	
	X1.8	0.748	
	X1.9	0.748	
	X1.10	0.870	
Gamification (X2)	X2.1	0.787	Valid
	X2.2	0.761	
	X2.3	0.803	
	X2.4	0.775	
	X2.5	0.830	
	X2.6	0.767	
	X2.7	0.807	
	X2.8	0.788	
	X2.9	0.845	
	X2.10	0.756	
	X2.11	0.862	
	X2.12	0.845	
Customer Engagement (Y1)	Y1.1	0.873	Valid
	Y1.2	0.827	
	Y1.3	0.866	
	Y1.4	0.886	
	Y1.5	0.782	
	Y1.6	0.822	
	Y1.7	0.845	
	Y1.8	0.890	
	Y1.9	0.855	
	Y1.10	0.878	
Repurchase Intention (Y2)	Y2.1	0.870	Valid
	Y2.2	0.786	
	Y2.3	0.883	
	Y2.4	0.819	
	Y2.5	0.844	
	Y2.6	0.869	
	Y2.7	0.818	
	Y2.8	0.849	

Source: Processed Data, 2025

Based on the results of the convergent validity test presented in **Table 1**, it is seen that all indicators of each variable, namely Content Marketing, Gamification, Customer Engagement, and Repurchase Intention, have factor loadings in the original sample exceeding 0.7. These values indicate that each indicator used is valid for convergent validity. Therefore, all indicators are deemed valid as they accurately represent the latent constructs being measured.

3.2 Discriminant Validity

Discriminant validity is test using the Fornell-Larcker criteria to ensure that each construct in the model can be clearly distinguished from other constructs. This validity is considered fulfilled if the Fornell-Larcker value of a construct is higher than its correlation with other constructs and exceeds 0.70. This indicates that the indicator better represents the variable it measures than other variables. The results of the discriminant validity test in this study are presented in **Table 2**.

Tabel 2. Discriminant Validity Test Results

Variable	Content Marketing	Customer Engagement	Gamification	Repurchase Intention
Content Marketing	0.774			
Customer Engagement	0.666	0.853		
Gamification	0.799	0.752	0.803	
Repurchase Intention	0.786	0.815	0.824	0.843

Source: Processed Data, 2025

Based on the results of the discriminant validity test shown in **Table 2**, it is seen that each construct has a higher Fornell-Larcker value than its correlation value with other constructs in the model. These results indicate that the indicators used are stronger in reflecting the constructs they measure than other constructs. Therefore, it can be concluded that all constructs in the model have met discriminant validity, as each is able to show clear differences from other constructs.

3.3 Average Variance Extracted (AVE)

Another method that can be used to assess the validity of a construct is to consider the Average Variance Extracted (AVE) value. A construct is considered to have good validity if the AVE value obtained is greater than 0.5. The AVE values in this study can be seen in **Table 3**.

Table 3. Average Variance Extracted (AVE)

Construk	AVE
Content Marketing (X1)	0.599
Gamification (X2)	0.645
Customer Engagement (Y1)	0.728
Repurchase Intention (Y2)	0.710

Source: Processed Data, 2025

Based on the Average Variance Extracted (AVE) test results presented in **Table 3**, it can be seen that all variables in this study have an AVE value of more than 0.5. This indicates that all constructs have met the criteria for discriminant validity. Therefore, it can be concluded that the indicators used in this study are valid in measuring each latent variable.

3.4 Reliability Test

The composite reliability test on the measurement model is conducted to evaluate the internal consistency of a construct in measuring the variable in question. The Composite Reliability value is considered good if it reaches a minimum of 0.7, which indicates an adequate level of construct reliability. In addition, to strengthen the reliability test results, Cronbach's Alpha value is also used with a minimum expected limit of 0.6. The reliability results of this study can be seen in **Table 4**.

Tabel 4. Composite Reliability & Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Content Marketing (X1)	0.925	0.937
Gamification (X2)	0.950	0.956
Customer Engagement (Y1)	0.958	0.964
Repurchase Intention (Y2)	0.942	0.951

Source: Processed Data, 2025

Based on the reliability test results presented in **Table 4**, it is known that all constructs in the research model have met the specified reliability criteria. This is indicated by the Composite Reliability value, which is above 0.7, and the Cronbach's Alpha value, which exceeds 0.6. Therefore, it can be concluded that all measurement items in each variable have adequate reliability and are suitable for use in this study.

3.5 Coefficient of Determination (R-Square)

In SEM-PLS analysis, the R-square (R^2) value is used to measure the magnitude of the influence of independent variables in explaining the variation in dependent variables. The higher the R^2 value, the better the model's ability to predict dependent variables. This coefficient of determination is used to assess the extent to which endogenous constructs can be explained by exogenous constructs in the model. The R-Square value from the calculation can be seen in **Table 5**.

Table 5. R-Square Values

Endogenous Variable	R-Square	R-Square Adjusted
Customer Engagement (Y1)	0.577	0.568
Repurchase Intention (Y2)	0.794	0.788

Source: Processed Data, 2025

Based on the R-Square test results in **Table 5**, the results can be explained as follows:

a. The Adjusted R-Square value for the Customer Engagement (Y1) variable is 0.568, indicating that the Customer Engagement variable is collectively influenced by the Content Marketing (X1) and Gamification (X2) variables by 56.8%. Meanwhile, 43.2% is influenced by other variables not included in this research model. Additionally, the R-Square value of 0.577 indicates that the influence of the exogenous constructs Content Marketing and Gamification on Customer Engagement falls into the Moderate category.
b. The Adjusted R-Square value for the Repurchase Intention variable (Y2) of 0.788 shows that the Repurchase Intention variable is collectively influenced by the Content Marketing (X1), Gamification (X2) and Customer Engagement (Y1) variables by 78.8%. Meanwhile, 21.2% is influenced by other variables not included in this research model. Additionally, the R-Square value of 0.794 indicates that the influence of the exogenous constructs of Content Marketing, Gamification, and Customer Engagement on Repurchase Intention falls into the Strong category.

3.6 Goodness of Fit (GoF)

The Goodness of Fit (GoF) test in SEM-PLS aims to assess the overall fit of the model, both in the structural model (inner model) and the measurement model (outer model). The indicator commonly used to measure Goodness of Fit is SRMR (Standardized Root Mean Square Residual), which measures the average difference between the observed covariance and the covariance predicted by the model. The smaller the SRMR value, the better the overall model fit. A good SRMR value is expected to be below 0.8. The results of the Goodness of Fit test from the calculations can be seen in **Table 6**.

Tabel 6. Goodness of Fit Test Results

	Model Estimasi
SRMR	0.056

Source: Processed Data, 2025

Based on the Goodness of Fit test results presented in **Table 6**, an SRMR value of 0.056 is obtained, which is below the critical limit of 0.08. This indicates that the estimated model has an excellent level of fit.

3.7 Hypothesis Testing

3.7.1 Direct Effect Test

Direct Effect test is conducted to measure the direct effect of exogenous latent variables on endogenous latent variables. The path coefficient values obtained through the Bootstrapping process are used as the basis for interpreting the results of this test. The results of the Direct Effect test in this study can be seen in **Table 7**.

Table 7. Direct Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Content Marketing —> Customer Engagement	0.543	4.284	0.000	Significant
H2	Gamification —> Customer Engagement	0.425	3.343	0.001	Significant
H3	Customer Engagement	0.471	3.880	0.000	Significant

	—> Repurchase Intention				
H4	Content Marketing —> Repurchase Intention	0.364	3.109	0.002	Significant
H5	Gamification —> Repurchase Intention	0.137	0.948	0.344	Not Significant

Source: Processed Data, 2025

Based on the results of the Direct Effect test shown in **Table 7**, the results of the Direct Effect can be explained as follows:

1. The Content Marketing variable (X1) is directly related to Customer Engagement (Y1). This is indicated by a T-Statistic value of 4.284, which is greater than the critical value of 1.96, and a P-Value of 0.000, which is below the significance level of 0.05. Thus, it can be concluded that the direct effect of Content Marketing on Customer Engagement is positive and significant.
2. The Gamification variable (X2) is directly related to Customer Engagement (Y1). This is shown by the T-Statistic value of 3.343, which is greater than the critical value of 1.96, and the P-Value of 0.001, which is below the significance level of 0.05. Therefore, it can be concluded that the direct effect of Gamification on Customer Engagement is positive and significant.
3. The Customer Engagement (Y1) variable is directly related to Repurchase Intention (Y2). This is indicated by a T-Statistic value of 3.880, which is greater than the critical value of 1.96, and a P-Value of 0.000, which is below the significance level of 0.05. Thus, it can be concluded that the direct effect of Customer Engagement on Repurchase Intention is positive and significant.
4. The Content Marketing variable (Y1) is directly related to Repurchase Intention (Y2). This is indicated by a T-Statistic value of 3.109, which is greater than the critical value of 1.96, and a P-Value of 0.002, which is below the significance level of 0.05. Thus, it can be concluded that the direct effect of Content Marketing on Repurchase Intention is positive and significant.
5. The Gamification variable (X2) is not directly related to Repurchase Intention (Y2). This is evidenced by a T-Statistic value of 0.948, which is less than the critical threshold of 1.96, and a P-Value of 0.344, which exceeds the significance level of 0.05. Therefore, it can be concluded that the direct effect of Gamification on Repurchase Intention is not significant.

3.7.2 Indirect Effect Test

Indirect Effect is a test used to determine the indirect influence of an exogenous latent variable or construct on an endogenous latent variable through the role of a mediating variable. This test is conducted by referring to the indirect effect results displayed in the Bootstrapping output specifically. The Indirect Effect test in this study can be seen in **Table 8**.

Table 8. Indirect Effect Test

H	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H6	Content Marketing —> Customer Engagement —> Repurchase Intention	0.256	2.528	0.012	Significant
H7	Gamification —> Customer Engagement —> Repurchase Intention	0.200	3.025	0.003	Significant

Source: Processed Data, 2025

Based on the results of the Indirect Effect test in Table 3.8 above, the results of the Indirect Effect can be explained as follows:

1. The Content Marketing variable (X1) is indirectly and significantly related to Repurchase Intention (Y2) through the Customer Engagement variable (Y1) as a intervening. This is evidenced by a T-statistic value of 2.528, which is greater than 1.96, and a P-value of 0.012, which is less than the significance level of 0.05. Thus, it can be concluded that Content Marketing has a significant influence on Repurchase Intention through Customer Engagement.
2. The Gamification variable (X2) is indirectly related to Repurchase Intention (Y2) through the Customer Engagement variable (Y1) as a intervening. This is evidenced by a T-statistic value of 3.025, which is greater than 1.96, and a P-value of 0.003, which is less than the significance level of 0.05. Therefore, it can be concluded that Gamification has a significant influence on Repurchase Intention through Customer Engagement.

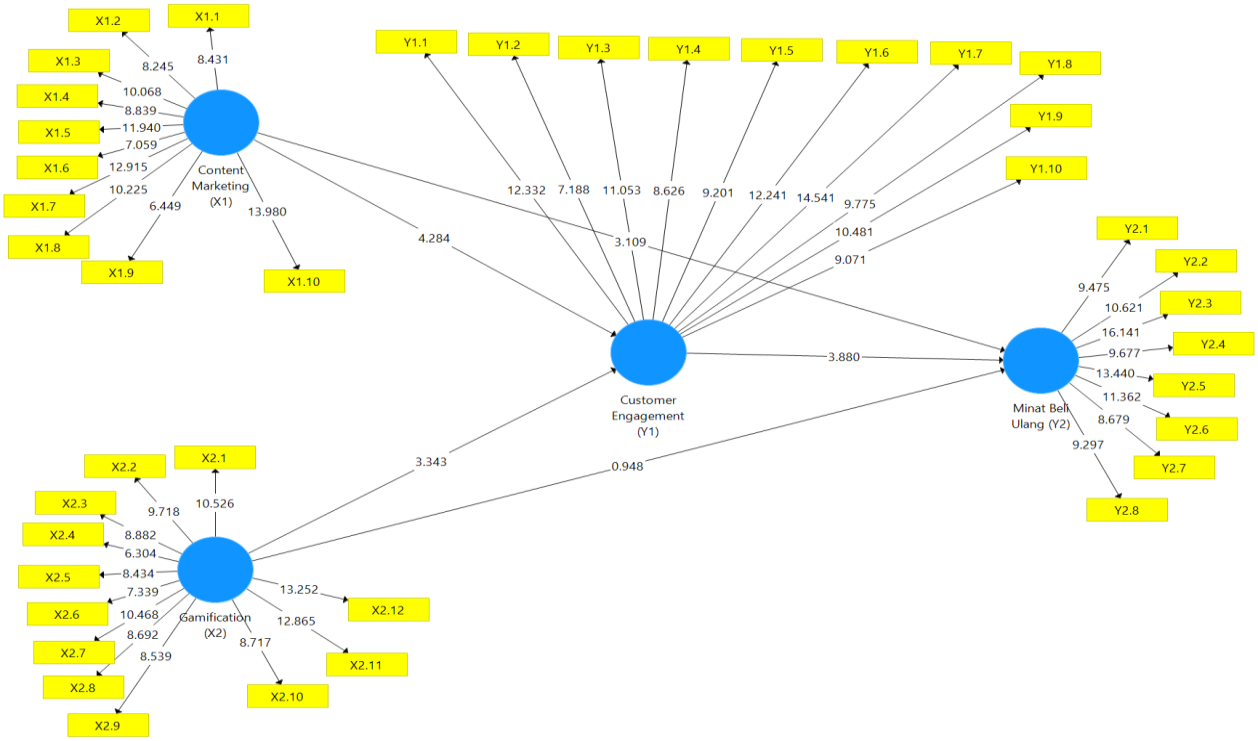

Figure 1. Inner Model Test Results
Source: SmartPLS output, 2025

4. CONCLUSION

The results of this study show that content marketing and gamification are both proven to have a positive and significant effect on customer engagement. Furthermore, customer engagement has a positive and significant effect on repurchase intention. Content marketing also has a direct significant effect on repurchase intention, while gamification does not have a direct effect on repurchase intention. Content marketing and gamification have a positive and significant effect on repurchase intention through customer engagement as an intervening variable. The determination test (R-Square) shows that the customer engagement variable can be explained by content marketing and gamification by 56.8%, while repurchase intention can be explained by these three variables by 78.8%. This means that the model used is quite capable of explaining the relationship between the variables well. Overall, the results of this study provide practical input for Shopee and other e-commerce platforms to continue developing innovative and educational content marketing strategies, as well as to update gamification features to remain attractive and able to maintain customers' emotional engagement. In this way, customer loyalty can be maintained and the potential for repeat purchases can continue to increase. However, this study still has limitations because the respondents were only taken from students in Pontianak City. For future research, it is recommended to involve respondents with more diverse backgrounds, such as variations in age, income level, and occupation. In addition, future researchers can add other variables such as customer trust, brand image, or other moderating factors that may influence the relationship between variables. A qualitative approach through in-depth interviews is also recommended to provide a more comprehensive understanding of customer motivation in utilizing content marketing and gamification features on e-commerce platforms.

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