

THE EFFECT OF GAMIFICATION, DESIGN AND SERVICE ON MARKETING STRATEGY OF MOBILE LEGEND (ML) IN MANADO

PENGARUH GAMIFIKASI, DESAIN DAN LAYANAN TERHADAP STRATEGI PEMASARAN MOBILE LEGEND (ML) DI MANADO

By:

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Abstract: This study aims to determine the effect of gamification on the marketing strategy of Mobile Legend (ML) in Manado, the effect of design on the marketing strategy of Mobile Legend (ML) in Manado, the effect of service on the marketing strategies of Mobile Legend (ML) in Manado and the effect of gamification, design and service simultaneously on the marketing strategy of Mobile Legend (ML) in Manado. The research approach used in this research is quantitative using associative method. Collecting data in this study using research questionnaires. The data analysis technique in this study used multiple linear regression analysis. The results showed that (1) Gamification had a significant effect on the Marketing Strategy of Mobile Legend (ML) in Manado, (2) Design had a significant effect on the Marketing Strategy of Mobile Legend (ML) in Manado, (3) Service had a significant effect on the Marketing Strategy of Mobile Legend (ML) in Manado and (4) Gamification, Design and Services have a significant effect on the Marketing Strategy of Mobile Legend (ML) in Manado

Keywords: *Attractiveness, trustworthiness, expertise, celebrity endorsement*

Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh gamifikasi terhadap strategi pemasaran Mobile Legend (ML) di Manado, pengaruh desain terhadap strategi pemasaran Mobile Legend (ML) di Manado, pengaruh pelayanan terhadap strategi pemasaran Mobile Legend (ML) di Manado dan pengaruh gamification, design dan service secara simultan terhadap strategi pemasaran Mobile Legend (ML) di Manado. Pendekatan penelitian yang digunakan dalam penelitian ini adalah kuantitatif dengan menggunakan metode asosiatif. Pengumpulan data dalam penelitian ini menggunakan kuisioner penelitian. Teknik analisis data dalam penelitian ini menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) Gamifikasi berpengaruh signifikan terhadap Strategi Pemasaran Mobile Legend (ML) di Manado, (2) Desain berpengaruh signifikan terhadap Strategi Pemasaran Mobile Legend (ML) di Manado, (3) Pelayanan berpengaruh signifikan terhadap Strategi Pemasaran Mobile Legend (ML) di Manado dan (4) Gamifikasi, Desain dan Layanan berpengaruh signifikan terhadap Strategi Pemasaran Mobile Legend (ML) di Manado

Kata Kunci: *Gamifikasi, design, pelayanan, strategi pemasaran*

INTRODUCTION

Research Background

Most of people in this era know what the game it is, because there are many fast-growing electronic media introduce the newest and sophisticated gaming tools. Electronic media supports the gaming industry that make adverggame (advertising games) appear in society now. Advertising games (advergames) are types of games that explicitly and wholly incorporated loaded promotion as a marketing tools in a game. On advergames, brand integrates with story, mission, or activities in game. The application of advergames can be seen in some elements

of games such as character with a particular brand, gameplay that point out the character of specific product, banner advertisement on a game segment, and other elements. One of them is Mobile Legend.

The growth of online games encourage business companies to use them as their business marketing strategies. This become a trend that known as gamification which means that the use of game (gim) packet with an interactive animation can be installed through marketer channel such as social media. Factors that influence marketing strategy include gamification, design and service. Gamification became one of popular marketing strategy in 2019 to develop awareness of consumer through digital platform. Technique of gamification such as competition with rank or rewards collection become one of the most interesting to the consumer. This strategy is used by the business marketer to maintain and take care of their consumer as well as to get a new consumer.

The rapid development of science and technology has brought changes in all walks of life. Human creativity is growing so that it encourages the acquisition of new discoveries in technology that can be used as a means of improving human welfare. One of these human products is the internet. Today's internet technology is growing rapidly, one of its benefits is as a means of entertainment, for example to play. Games using an internet connection are known as online games, online game media is very influential on the human mind, which is absorbed through the two senses, namely and hearing. Along with the development and advancement of technology, games are growing rapidly in the world, as is the development of online games that are rife in today's times. Wicaksono and Subari (2021) show that gamification has an effect on marketing strategy. Nur Fitria and Cahyani (2022) show that design has an impact on marketing strategy, and Renwarins and Liberty (2015) show that service affects marketing strategy.

Research Objectives

The purpose of the study :

1. to know the effect of gamification on marketing strategy of Mobile Legend (ML) in Manado
2. to know the effect of design on marketing strategy of Mobile Legend (ML) in Manado
3. to know the effect of service on marketing strategy of Mobile Legend (ML) in Manado
4. to know the effect of gamification, design and service simultaneously on marketing strategy of Mobile Legend (ML) in Manado

THEORETICAL FRAMEWORK

Marketing Strategy

A company in developing strategies to overcome internal and external threats seizes existing opportunities. The main objective of implementing the strategy is that the company can objectively involve internal and external conditions. So planning a marketing strategy is important to gain competitive advantage and have products that are in accordance with consumer desires with the support of marketing resources. Marketing strategy has a very important role for the success of the company's business in general and the field of marketing in particular. In addition, the strategy that has been set must be reviewed in accordance with market developments and the ever-changing environment. Thus the marketing strategy can provide a clear and directed picture of what the company will do. To obtain a broader understanding of marketing strategy, at the beginning of this discussion, researchers put forward the definition of marketing strategy from several experts including: According to Mulyadi, Muslihat, and Priyanto (2012) stated that strategy is something that sets the direction for management in people mean about resources in business and about helping to calm competition in the marketplace.

Gamification

Gamification is a term in English. According to Oxford Dictionary, gamification is an application of elements in a game such as point assessment, competition, and the rules into an activity. This approach has been used in online business and become a strategy to offer products or services. There are many online application using system point with certain terms and conditions included some promotions and profits. Customers who are interested with this application will become active in using this application to achieve point target. This technique is similar to the elements of games, which is to get point as many as can to continue the next level. According to Kapp (2012), gamification may be defined as a concept that combined game, aesthetic, thinking ability to attract attention, give motivation, promote a learning, and solve a problem. Kapp divided gamification into two kinds, those are structural gamification and content gamification. Structural gamification is an application of game elements to encourage learners without any change of content. It is not converted into a game, only the structure.

Main focus of structural gamification is to motivate users through content and get them involved to a learning process using reward system. Whereas content gamification is an application of elements and gaming algorithms that change content become a game. Additional elements make the contents look like a game, but actually it is not changing the content to a real game.

Design

In planning a product, good design and design are needed to produce a product that has quality that can meet the desired product standards and specifications. In its application, product design is a significant determining factor, imperfect product results can be caused by designs that do not meet design specifications. However, with the design and design, the deficiencies contained in a product can be simulated and analyzed and can be modified from the image or design of the product before the product is processed. Another definition according to Kotler and Armstrong (2008:273), product design is a bigger concept than style. Style only describes the appearance of the product. Style can be interesting or boring. Sensational styles can attract attention and produce a beautiful aesthetic, but they don't actually make the product perform better. Unlike style, design is not just the outer shell, design is the heart of the product." From some of the definitions above, it can be concluded that product design is a superior product appearance and performance and has its own allure that can attract consumer interest.

Services

Service is an effort to serve the needs of others by obtaining rewards (money) or services. According to the US. Moenir, service is the process of meeting needs through the activities of other people directly. These needs include physical needs, social needs, and psychological needs, Endar Sugiarto stated that service is an action taken to meet the needs of other people (consumers, customers, guests, clients, patients, passengers and others) whose level of satisfaction can only be felt by those who serve and those who are served. Employee service behavior is an individual action (employee) to meet the needs of others (guests or consumers). Optimal service will provide satisfaction to the other person. The benchmark of good service is through meeting the needs and desires of guests. Assessment of service quality is determined by guests as users of these services. According to Kotler (2008:83), the notion of service is any action or activity that one party can offer to another that is essentially intangible and does not result in any ownership.

Previous Studies

Supriyanto (2017) analyzed the gamification application design on ecotourism information media. One of the tourism commodities that is developing quite rapidly at this time is environmentally friendly tourism which is commonly referred to as ecotourism. Most ecotourism managers have used digital information media to facilitate promotion and management. However, problems arise in the use of this media, namely the problem of consistency in being able to fill in the content. So the existing information media does not function optimally because it does not have actual content. The gamification approach can be used as an alternative solution to overcome these problems. Gamification is an approach to implementing game/game components and mechanisms in a non-game-based system. The integration of information media with social media using a gamification approach can increase tourist participation in filling out information media content for ecotourism managers. The game mechanism used is a challenge mechanism to be able to produce certain photos. The game component used is a reward to increase the motivation of tourists to participate. This integration will produce valid and actual photos. The data of these photos can be used to improve the existing information media content. In addition, the data collected from the results of this integration can be used for other purposes such as determining marketing strategies or improving ecotourism services.

Prakasa and Emanuel (2020) used a library research method to look for research into the effect of gamification on customer loyalty. In this study, the elements of the game will be discussed in accordance with this context, how to implement them and what impacts they will produce. The results of this study conclude that there are several gamification elements that can be applied. Also demonstrated the implementation of gamification that is suitable for this problem.

Saputra and Handani (2016) analyzed the implementation of gamification on customer information systems and online-based advertising ordering in newspapers. As one of the largest newspaper media in BARLINGMASCAGEB with a large number of subscribers every month, it must be able to maintain customer loyalty and satisfaction, one of which is through the concept of gamification. The implementation of the concept of gamification is applied to systems that have been running, namely customer information systems and online-

based advertising orders. The gamification design in this study uses the MDA (Mechanics, Dynamics, and Aesthetic) framework.

Conceptual Framework

The following is the conceptual framework in this research:

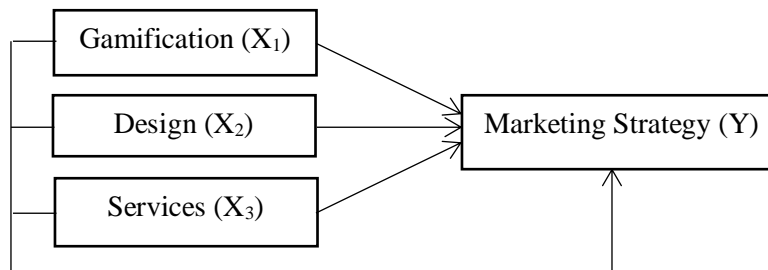


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

1. There is an influence of gamification on marketing strategy of Mobile Legend (ML) in Manado
2. There is an influence of design on marketing strategy of Mobile Legend (ML) in Manado
3. There is an influence of service on marketing strategy of Mobile Legend (ML) in Manado
4. That there is a simultaneous influence of gamification, design and service on marketing strategy of Mobile Legend (ML) in Manado

RESEARCH METHOD

Research Approach

The research approach used in this research is quantitative using associative method. The associative method aims to see the relationship between research variables, both dependent and independent variables. According to Sugiyono (2014:2), the research method is a scientific way to obtain data with certain goals and uses.

Data Collection Techniques

The data collection technique used in this study was a questionnaire distributed to respondents. The questionnaire is a list of questions that includes all statements and questions that will be used to obtain data through face-to-face meetings, as well as observations and interviews.

Multiple Linier Regression Analysis

This analysis was conducted to examine whether there is a causal relationship between the variables or to examine how much influence education, training, and career development have on the dependent variable, namely work performance. The formula used in this research is:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Description:

- Y = Marketing Strategy
 X₁ = Gamification
 X₂ = Design
 X₃ = Services
 a = Constant
 b₁, b₂, b₃ = regression coefficient
 e = standard error

RESULTS AND DISCUSSION**Result****Validity and Reliability Test****Tabel 1. Questionnaire Validity and Reliability Test**

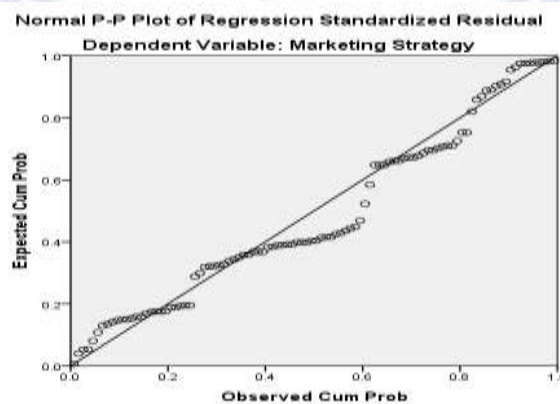
Variable	Statement	Sig	Status	Cronbach Alpha	Status
Gamification (X ₁)	X _{1.1}	0.000	Valid	0.634	Reliable
	X _{1.2}	0.000	Valid		Reliable
	X _{1.3}	0.000	Valid		Reliable
	X _{1.4}	0.000	Valid		Reliable
	X _{1.5}	0.000	Valid		Reliable
	X _{1.6}	0.000	Valid		Reliable
	X _{1.7}	0.000	Valid		Reliable
	X _{1.8}	0.000	Valid		Reliable
Design (X ₂)	X _{2.1}	0.000	Valid	0.818	Reliable
	X _{2.2}	0.000	Valid		Reliable
	X _{2.3}	0.000	Valid		Reliable
	X _{2.4}	0.000	Valid		Reliable
Services (X ₃)	X _{3.1}	0.000	Valid	0.808	Reliable
	X _{3.2}	0.000	Valid		Reliable
	X _{3.3}	0.000	Valid		Reliable
	X _{3.4}	0.000	Valid		Reliable
	X _{3.5}	0.000	Valid		Reliable
Marketing Strategy (Y)	Y _{1.1}	0.000	Valid	0.739	Reliable
	Y _{1.2}	0.000	Valid		Reliable
	Y _{1.3}	0.000	Valid		Reliable
	Y _{1.4}	0.000	Valid		Reliable

Source: Process data with SPSS 20, 2022

Table 1 shows the validity and reliability of the respondents. Based on the results of the study, it shows that the variable statement items are declared valid because the correlation value has a significance value less than 0.05. The reliability test has a Cronbach alpha value greater than 0.6 so it can be stated that each statement is said to be reliable.

Classical Assumption Test**Normality Test**

Normality test is used to test whether the regression model has a normal distribution or not. A good regression mode is a regression model that has a normal or close to normal distribution.

**Figure 2. Normal P-P Plot of Regression Standardized Residual**

Source : Process data with SPSS 20, 2022

Figure 2 shows that there is no problem in the normality test because based on the graph above, it can be seen that the coordinate points between the observed values and the data follow a diagonal line, so it can be concluded that the data has data that is normally distributed.

Heteroscedasticity Test

This test is used to determine whether the variance of the residuals is not the same for all observations, which causes the estimator to be inefficient and the coefficient of determination value will be very high. If from an observation there are different variants, it is called heteroscedasticity.

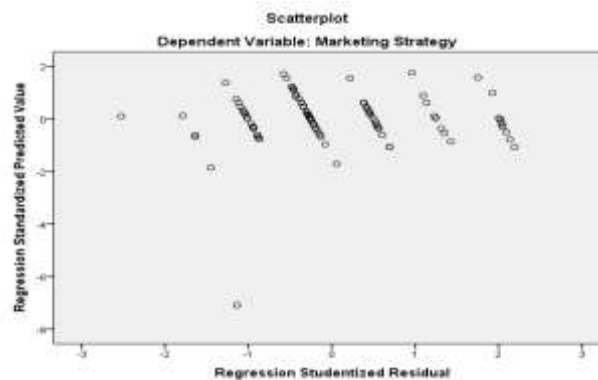


Figure 3. Scatterplot

Source : Process data with SPSS 20, 2022

Figure 3 shows that the heteroscedasticity test shows points that spread randomly and there is no clear pattern formed and in the spread of these points spread below and above the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model, so that the data worth using.

Multicollinearity Test

Multicollinearity is a situation in which some or all of the independent variables are strongly correlated. If there is a strong correlation between the variables

Table 2. Collinearity Model

Model		Collinearity Tolerance	Statistics VIF
1	(Constant)		
	Gamification	.852	1.174
	Design	.753	1.328
	Services	.721	1.387

Source : Process data with SPSS 20, 2022

Table 2. shows that there is no multicollinearity symptom if the VIF value is < 10 . The calculation results produce a value below the number 1, so it can be concluded that there is no multicollinearity symptom in the regression model. In addition, it can be seen that the tolerance value is greater than 1, so it can be concluded that there are no symptoms of multicollinearity.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	18.194	1.514		12.014	.000
	Gamification	.034	.024	.158	1.449	.007
	Design	.077	.082	.109	.939	.001
	Services	.042	.070	.071	.604	.008

				F	Sig.
Model	Sum of Squares	Df	Mean Square		
Regression	5.802	3	1.934	1.063	.000 ^b
Residual	174.638	96	1.819		
Total	180.440	99			

Source : Process data with SPSS 20, 2022

The Regression Equation $Y = 18,194 + 0.034 X_1 + 0.077 X_2 + 0.042 X_3$ illustrates that the independent variables (independent) Gamification (X1), Design (X2) and Services (X3) in the regression model can be stated if one independent variable changes by 1 (one) and others are constant, then the change in the dependent variable (dependent) Marketing Strategy (Y) is equal to the value of the coefficient (b) of the value of the independent variable. The constant of 18,194 gives the understanding that if Gamification (X1), Design (X2) and Services (X3) simultaneously or together do not change or are equal to zero (0) then the amount of Marketing Strategy (Y) is 18,194 units .

- Hypothesis 1: Gamification (X1) has a significance level of p-value = 0.007 < 0.05, it can be concluded that Ho is accepted and Ha is rejected or Gamification (X1) has a significant effect on Marketing Strategy (Y). If the value of b1 which is the regression coefficient of Gamification (X1) is 0.034, which means it has a positive influence on the dependent variable Marketing Strategy (Y) means that if the Gamification variable (X1) increases by 1 unit, then Marketing Strategy (Y) will also increase. of 0.034 units assuming other variables are fixed or constant.
- Hypothesis 2: Design (X2) has a significance level of p-value = 0.001 < 0.05, it can be concluded that Ho is accepted and Ha is rejected or Design (X2) has a significant effect on Marketing Strategy (Y). If the value of b2 which is the regression coefficient of Design (X2) is 0.077, which means it has a positive influence on the dependent variable Marketing Strategy (Y) means that if the Design variable (X2) is increased by 1 unit, then Marketing Strategy (Y) will increase by 1 unit. 0.077 units assuming other variables are fixed or constant.
- Hypothesis 3: Services (X3) has a significance level of p-value = 0.000 < 0.05, it can be concluded that Ho is accepted and Ha is rejected or Services (X3) has a significant effect on Marketing Strategy (Y). If the value of b2 which is the regression coefficient of Services (X3) is 0.042, which means it has a positive influence on the dependent variable Marketing Strategy (Y) means that if the Services variable (X3) is increased by 1 unit, then Marketing Strategy (Y) will increase by 1 unit. 0.042 units assuming other variables are fixed or constant.
- Hypothesis 4: The results of the analysis obtained Simultaneous Test (F test) with a significant level of p-value = 0.009 < 0.05, it can be concluded that H0 is rejected or Ha is accepted which means that Gamification (X1) and Design (X2) together significant effect on Marketing Strategy (Y).

Multiple Correlation Coefficient (R) and Coefficient of Determination (R²)

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.604	.002	1.34876

Source : Process data with SPSS 20, 2022

Table 4. can be seen that the value of the Multiple Correlation Coefficient (R) generated in model 1 is 0.780, meaning that it has a strong relationship. The value of the coefficient of determination (R²) is 0.604 or 60.4%. This means that the influence of Gamification (X₁), Design (X₂) and Services (X₃) on Marketing Strategy is 60.4% and the remaining 39.6% is influenced by other variables.

Discussion

Effect of Gamification on marketing strategy

Gamification is the use of game design techniques, game thinking and game mechanics to enhance non-game contexts. Usually gamification applies to non-gaming applications and processes, to encourage people to adopt them, or to influence how they are used. Gamification works by making technology more attractive, by encouraging users to engage in desired behaviors, by pointing the way to mastery and autonomy, by helping to solve problems and not become a distraction, and by taking advantage of humans' psychological tendencies to engage in games. Gamification as a strategy to embrace new customers and maintain relationships with customers is due to the projected development of e-commerce users which is increasing every year. Deterding defines gamification as the use of game design elements and components in a non-game context. The word gamification

began to appear everywhere. This is becoming a new trend in the gaming industry. Gamification is a method of using game elements in a context other than a game. Gamification itself has elements that support gamification to be better and more often played, one of which is game design, in game design the rules are quite simple, the game must allow users to have a sense of control and feel pleasure in achieving the goal, in addition, after completing the task, users should also be rewarded. Game design must also have a social interaction function where a game can make users interact with each other such as working together in completing a task. This technique can encourage people to do their normally tedious work, such as completing surveys, shopping, filling out tax forms, or reading websites. Available data from gamified sites, applications, and process improvement shows potential in areas such as user engagement, ROI, data quality, timeliness, or learning. The results show that gamification has an effect on marketing strategy, which means that every time there is an increase in the quality of gamification, it indicates an increase in the marketing strategy carried out. The results of this study are supported by the results of Prakasa and Emanuel (2020) that gamification has a significant effect on marketing strategy.

Effect of Design on marketing strategy

Product design is a creativity in solving problems with clear targets. In this case, a design for a service or product is not just a design on paper but prioritizes the process from start to finish by involving designs, ideas that must be realized and have high aesthetic value. Product design describes the process of imagining, creating, and repeating products that solve user problems or meet specific needs in a particular market. The key to successful product design is an understanding of the end user's customer, the target audience for the product. In creating a design for goods or services produced will occur a very long process. Therefore, the result of the design for the goods or services produced is the most important thing for the company. Even the design on the product itself is very sensitive. Because it will also determine the success or failure in the realm of business. The company will prioritize the process and the development of ideas from the design of the services or goods produced. So in the stage of a design on the product itself it is necessary to have special handling from start to finish until the creation of an innovative new design or the development of a design on the goods or services produced itself that is more unique and attractive into a real product. Product designers seek to solve real problems for real people by using empathy and knowledge of their prospects' habits, behaviors, frustrations, needs, and wants. The results of the study indicate that the design affects the marketing strategy, which means that every time there is an increase in the quality of the design, it indicates an increase in the marketing strategy carried out. The results of this study are supported by the results of Supriyanto (2017) that design has a significant effect on marketing strategy.

Effect of Services on marketing strategy

Quality of service, namely providing the perfection of services carried out by service providers in meeting the needs and desires of customers and the accuracy of delivery to balance customer expectations. Service quality is an important thing that must be considered and maximized in order to be able to survive and remain the choice of customers. Service is a form of providing services or services provided to customers or consumers. Service is an effort to serve the needs of others. Services are basically activities offered to consumers or customers served, which are intangible and cannot be owned. To be able to compete in this increasingly advanced industrial world, business entities are required to be able to provide products and services that can meet the needs and satisfaction of their customers so that only quality companies can compete to dominate the market. Every company is required to be able to provide satisfaction to its customers with optimal products and services, considering that the company must be able to maintain its position in the midst of intense business competition. Service to consumers is one form of improving the psychological relationship between producers and customers and monitoring various customer complaints. In the activity of providing services, a company or business engaged in services, especially in providing services, the company will try to provide the best form of service to its customers or consumers. The results of the study indicate that services have an effect on marketing strategy, which means that every time there is an increase in the quality of service, it indicates an increase in the marketing strategy carried out.

CONCLUSION AND RECOMMENDATION

Conclusion

The following are the conclusions obtained from the results of this study as follows:

1. Gamification has a significant effect on the Marketing Strategy of Mobile Legend (ML) in Manado
2. Design has a significant effect on the Marketing Strategy of Mobile Legend (ML) in Manado
3. Services have a significant effect on the Marketing Strategy of Mobile Legend (ML) in Manado

4. Gamification, Design and Services have a significant effect on the Marketing Strategy of Mobile Legend (ML) in Manado

Suggestions

Based on the conclusions of the research results above, the things that can be suggested from this research are:

1. It is important for Mobile Legend (ML) to pay attention to Gamification, Design and Services which are the determinants of Marketing Strategy.
2. For further researchers, it is recommended to increase the scope of research with a larger object.

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