

**PENGARUH *GAMIFICATION*, *PERCEIVED ENJOYMENT* DAN  
*ENTERTAINMENT* TERHADAP *PURCHASE INTENTION* DI  
*MARKETPLACE* DENGAN *BRAND ENGAGEMENT* SEBAGAI  
VARIABLE *INTERVENING* PADA MASYARAKAT DI DAERAH  
ISTIMEWA YOGYAKARTA**

**Yuli Nurohman**

**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *Gamification*, *Perceived Enjoyment* dan *Entertainment* terhadap *Purchase Intention* di *Marketplace* melalui *Brand Engagement* pada masyarakat di Daerah Istimewa Yogyakarta. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Metode pengambilan sampel adalah *purposive sampling* sejumlah 126 responden. Pengumpulan data primer dilakukan dengan metode koesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan analisis jalur. Alat dalam analisis data pada penelitian ini menggunakan SPSS (*Statistical Product and Service Solution*). Hasil analisis data menunjukkan *gamification*, *perceived enjoyment*, dan *entertainment* berpengaruh positif dan signifikan terhadap *brand engagement*. Hasil analisis data juga menunjukkan *gamification*, *perceived enjoyment*, *entertainment* dan *brand engagement* berpengaruh positif dan signifikan terhadap *purchase intention*. Dari hasil perhitungan *sobel test* menunjukkan bahwa *brand engagement* memediasi pengaruh *gamification*, *perceived enjoyment*, dan *entertainment* terhadap *purchase intention* pada *marketplace*.

**Kata Kunci:** *Gamification*, *Perceived Enjoyment*, *Entertainment*, *Brand Engagement* dan *Purchase Intention*

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***THE INFLUENCE OF GAMIFICATION, PERCEIVED ENJOYMENT AND ENTERTAINMENT ON PURCHASE INTENTION IN MARKETPLACE WITH BRAND ENGAGEMENT AS AN INTERVENING VARIABLE IN THE SPECIAL REGION OF YOGYAKARTA***

***Yuli Nurohman***

***Abstract***

*This study aims to analyze the effects of gamification, perceived enjoyment, and entertainment on purchase intention in the marketplace, mediated by brand engagement within the community of the Special Region of Yogyakarta. The research employs a quantitative methodology, utilizing purposive sampling to gather data from 126 respondents. Primary data collection was conducted through a questionnaire that has been tested for both validity and reliability. The analysis employed path analysis, utilizing SPSS (Statistical Package for the Social Sciences) as the data analysis tool. The results indicate that gamification, perceived enjoyment, and entertainment have a positive and significant impact on brand engagement. Furthermore, the findings reveal that gamification, perceived enjoyment, entertainment, and brand engagement collectively exert a positive and significant influence on purchase intention. Additionally, the results of the Sobel test calculations indicate that brand engagement mediates the relationship between gamification, perceived enjoyment, and entertainment, influencing purchase intention in the marketplace.*

***Keywords:*** *Gamification, Perceived Enjoyment, Entertainment, Brand Engagement and Purchase Intention*