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RESEARCH ARTICLE

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PENGARUH PENGGUNAAN FITUR SHOPEE GAMES TERHADAP CUSTOMER ENGAGEMENT PADA KALANGAN MAHASISWA DI KOTA MALANG

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Abstract: People to fulfill their needs by shopping online, in a middle of e-commerce providers offer same service. Shopee as one of the e-commerce comes with different things, namely the shopee games feature, which consumers can play interesting games and get prizes or rewards from their efforts to play these games. The purpose of this study was to determine the effect of Shopee Games features on Customer Engagement among students in Malang City. By using this type of quantitative research with a descriptive approach, the sampling technique used in this study was purposive sampling, the sample was taken as many as 35 respondents, and this study used simple regression as data analysis and also hypothesized. The results obtained by the author is the Shopee Games feature on Customer Engagement among Students in Malang City in 46.8%.

Keywords: E-Commerce, Game Fitur, Customer Engagement

Abstrak: Masyarakat berbelanja online di tengah puluhan e-commerce yang menawarkan jasa yang sama. Fitur shopee games adalah fitur yang di dalam nya konsumen dapat memaikan permainan yang menarik dan mendapatkan reward. Hal ini dimaksudkan agar terjadi customer engage sehingga muncul customer loyalty. Tujuan dari penelitian adalah untuk mengetahui pengaruh fitur terhadap customer engagement di kota Malang. Penelitian kuantitatif dengan pendekatan deskriptif, teknik sampling yang digunakan purposive sampling, sampel 35 responden, dan menggunakan regresi sederhana. Hasil penelitian yang didapatkan oleh adalah adanya pengaruh positif fitur Shopee games terhadap customer engagement di kalangan Mahasiswa di Kota Malang sebesar 46,8%.

Kata Kunci: E-Commerce, Game Fitur, Customer Engagement

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