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Letter of Acceptance

No: 1501/JAIDE-I/XI/2025

Dear Honorable Author,

Adhelia Cahya Puspita¹, Rita Ambarwati Sukmono², Mochamad Rizal Yulianto³

Institution:

¹Muhammadiyah University of Sidoarjo, Indonesia

Email: adheliacahya.p@gmail.com¹, ritaambarwati@umsida.ac.id², rizaldo@umsida.ac.id³

In Place,

We are delighted to congratulate you on the acceptance of your article entitled:

"THE INFLUENCE OF DIGITAL MARKETING, GAMIFICATION, AND BRAND IMAGE ON GEN-Z CONSUMER LOYALTY ON SHOPEE E-COMMERCE PLATFORMS"

for publication in the Scientific Journal "**Journal of Artificial Intelligence and Digital Economy**" Volume 2, Number 10, (2025).

Your article has passed the review process by experts in the field related to your article's topic. We are confident that your article will make a meaningful contribution to the development in the field of Scientific.

We are grateful for your participation in our Scientific Journal, and we look forward to working with you again in the future.

November 7, 2025

Sincerely,

Editor in Chief



Journal of Artificial Intelligence and Digital Economy



Journal of Artificial Intelligence and Digital Economy

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THE INFLUENCE OF DIGITAL MARKETING, GAMIFICATION, AND BRAND IMAGE ON GEN-Z CONSUMER LOYALTY ON SHOPEE E-COMMERCE PLATFORMS

<https://doi.org/10.61796/jaide.v2i10.1501>

Adhelia Cahya Puspita
Muhammadiyah University of Sidoarjo, Indonesia

Rita Ambarwati Sukmono
ritaambarwati@umsida.ac.id
Muhammadiyah University of Sidoarjo, Indonesia

Mochamad Rizal Yulianto
Muhammadiyah University of Sidoarjo, Indonesia

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ABSTRACT HOW TO CITE METRICS REFERENCES LICENSE

Objective: This study examines the influence of digital marketing, gamification, and brand image on Generation Z consumer loyalty in the Shopee e-commerce platform in Indonesia. As digital natives, Gen-Z consumers prefer interactive, creative, and technology-driven shopping experiences. **Method:** Using a descriptive quantitative approach, data were collected through an online Likert-scale questionnaire from 100-150 respondents selected via simple random sampling. The Slovin formula was applied to determine sample size. Data analysis employed Structural Equation Modeling-Partial Least Square (SEM-PLS), including tests of validity, reliability, R^2 , F^2 , and bootstrapping. **Results:** Results show that digital marketing, gamification, and brand image together explain 84.6% of the variance in Gen-Z loyalty. Gamification and brand image significantly affect loyalty, with gamification being the most dominant factor. In contrast, digital marketing has a positive but insignificant effect, indicating that Gen-Z is more selective toward repetitive or impersonal promotional content. **Novelty:** These findings highlight the importance of interactive features and strong brand image in building sustainable consumer loyalty.

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