Building Purchase Intention by Understanding Interaction, Intimacy, Attitude and Intention to Play Shopee Games

Zevaniya Vika Radiliana [a] [1], Ferry Tema Atmaja [b]

[a] *Student at Management Department, Faculty of Economics and Business, Bengkulu University, Bengkulu, Indonesia*
[b] *Senior Lecturer at Management Department, Faculty of Economics and Business, Bengkulu University, Bengkulu, Indonesia*

Abstract

Background: The discourse on gamification continues to be relevant in contemporary times. This concept has rapidly emerged as an innovative trend within the marketing domain. Business practitioners increasingly view the application of gamification as a novel tool or approach to assess their market potential. Additionally, gamification is perceived as having the capacity to enhance the value of a service. Although discounts continue to be a primary draw, the burgeoning popularity of online shopping platforms can be attributed to the incorporation of entertainment features and gamification elements.

Objective: This study discusses the unexplored relationship between gamification and e-commerce, with a focus on interaction, intimacy, attitudes, and gaming intentions in the context of games on e-commerce platforms.

Method: This research was conducted through a Google Form questionnaire given to 127 active participants at Shopee Games, and analyzed using SmartPLS 3 software.

Results: This research identifies interaction as an important factor that shapes user intimacy and fosters positive attitudes toward platform engagement. Additionally, gaming intention emerged as a significant correlate, influencing increased exposure to in-game product promotions and potentially motivating users in their purchasing intentions.

Conclusion: These findings deepen our understanding of the complex relationships between interaction, intimacy, attitudes, gaming intentions, and shopping behavior on e-commerce platforms, thereby offering insights for the development of marketing strategies in the gamification paradigm. This research contributes to the growing understanding of the synergy between gamification and e-commerce.

Keywords: intention to purchase; interaction; intimacy; attitude toward play; play intention.

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[1] Corresponding author.

E-mail address: zevaniavika2@gmail.com

1. **Introduction**

Gamification has emerged as a novel approach in contemporary marketing strategies (Yang et al., 2017), particularly within the realm of e-commerce. For instance, Shopee has effectively employed this approach, showcasing how gamification not only sustains user engagement but also drives purchasing behavior. The concept of gamification encompasses several elements, including interaction, intimacy, and gaming attitude, which significantly influence user behavior and purchasing intentions in e-commerce contexts.

Within the gamification framework of e-commerce, user interaction plays a pivotal role in fostering an active user community. This fosters a sense of connection among users, thereby enhancing their motivation to remain engaged (Kusumawardani et al., 2023). Additionally, emotional affinity with the game is crucial, as it often shapes the gaming experience (Jin et al., 2019). When users feel emotionally invested in a game, they are more inclined to exhibit stronger gaming intentions and are more likely to participate in shopping activities on the platform.

Despite garnering attention in e-commerce, research dedicated to exploring the impact of interaction, intimacy, and gaming attitudes on e-commerce platforms, and their influence on shopping behavior, remains limited. This explains the existence of a research gap regarding gamification applied to e-commerce. Social interactions are widely believed to exert a profound influence on engagement (Taheri et al., 2014). Emotional attachment to the game can also serve as a potent predictor of both gaming and shopping intent on the platform. Furthermore, attitude toward the game is a critical variable. Gamification is considered a system that applies game design elements to non-game contexts, with the aim of creating enjoyable experiences and influencing user attitudes and/or behavior (Yang et al., 2017). Yang et al. (2017) found that the relationship between engagement intentions with gamification marketing processes and attitudes has the potential to increase user intentions when carrying out marketing activities. Positive attitude is often associated with a heightened desire to engage with the game, potentially translating into increased shopping intentions within the application (Hamari & Keronen, 2017). This study focused on participants who have played or are actively playing Shopee Games. These findings deepen our understanding of the complex relationship between interaction, intimacy, attitude, play intention, and purchase intention on e-commerce platforms. This provides valuable insights for the development of marketing strategies in the context of gamification. This research also plays a role in expanding understanding of how gamification and e-commerce can support each other. Hence, an in-depth examination of interaction, intimacy, and gaming attitudes concerning games on e-commerce platforms can aid in devising more efficacious marketing strategies.

The implementation of gamification strategies on Shopee demonstrates that robust user interaction, a sense of intimacy with the game, and a positive attitude toward it are closely linked to an interest in gameplay and the likelihood of engaging in shopping transactions on the platform. In addition, this research will contribute to the field of knowledge by integrating elements in gamification with attitudes and intentions to play Shopee Games to predict purchase intentions on the Shopee shopping platform. By gaining a deeper understanding of how interaction, intimacy, and gaming attitudes influence user purchasing decisions, more effective marketing strategies can be developed for the future.

2. **Literature Review**

2.1. *Interaction and Intimacy*

Interaction in games serves as a foundational element that influences individuals' decision to engage with specific online games. For instance, within games, interaction occurs when players exchange information, collaborate, or engage with one another. This level of interaction not only shapes a game's popularity but also forms the narrative or story central to the gaming experience (Choi & Kim, 2004). The significance of interaction in games extends beyond on-screen actions; it is integral to crafting a narrative that offers an immersive experience for players.

From a managerial standpoint, research (Chan & Li, 2010) indicates that companies can leverage virtual communities by enhancing structural and experiential interactivity, thereby fostering increased consumer engagement. Laurenceau et al. (2004) further support this notion, demonstrating that

interaction in games can heighten the level of self-disclosure and emotional closeness in player relationships. In the context of the relationship between game interaction and intimacy levels, this study posits that game interaction is positively correlated with the player's perceived level of emotional closeness. Consequently, this research proposes the following hypothesis.

H1: Game interaction has a positive effect on intimacy in games

2.2   *Interaction and Attitude Toward Play*

Social interaction within online games has been demonstrated to positively influence gaming intentions. Liao et al. (2020) highlight that players perceive games not only as entertainment but also as significant social mediums. Within online gaming environments, users can form groups or teams to tackle in-game challenges and cultivate virtual friendships. Some individuals actively seek a social presence in cyberspace, preferring online interactions over those in real life. Conversely, others, facing challenges in establishing social relationships in their daily lives, turn to online interactions to fulfill their social needs. Research indicates that social interactions in games can enhance satisfaction, promote brand awareness, and cultivate favorable attitudes toward online brand communities (Barreda et al., 2015). Thus, it can be inferred that social interaction within online games plays a pivotal role in shaping positive perceptions of the game. Building on this premise, the research proposes the following hypothesis.

H2: Game interaction has a positive effect on attitudes toward playing games.

2.3   *Intimacy, Attitude Toward Play, and Play Intention*

ntimacy encompasses feelings of closeness, strong emotional bonds, moral support, and the capacity to accept the shortcomings of others (Greeff & Malherbe, 2001). Individual perceptions of intimacy are contingent upon their expectations of social adeptness (Potdevin et al., 2020). Nora (2019a) contends that intimacy with customers is cultivated through the establishment of strong connections. Central to this process is the significance of genuine interactions, where company representatives demonstrate a sincere interest in customers, transcending mere digital exchanges (Beetles & Harris, 2010). Research conducted by Potdevin et al. (2021) corroborates a positive correlation between perceived virtual intimacy and emotional responses. Individuals who perceive their virtual partners as understanding, supportive, and eliciting a positive attitude experience a heightened sense of closeness. In the realm of consumer behavior, Mulia et al. (2021) propose that intimacy not only directly fosters customer loyalty but also influences the determinants of customer loyalty itself. Considering this perspective, the presence of intimacy within gaming environments is likely to impact an individual's attitudes and intentions toward gaming. Consequently, this study posits the following hypothesis.

H3: Intimacy has a positive effect on attitudes toward playing games

H4: Intimacy has a positive effect on intention to play games

2.4   *Attitude Toward Play and Play Intention*

Attitudes play a crucial role in shaping an individual's perception of a product or service. According to Hsu and Lin (2016), attitudes are formed as positive or negative feelings in response to certain behaviors. In the context of gaming, attitudes toward game usage encompass opinions regarding the value of playing games and the enjoyment derived from the activity (Hamari & Keronen, 2017). While attitudes are typically stable, they can be altered through marketing strategies that emphasize specific product attributes (Molina et al., 2021). Previous studies have established a significant relationship between attitude toward a brand and the intention to purchase (Molina et al., 2021; Schniederjans et al., 2018). Tururja and Cinjarevic (2021) contend that attitude positively influences the intention to

download an app. Conversely, Charag et al. (2020) highlight that attitudes significantly influence consumers' inclination to adopt Islamic banking services. In the context of the present study, a positive attitude may impact an individual's intention to engage in gaming. Building on these premises, the following hypothesis is proposed.

H5: Attitude toward playing games has a positive effect on intention to play games

2.5 *Play Intention and Intention to Purchase*

The inclination to engage in online gaming not only mirrors an individual's intrinsic motivation but also serves as a robust indicator of the intensity of perceived enjoyment, satisfaction, or involvement. This immersive experience frequently culminates in a heightened intention to sustain participation. Sustained engagement often results in an increased likelihood of making in-app purchases associated with the game, attributable to the rewards accumulated during gameplay. This aligns with the concept of "stickiness" as posited by Hsu and Lin (2016), which underscores that heightened engagement levels on platforms such as games often prompt users to make in-app purchases. Building on these premises, the following hypothesis is proposed.

H6: Intention to play games has a positive effect on intention to purchase on e-commerce platforms

3. **Method**

This study was conducted using a quantitative research approach, with data collection facilitated through Google Forms. The decision to disseminate research data via Google Forms was motivated by its perceived effectiveness. This choice was further supported by the cost-free nature of the data dissemination process and its ability to reach a broader range of participants across Indonesia.

3.1. *Sample / Participants*

Questionnaires were distributed to 306 individuals, with 211 respondents providing responses. Among the participants, 148 met the criteria of having ever or actively played Shopee Games. However, only 127 sets of data could be utilized for further analysis. In terms of demographic characteristics, the majority of respondents were female (72%), aged between 17 and 22 years (79%), and predominantly students (78%), with a significant proportion residing in Sumatra (57%). Regarding their experience with playing Shopee Games, most respondents had been playing for less than a year (43%), and the questionnaire results indicated that the majority played 2 to 4 times a week (38%). Table 1 presents an overview of the respondents' characteristics.

Tabel 1. Respondent Demographics

Demographics	Frequency	Percentage
Gender		
Male	36	28%
Female	91	72%
Age		
17 - 22 years old	100	79%
23 - 30 years old	27	21%
Domicile		
Sumatera	72	57%
Jawa	48	38%
Sulawesi and Kalimantan	4	3%
Bali, Nusa Tenggara and Papua	3	2%
Education		
Senior high school and below	85	67%
Undergraduate	40	31%
Postgraduated	2	2%
Profession		
Student	99	78%
Government employees	2	2%
Private employees	13	10%
Self-employed	8	6%
Others	5	4%

Source: Processed data (2023)

3.2. *Instrument(s)*

This research utilizes various items adapted from prior empirical studies, demonstrating strong reliability and validity across all examined aspects. Indicator evaluation is conducted using a 7-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). Specifically, three interaction indicators (Cronbach's $\alpha = 0.839$) and four intimacy indicators (Cronbach's $\alpha = 0.915$) were modified from Hsu and Chen (2018), while five indicators of attitude toward play (Cronbach's $\alpha = 0.936$) were adapted from Lee and Chow (2020). Playing intention (Cronbach's $\alpha = 0.881$) was measured using three indicators derived from Wu and Hsu (2018). Lastly, three indicators used to measure purchase intention (Cronbach's $\alpha = 0.811$) were adapted from Wagner et al. (2017).

3.3. *Data collection procedures*

Data were obtained by distributing Google Form-based questionnaires and direct questionnaires to respondents with active experience playing Shopee Games. The inclusion criteria required respondents to be over 17 years old. The selection of the Shopee e-commerce platform as the research subject was based on its ranking as the platform with the highest number of active users in Indonesia (data.ai, November 2023).

To distribute the questionnaires, respondents were contacted through various channels, including Telegram groups (e.g., SHOPEE GAMES and SHOPEE GAMES ID), Facebook groups (e.g., Shopee Cocoki), WhatsApp, and Instagram. They received an online survey link shared via personalized messages. Participation in the questionnaire survey for respondents with active experience playing Shopee Games was voluntary and without any coercion.

4.   **Results**

4.1   *Measurement Model*

The data processing was conducted using SmartPLS 3 software. Significance in partial least squares (PLS) analysis was determined using bootstrap with a required statistical significance level of ≤ 0.05. Table 2 presents the factor loadings (FL), average variance extracted (AVE), composite reliability (CR), and Cronbach's α of each construct, which are important parameters of confirmatory factor analysis (CFA).

During the initial measurement model analysis, one indicator of intimacy, namely IM 3 (0.833), exhibited a lower correlation value with the variable it measured in the cross-loading analysis. As a result, this indicator was eliminated to maintain the validity and reliability of the construct being measured. Subsequent analysis yielded more satisfactory construct validity. All items demonstrated factor loadings (FL) above 0.7, with the majority exceeding 0.8. Moreover, the average variance extracted (AVE) of all constructs exceeded 0.5, indicating adequate convergent validity.

Table 2. Measurement Model Analysis

Construct	Factor Loading (FL)	Average Variance Extracted (AVE)	Composite Reliability (CR)	Cronbach's α
Interaction (IN)		0.756	0.903	0.839
I can communicate information about games to other Shopee Games players using the Shopee application	0.882			
Conversations or the exchange of opinions among Shopee Games players can be facilitated through chat rooms or game communities within the Shopee application	0.891			
It's easy for me to express my opinion on the Shopee application	0.836			
Intimacy (IM)		0.796	0.940	0.915
I find enjoyment and comfort in playing games on the Shopee application.	0.908			
Shopee Games form a regular part of my daily activities	0.901			
I feel comfortable when playing games on the Shopee application	0.877			
I feel playing Shopee Games is one of my daily activities	0.883			
Attitude Toward Play (ATP)		0.798	0.952	0.936
My attitude toward Shopee Games	0.844			
My attitude toward Shopee Games	0.878			
My attitude toward Shopee Games	0.936			
My attitude toward Shopee Games	0.907			
My attitude toward Shopee Games	0.899			
Play Intention (PI)		0.807	0.926	0.881
I will play Shopee Games often in the future	0.889			
I intend to play Shopee Games	0.893			
I will play Shopee Games for a long time	0.914			
Intention to purchase (IP)		0.714	0.881	0.811
I intend to use Shopee to make product purchases	0.725			
I aspire to make purchases through Shopee in the future	0.885			
I am inclined to conduct transactions with Shopee in the near future	0.912			

Source: Processed data (2023)

Tabel 3. Cross Loading

	Interaction (IN)	Intimacy (IM)	Attitude Toward Play (ATP)	Play Intention (PI)	Intention to Purchase (IP)
IN 1	0.882	0.647	0.696	0.679	0.572
IN 2	0.891	0.625	0.635	0.650	0.530
IN 3	0.836	0.585	0.578	0.592	0.658
IM 1	0.656	0.908	0.715	0.816	0.597
IM 2	0.637	0.901	0.673	0.827	0.514
IM 4	0.586	0.877	0.771	0.803	0.528
IM 5	0.663	0.883	0.714	0.786	0.552
ATP 1	0.597	0.676	0.844	0.672	0.416
ATP 2	0.624	0.663	0.878	0.703	0.539
ATP 3	0.713	0.774	0.936	0.759	0.614
ATP 4	0.679	0.732	0.907	0.750	0.602
ATP 5	0.660	0.745	0.899	0.745	0.597
PI 1	0.666	0.789	0.782	0.889	0.518
PI 2	0.663	0.819	0.690	0.893	0.650
PI 3	0.661	0.831	0.724	0.914	0.533
IP 1	0.401	0.284	0.359	0.293	0.725
IP 2	0.595	0.492	0.514	0.487	0.885
IP 3	0.648	0.663	0.633	0.698	0.912

Source: Processed data (2023)

4.2   *Structural Model*

The results regarding the relationship between constructs can be seen in Table 4 and Figure 1. The study shows that H1 and H2 have a significant relationship, with IN found to positively influence IM (b = 0.712, $\rho < 0.05$), as well as ATP (b = 0.326, $\rho < 0.01$). Intimacy has a positive and significant impact on attitude toward play (b = 0.573, $\rho < 0.01$) and play intention (b = 0.713, $\rho < 0.05$), supporting H3 and H4. Regarding H5, attitude toward play (ATP) has a positive and significant influence on play intention (b = 0.240, $\rho < 0.01$). Additionally, PI has a positive and significant influence on IP (b = 0.633, $\rho < 0.05$), supporting H6.

Tabel 4. Structural Analysis Results

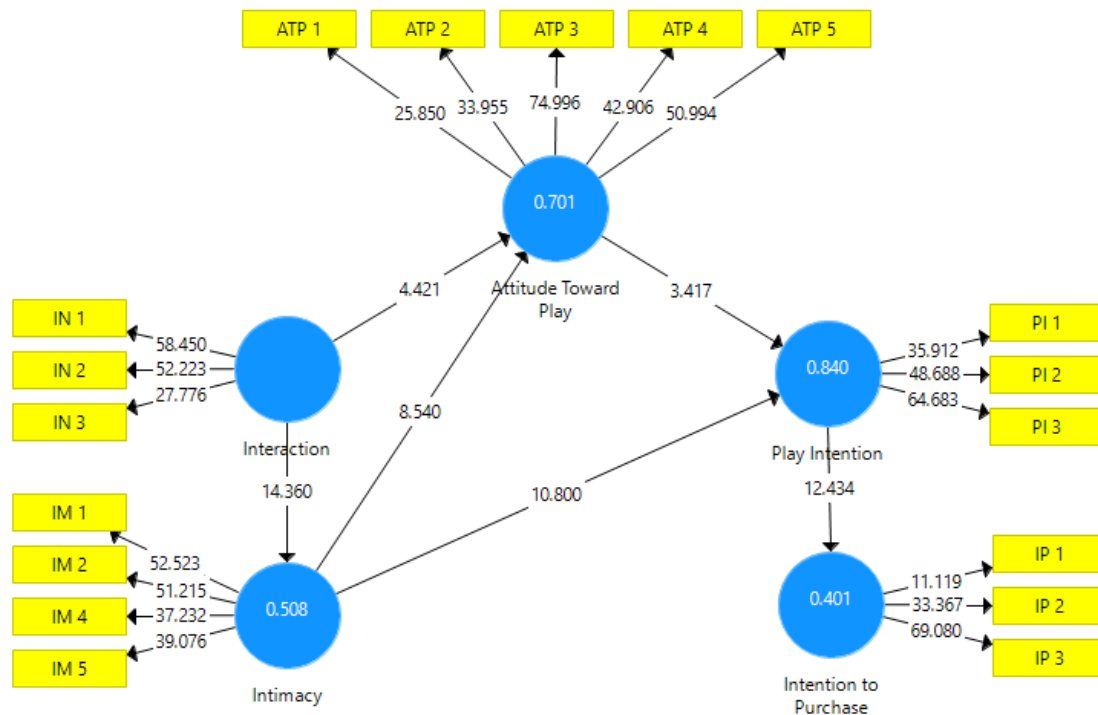| Path	Path Coefficient	P Value	Hypothesis	Explanation
IN → IM	0.712	0.000	H1	Supported
IN → ATP	0.326	0.000	H2	Supported
IM → ATP	0.573	0.000	H3	Supported
IM → PI	0.713	0.000	H4	Supported
ATP → PI	0.240	0.001	H5	Supported
PI → IP	0.633	0.000	H6	Supported

Source: Processed data (2023)

Figure 1. Research Framework

5.   Discussion

This study investigates the impact of interaction and intimacy factors on attitudes toward gameplay, which subsequently influence both play intention and purchase intention. The findings of the research can be summarized as follows.

Firstly, gaming intention positively and significantly influences purchasing intention. Gaming intention, in the context of Shopee Games, refers to an individual's desire or intent to engage in gaming activities offered by the Shopee platform. This encompasses users' interest or desire to play games on Shopee as part of their application experience. The intention to play Shopee Games is a pivotal factor in the intention to purchase products. This aligns with prior research by Syahrivar et al. (2022), indicating a significant influence of the intention to play freemium games on the intention to purchase virtual items within the game. This research suggests that a higher intention to play correlates with a greater tendency to purchase virtual goods in games. Furthermore, research by Ghazali et al. (2019) also supports this view, suggesting that the intention to continue playing positively impacts purchase intention. The significant influence of the intention to continue playing on the intention to purchase is consistent with findings by Hamari (2015) and Hsiao and Chen (2016), demonstrating that the intention to purchase virtual goods increases when players are eager to continue playing and develop a sense of loyalty. Play intention can be influenced by various factors, such as a predisposition toward a particular type of game, prizes or incentives offered, or satisfaction derived from previous gaming experiences. This can lead to increased awareness of the products advertised or offered in the game. Hussain et al. (2023) proved that in-game advertising interactivity has a positive effect on consumer purchase intentions, and this relationship is further explained through feelings of presence. As users become more engaged, they are likely to be more receptive to product offers or promotions that arise during gameplay. Additionally, when consumers have a high intention to play Shopee Games, they tend to have a positive experience due to the coins or vouchers they earn, further reinforcing their intention to purchase products on the Shopee application. Therefore, this study suggests that Shopee operators should explore how the gamification strategy in Shopee Games influences the intention to play and its relationship with the intention to purchase, considering factors such as prizes, the points system, level of difficulty, or other

game elements that can play a significant role in motivating users to play and subsequently make purchases.

Secondly, interaction is a significant direct determinant of the attitude towards gameplay. Users are likely to have a positive attitude if they can interact with other players in an engaging manner, share experiences, or compete in a constructive way (e.g., playing fairly and not disparaging opponents). According to research by Kim et al. (2023), social interaction has a strong influence on attitudes. The same opinion was also expressed by Brüggen et al. (2019), namely the positive influence of interactivity on behavior. Furthermore, research by Kim et al. (2017), shows that website interactivity plays an important role in attitudes toward advertising and willingness to click on banner ads. Interactions with other players or interactive features in the game can influence the perceived value of the game. If the interaction enriches the gaming experience or provides additional benefits to the user, it can enhance their positive attitude toward the game. In their research, Vashisht and Chauhan (2017), revealed that, for congruent games with high game products, high interactivity produces more favorable brand attitudes compared to low interactivity conditions. Therefore, gameplay on Shopee Games necessitates the active involvement of Shopee Games players in various forms, including communication via chat rooms or game communities, as well as participation and collaboration with other players in tournaments, to encourage users to be more actively engaged in the games, thereby influencing their attitudes toward gameplay. According to Islam and Rahman (2017), interactions among customers can motivate them to remain actively involved in the community. In addition, Liu (2017) revealed that human interactivity is the most important thing in developing effective online games. Thus, Shopee operators should develop interactive features to facilitate interaction among users while playing Shopee Games. This will create a communication network that encourages consumers to develop a positive attitude and intention to play Shopee Games.

Thirdly, the results of this study confirm the positive and significant impact of interaction on intimacy. Intimacy in Shopee Games encompasses various emotional aspects that consider Shopee Games to be a good, valuable, fun, exciting, and useful game. Positive and continuous interaction between players can increase user intimacy. This finding is consistent with previous research indicating that interaction or self-disclosure positively impacts closeness in the development of long-term relationships (Laurenceau et al., 2004). In their findings, Dong et al. (2024) also revealed that participants in interactions with game objects and interactions with other users reported stronger feelings of intimacy. Positive interactions can enrich the player's social experience in the game, allowing them to enjoy pleasant communication, share experiences, and help each other. Additionally, players may feel more motivated to play frequently or participate in events and competitions. Through his research, Achen (2019) showed that the more fans interact with their favorite teams on Facebook, the higher the quality of their relationships. Furthermore, Chang and Hsu (2022) revealed that social interaction has an important role in explaining why people choose to play online games. This research demonstrates that interaction positively and significantly influences intimacy, suggesting that the development of more interactive features supporting direct interaction among Shopee Games players will enhance users' emotional connection or involvement with Shopee Games. Furthermore, interaction through prompt responses to user inquiries or complaints can build trust and strengthen the relationship between users and the platform.

Fourth, intimacy has been shown to have a positive and significant influence on attitudes toward gameplay. Intimacy, in the context of interactions with other players or game elements that promote emotional closeness, can enhance user engagement with the game. The greater the intimacy experienced during gameplay, the more immersive the experience becomes, influencing positive attitudes toward the game. In their research, Guttena et al. (2024) revealed that brand intimacy can influence customer behavior. Intimacy with the platform can lead to a greater sense of involvement in the game. Players may feel more committed to actively participating, striving to win prizes, or achieving specific goals due to this sense of attachment. Users who feel intimate or connected to the platform are likely to seek out quality content and the latest updates, such as new levels, characters, or features, which can sustain user interest and foster a positive attitude toward the game. This study suggests that Shopee operators should provide users with opportunities to provide feedback and responses to the game. By actively engaging in communication with users, Shopee operators can gain a better understanding of their needs and expectations.

Fifth, intimacy plays a crucial role in shaping gaming intentions. Intimacy positively and significantly affects attitudes toward gameplay, which in turn influences gaming intentions. According to research by Nora (2019b), high customer intimacy is believed to be able to encourage intention. Findings by Lee and Kwon (2011) show that intimacy has a stronger influence on users' continuance intentions than cognitive factors, such as perceived usefulness. Therefore, individuals who perceive a strong sense of intimacy in the game are more likely to have a strong intention to start or continue playing. Users who feel intimate with the platform are more likely to be highly motivated to play. This motivation could stem from the enjoyment of gameplay, achieving specific goals, or earning rewards, all of which can increase the intention to continue playing. Customer intimacy is very important (Yim et al., 2008). This research suggests that Shopee operators should increase the availability of points, prizes, exclusive discounts, or special rewards for users who are active in playing. This approach not only encourages continued gameplay but also strengthens their bond with the Shopee platform.

Finally, this research reveals that attitudes toward gameplay have a direct, positive, and significant effect on gaming intentions. This finding aligns with previous research by Lee (2009), which posited that players' attitudes strongly influence their intention to play online games. Abedi et al. (2020) proved that attitudes have a significant influence in determining behavioral intentions. Tarkar (2023) also found that attitude is proven to have a positive influence in determining intentions. The findings of Maryam et al. (2022) revealed that attitude has a very important meaning; this is because attitude is a strong determinant of a person's intentions. The overall attitude that users hold toward Shopee Games can significantly contribute to their intention to play. A positive attitude toward the game, such as perceiving it as fun, interesting, or providing added value, can increase users' motivation to actively participate in the game. Consequently, users may be more inclined to spend more time playing, try out new features, or engage in different aspects of the game if they have a positive attitude. In line with research by Wang et al. (2023), attitude is proven to significantly influence the intention to play BCI (Brain-Computer Interface) games. Additionally, Al and Haniffa (2014) and Ngo et al. (2023) revealed that attitudes play the most important role in shaping consumer intentions. User attitudes toward the game can be a determining factor in their decision to play more actively or not. Game managers can consider strategies to enhance users' positive attitudes toward the game to encourage stronger intentions to play and engage in further gaming activities.

When analyzing the research findings, it was discovered that interactions between Shopee Games players, facilitated through chat rooms or gaming communities within the Shopee application, significantly influenced customers' evaluations of their interactions with Shopee Games. Apart from that, the enjoyment and comfort that customers feel when playing Shopee Games contributes to the development of intimacy. This, in turn, fosters a positive attitude among customers, making them consider Shopee Games as an interesting gaming experience. This positive disposition will likely engender long-term intent to play the game and will hopefully encourage future transactions.

6.   **Conclusions**

6.1   *Research Implications*

This research contributes to the understanding of how social interactions in digital environments, specifically online games, influence attitudes toward games and purchasing behavior. It elucidates how interactions and intimacy within games can impact users' level of engagement and their intentions to play and make purchases. Furthermore, it enhances comprehension of how attitudes toward games in a gamification context can affect gaming intentions and intentions to purchase products associated with games. The study also highlights the emotional connection between users and the platform, providing insight into how the intimacy formed in interactions within Shopee Games influences user attitudes and behavior.

In addition to its theoretical implications, this research offers practical insights that can benefit Shopee operators. The findings indicate that interactions in Shopee Games play a crucial role in shaping user intimacy and attitudes toward the platform, ultimately influencing their desire to play. Operators can leverage these insights by developing features that encourage interaction between players, such as

chat, collaboration, or interactive events. This information can also support the development of more targeted marketing strategies, including special offers, events, and promotions that incorporate aspects of interaction and intimacy in games. Additionally, a strong intent to play is associated with increased exposure to in-game product advertising, which can serve as an incentive for users to shop. Based on these findings, Shopee operators are advised to focus on gamification elements that enhance interactions, build intimacy, and improve attitudes toward the game, thereby influencing gaming intentions and the propensity to shop. Moreover, developing interesting and relevant content can be a strategy to maintain user interest in the game.

6.2   *Limitations and Suggestions for Further Research*

There are several limitations to this research that should be acknowledged. Firstly, data collection was conducted independently through online distribution of questionnaires using Google Forms and offline meetings with respondents to gather information on their active experiences playing Shopee Games. Some respondents provided random or uniformly consistent responses without carefully considering the questionnaire statements, leading to potential information bias. To mitigate this in future research, it is advisable to ensure that questionnaire instructions are clear and specific to prevent confusion among respondents.

Secondly, this study focuses solely on games in general. Future research should compare playing intentions and purchasing intentions within more specific game categories, as the influence of interaction, intimacy, and playing attitude in each game category on Shopee may vary.

Thirdly, this research does not encompass all elements of gamification, focusing only on interaction and intimacy. Future studies should consider incorporating other gamification elements, such as entertainment, trends, and novelty, to comprehensively understand the impact of gamification elements on a platform.

Lastly, the majority of respondents in this study were from the island of Sumatra (57%), suggesting that the findings may not be representative of all regions in Indonesia. Future research should aim for a more diverse data collection process across various regions in Indonesia, for example, by providing incentives or appreciation for participants from underrepresented regions to encourage their participation in the research.

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