A Study on Student Satisfaction and Continuance Intention Application Platform Based on Gamification

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Abstract:
In this era, more and more advanced technology is available, and the technological developments that are made are very helpful to humans. The application of gamification is one of the results of technological advances, namely technological developments combined with the application of the concept of playing games into non-context games. This study aims to analyze the influence of satisfaction and continuance intention on students using gamification applications. This research is variance-based SEM with TAM and ECM models. GSCA application was used to analyze data with 83 respondents. The results of this research are that perceived usefulness has no effect on continuance intention, perceived ease of use influences satisfaction, perceived ease of use has an influence on gamification application value, gamification application value influences satisfaction, gamification application value influences continuance intention, satisfaction influences continuance intention.

Keywords: Gamification. Online Shop Application, IS, Technology, TAM
INTRODUCTION

With the impact of Covid19, a lot of activities have been changed to online form where direct contact with an activity will be reduced or even prohibited, which has led to technological developments, one of which is an application. To attract buyers, several companies make their application products more attractive and relevant with additional gamification bases. Gamification is the process of applying game-like elements (e.g. points, badges, leaderboards) and mechanisms to non-game contexts (e.g. e-money, business, education), to increase user engagement, motivation and enjoyment (Goi, 2023) In its implementation strategy, gamification applications are often used for business, education, employment, additional skills, and other things that will increase benefits by involving their products or services (Perkasa & Emanuel, 2020). in various ways so that many conflicts occur. In the Researchers, it is proven that gamification greatly influences people's daily lives in this era. Globally, gamification has been researched and used in various fields as stated in the research of (Goi, 2023) in Business, (Lee, 2023) in Tourism, (Chugh & Turnbull, 2023) in Education. In Indonesia Digital Data where there are 276.4 million residents, 212.9 million internet users, and 167 million social media users by (Kemp, 2023). According to Alvara Research, there are 5 fields that are often used in Indonesia, namely the field of transportation (Gojek), the field of shopping (Tokopedia), the field of hotel and ticket bookings (Traveloka), the field of digital payments/e-wallets (Dana), the field of delivering orders in the form of food, drinks, and goods (Gofood).

This study will contribute to existing literature on gamification-based application platforms by analyzing the influence of satisfaction and continuance intention on students in using gamification-based application platforms. The novelty of this research is the presence of a new indicator, namely gamification application value (G). With the real assumption, namely the high use of technology, so that this new indicator has emerged which is influential and is starting to be used frequently at this time. The difference between this indicator and existing indicators (Huang et al., 2019) is that this indicator focuses more on examining the core variables of gamification (player experience and game implementation).

(Gunawan et al., 2021) in his research concluded that Dana has the advantage of making it easier to carry out digital transactions but also has disadvantages in being alert to serve customers which causes some customers to not get satisfactory results when submitting complaints or accountability at the Fund's help center. Research by (Sujatmiko, 2021) on Riau students, there are some unpleasant services experienced by customers such as frequent
misunderstandings between customers and drivers. (Marsudi, 2019) conducted research on the Tokopedia gamification application and concluded that there is loyalty between customers and Tokopedia. (Husnawiyah, 2020) conducted a study which concluded that the Traveloka gamification application gains customer trust so that customers have the intention to reuse the Traveloka application, but customers also feel afraid of security when transactions are not fully guaranteed. The model used is a mixed model of the TAM and ECM models. The construction of the TAM model is perceived ease of use, which has been found to be a significant predictor of perceived ease of use of information systems (Huang et al., 2019). Another model used is the ECM with one of the constructs namely satisfaction and continuance intention, which has been found to be a significant predictor of continuance intention (Huang et al., 2019).

Therefore, this study aims to analyze the influence of perceived ease of use on satisfaction in using gamification applications, analyze the influence of perceived ease of use with gamification application value in using gamification applications, analyzing the influence of gamification application value on satisfaction in using gamification applications, analyzing the influence of gamification application value on continuance intention in using gamification applications, analyzing the influence of satisfaction with continuance intention of users in using gamification applications. This study will collect data through a survey questionnaire that has been modified based on the previous model research. The number of samples was 83 students of Surabaya State University using a convenience sampling technique where the respondents filled out the questionnaire incidentally. The data analysis technique will use VB-SEM which is known as Variance-Based Structural Equation Modeling to predict the relationship between variables without having to follow the original model (Henseler et al., 2015) namely the TAM and ECM models (Huang et al., 2019). There are 4 variables that will be used in this research, which are 1 variable from TAM model namely perceived ease of use (PEOU), while 2 variables from ECM model was satisfaction (S), continuance intention (C), and last variable is gamification application value (G). The hypothesis in the research is written below:

H1: Perceived ease of use influences satisfaction.
H2: Perceived ease of use influences gamification application value.
H3: Gamification application value influences satisfaction.
H4: Gamification application value influences continuance intention.
H5: Satisfaction influences continuance intention.
METHODS

Using the explanatory method, which is a research method that intends to explain the position of the variables studied and the influence between one variable and another (Sugiyono, 2020) The data source was obtained from a questionnaire using the Likert scale with 83 respondents based on the convenience sampling technique with the condition that the respondents were students of the Department of Economics Education, State University of Surabaya who used the Fund application. Gojek, Tokopedia, and Traveloka. In data analysis using the Variance Based-Structural Equation Model which aims to determine a reasonable and suitable model based on the data, it also aims to test various hypotheses that have been built. Using SEM-GSCA, namely SEM analysis with the help of GSCA sofbehat has been used in (Latifah & Nugraha, 2023) with the data analysis stages: 1) determine the background related to problems that will be taken from the research, 2) formulate the problems that will arise carried out in research, 3) determine the objectives of the research, 4) make observations and literature, 5) collection of data related to research as well variables that will be used in the research, 6) design the questionnaire and sampling technique that will be used in research, 7) implementation of validity and reliability tests on survey results namely from research trial samples: a) if the results are issued is declared valid and reliable and can be continued for surveys on selected samples, b) if the results are issued is declared invalid and reliability is required review of questionnaire design, and c) this research has carried out validity and reliability tests and was declared valid and reliable, 8) Measurement Model Assessment through: a) Indicators of loading assessment, b) Construct quality measures, c) Component validity assessment, d) Assessment of component correlation, e) R square, 9) Structural Model Assessment through: a) Structural model fit measures, b) Path coefficient, 10) Interpreting structural models

The research model can be seen in Figure 1. Data collection was carried out through a questionnaire with the help of the Google Forms platform. The variables in this study are 2 exogenous variables (satisfaction and continuance intention) and 2 endogenous variables (perceived ease of use and gamification application value).
RESULTS AND DISCUSSION

In this study, there were 83 students who participated in this research by filling out a questionnaire distributed via Google form. The number of respondents is considered sufficient for statistical purposes based on the sample size determined by the Krejcie table with a significance level of 5%. It is confirmed that all respondents (100%) are aged 19-23 years. The total number of respondents in this study was 83 respondents. Based on the results, the characteristics of the respondents were 72 respondents (86.7%) who were female and 11 respondents (13.3%) who were male. Researchers chose 4 gamification applications to be studied, namely Dana, Gojek, Tokopedia, and Traveloka. Where in the data Table 1, as many as 11 respondents (16.9%) used the Dana application; 34 respondents (41%) use the Gojek application; 1 respondent (1.2%) uses the Traveloka application; 8 respondents (9.6%) used the Tokopedia application; and 29 respondents (31.3%) use other applications.

Assessing measurement model

<table>
<thead>
<tr>
<th></th>
<th>PEOU</th>
<th>S</th>
<th>G</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEOU1</td>
<td>0.835</td>
<td>0.486</td>
<td>0.532</td>
<td>0.541</td>
</tr>
<tr>
<td>PEOU2</td>
<td>0.780</td>
<td>0.453</td>
<td>0.477</td>
<td>0.526</td>
</tr>
<tr>
<td>PEOU3</td>
<td>0.892</td>
<td>0.531</td>
<td>0.638</td>
<td>0.621</td>
</tr>
</tbody>
</table>
In the Indicators of Loading on Components values, (F. Hair Jr et al., 2014) explained that the value of Indicators of Loading on Components is considered eligible if the value is ≥ 0.7. However, (Chin, 1998) explained that the Loading Component Indicator value ≥ 0.5-0.6 is considered sufficient. In terms of Indicator of Loading, the overall value is ≥ 0.6. Thus, this model meets the requirements of the Indicator of Loading on Components. In the variable Perceived Ease of Use variable with the highest loading value is the PEOU3 indicator (0.892), while the lowest is the PEOU2 indicator (0.780). In the Satisfaction variable, the highest loading value is found in the S3 indicator (0.845), while the lowest loading value is found in S5 (0.711). In the Gamification Application Value variable, the highest loading value is found in the G5 indicator (0.892), while the lowest loading value is found in G2 (0.628). In the Continuance Intention variable, the highest loading value is indicator C3 (0.851), and the lowest is indicator C4 (0.696). It can be concluded that the indicators used in this research have a correlation between indicators and are declared eligible.

Table 2. Construct Quality Measures

<table>
<thead>
<tr>
<th></th>
<th>PEOU</th>
<th>S</th>
<th>G</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PVE</td>
<td>0.703</td>
<td>0.631</td>
<td>0.582</td>
<td>0.583</td>
</tr>
<tr>
<td>Alpha</td>
<td>0.894</td>
<td>0.853</td>
<td>0.857</td>
<td>0.816</td>
</tr>
<tr>
<td>rho</td>
<td>0.922</td>
<td>0.895</td>
<td>0.892</td>
<td>0.873</td>
</tr>
<tr>
<td>Dimensionality</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
</tbody>
</table>

Source: Processed Data, 2023

In measuring Construct Quality Measures (Reliability of Indicators), (F. Hair Jr et al., 2014) suggests getting research that has convergent validity, internal consistency, and composite reliability of PVE values ≥ 0.50 in line with (Ali et al., 2017) that Alpha and Rho
values are above 0.70 and the dimensions are 1.0 (Meneau & Moorthy, 2022). Table 2 shows that the PVE values for the PEOU, G, S, and C variables are higher than 0.50. Alpha and Rho values for PEOU, G, S, and C variables are higher than 0.70. Therefore, all variables in the model have acceptable levels of convergent validity, internal consistency, and composite reliability.

Table 3. Component Validity Assessment

<table>
<thead>
<tr>
<th></th>
<th>PEOU</th>
<th>S</th>
<th>G</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEOU</td>
<td>0.838</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>S</td>
<td>0.622</td>
<td>0.794</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>0.654</td>
<td>0.655</td>
<td>0.762</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>0.665</td>
<td>0.664</td>
<td>0.748</td>
<td>0.764</td>
</tr>
</tbody>
</table>

HTMT

PEOU <-> S | 0.702  
PEOU <-> G | 0.702  
PEOU <-> C | 0.758  
S <-> G | 0.748  
S <-> C | 0.787  
G <-> C | 0.886  

Source: Processed Data, 2023

The Fornell Lacker criterion value proves that all diagonal values representing the square root of AVE are more than correlations between factors (Fornell & Larcker, 1981). This determines discriminant validity, and in other words, the measurement model has acceptable psychometric properties (Adu et al., 2020). The HTMT ratio for all variables in Table 3 shows a value of ≤ 0.90, where the HTMT ratio value ≤ 0.90 indicates discriminant validity (Ali et al., 2017). (Henseler et al., 2015) explained that an HTMT value above 0.90 indicates no discriminant value.

Table 4. R Squared Values

<table>
<thead>
<tr>
<th></th>
<th>PEOU</th>
<th>S</th>
<th>G</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.0</td>
<td>0.496</td>
<td>0.427</td>
<td>0.615</td>
<td></td>
</tr>
</tbody>
</table>

R Square is used to measure predictive accuracy. Value C (0.615), G (0.427), and S (0.496). Table 4 explains that the Continuance Intention (C) variable is 61.5% which can be influenced by Satisfaction (S) and Gamification Application Value (G), while the value of 38.5% is influenced by independent variables outside this study. The variable value of Gamification Application Value (G) is 42.7% which can be influenced by Satisfaction (S) and Continuance Intention (C), while the value of 57.3% is influenced by independent variables outside this study. The Satisfaction (S) variable value is 49.6% which can be influenced by...
Gamification Application Value (G) and Continuance Intention (C), while the value of 50.4% is influenced by independent variables outside this study.

Assessing structural model

Table 5. Structural Model Fit Measures

<table>
<thead>
<tr>
<th>FIT</th>
<th>AFIT</th>
<th>FITs</th>
<th>FITm</th>
<th>GFI</th>
<th>SRMR</th>
<th>OPE</th>
<th>OPEs</th>
<th>OPEm</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.627</td>
<td>0.617</td>
<td>0.307</td>
<td>0.689</td>
<td>0.977</td>
<td>0.066</td>
<td>0.384</td>
<td>0.730</td>
<td>0.318</td>
</tr>
</tbody>
</table>

Source: Processed Data, 2023

FIT values range from 0 to 1 which explains the total variance of all variables where the higher the FIT value, the more variance is explained in the model (Hwang & Choo, 2021). In accordance with Table 4.7, the FIT value is 0.627, which means that the variance of the research model is 62.7%. The AFIT value is the same as the FIT value but considers the complexity of the model and ranges from 0 to 1. The AFIT value is 0.617, meaning that the research model explains 61.7% of the variance. FITs describe the total variance of all model components and range from 0 to 1. The FITs value is 0.307 meaning that 30.7% of the variance is explained in the structural model. FITm ranged from 0 to 1 and the FITm value was 0.689 which means that 68.9% of the variance has been explained in the measurement model. (Hwang & Takane, 2009) explained that if the sample is > 100 then the GFI > 0.93 and SRMR < 0.08. Based on Table 6, the GFI value is 0.977 and SRMR is 0.066 so that the GFI and SRMR values fulfill the fit model requirements.

Table 6. Path Coefficient

<table>
<thead>
<tr>
<th></th>
<th>Estimate</th>
<th>SE</th>
<th>95%CI(L)</th>
<th>95%CI(U)</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEOU-&gt;S</td>
<td>0.336</td>
<td>0.127</td>
<td>0.080</td>
<td>0.516</td>
<td>H1 Accepted</td>
</tr>
<tr>
<td>PEOU-&gt;G</td>
<td>0.654</td>
<td>0.087</td>
<td>0.471</td>
<td>0.815</td>
<td>H2 Accepted</td>
</tr>
<tr>
<td>G-&gt;S</td>
<td>0.426</td>
<td>0.153</td>
<td>0.151</td>
<td>0.763</td>
<td>H3 Accepted</td>
</tr>
<tr>
<td>G-&gt;C</td>
<td>0.559</td>
<td>0.100</td>
<td>0.330</td>
<td>0.720</td>
<td>H4 Accepted</td>
</tr>
<tr>
<td>S-&gt;C</td>
<td>0.308</td>
<td>0.100</td>
<td>0.117</td>
<td>0.522</td>
<td>H5 Accepted</td>
</tr>
</tbody>
</table>

Source: Processed Data, 2023

The path coefficient results are presented in Table 6. (Hwang & Choo, 2021) explained that the path coefficient is considered significant if it is within the 95% confidence interval and has a positive or no negative value (an estimate is considered statistically significant at the 0.05 level if the confidence interval does not include 0). Perceived Ease of Use (PEOU) on Satisfaction (S) has a path coefficient of 0.336 (CI L = 0.080, CI U = 0.516) so that the first hypothesis is accepted. This means that Perceived Ease of Use affects Satisfaction. Perceived Ease of Use (PEOU) on Gamification Application Value (G) has a path coefficient of 0.654 (CI L = 0.471, CI U = 0.815) so that the second hypothesis is accepted. This means that
Perceived Ease of Use affects Gamification Application Value. Gamification Application Value (G) on Satisfaction (S) has a path coefficient of 0.426 (CI L = 0.151, CI U = 0.763) so that the third hypothesis is accepted. This means that Gamification Application Value affects Satisfaction. Gamification Application Value (G) on Continuance Intention (C) has a path coefficient of 0.559 (CI L = 0.330, CI U = 0.720) so that the fourth hypothesis is accepted. This means that Gamification Application Value affects Continuance Intention. Satisfaction (S) to Continuance Intention (C) has a path coefficient of 0.308 (CI L = 0.117, CI U = 0.522) so that the fifth hypothesis is accepted. This means that Satisfaction affects Continuance Intention.

The Influence of Perceived Ease of Use on Satisfaction

Based on the researcher's data and previous research, the researcher can conclude that there is an influence between Perceived Ease of Use on Satisfaction in gamification-based applications. The ease of using the gamification application will make users use the gamification application more often. Ease of use will also give users a sense of accomplishment because users feel able to use gamification applications easily, causing users to feel a positive feeling or what we often call satisfaction. With an overall experience that has actually been experienced by the user so that the user can feel confident that the feeling of satisfaction is real and not based on the experiences of other people, which often many users don't want to believe based on other people's experiences. To show this feeling of satisfaction, users will do some positive things, such as giving positive feedback, spreading the gamification application used to people closest to the user, and other positive things that make the gamification application more widely known. Based on the data that has been processed, it is concluded that this study supports previous research (Filieri et al., 2021), the results show that perceived ease of use has a positive effect on user satisfaction.

Based on the loading value on the perceived ease of use variable with the highest loading value is the PEOU3 indicator and the lowest loading value is the PEOU2 indicator. This is because users find it easy to use gamification applications to do what they want rather than users feel proficient in using gamification applications. Not all users have the confidence to say that they are proficient in using gamification applications, but users are confident enough to say that users find it easy to use gamification applications. Based on the loading value on the satisfaction variable with the highest loading value on the S3 indicator, namely users feel satisfied with the overall experience of using the gamification application compared to the lowest loading value on S5, namely users feel satisfied with the performance of the
gamification application. This is due to the fact that users are more convinced by real evidence based on the overall experience when using the gamification application than satisfaction due to the performance of the current gamification application, which when there are updates to the ease of use of the gamification application in the future, there is no guarantee to keep users satisfied.

The Influence of Perceived Ease of Use on Gamification Application Value

In this study there is an influence between Perceived Ease of Use on the Gamification Application Value of users of gamification-based applications. Based on the data that has been processed, it is concluded that this study supports previous research. If the user feels that the gamification application is easy to use, the user wants to give good news by continuing to use the application. What also supports the ease of use is the value of the gamification application that is felt by users, which is considered by users as a good thing and does not have a bad impact and has many benefits when used. Research conducted by (Davis, 1989; Lin Hong, 2012) perceived ease of use has an effect on gamification application value.

Based on the loading value on the perceived ease of use variable with the highest loading value is the PEOU3 indicator, namely users find it easy to use the gamification application to do what they want, and the lowest loading value is the PEOU2 indicator, namely the user feels proficient in using the gamification application. Not all users have the confidence to say that they are proficient in using gamification applications, but users are confident enough to say that users find it easy to use gamification applications. Based on the loading value of the gamification application value variable, the highest loading value is found in the G5 indicator, while the lowest loading value is found in G2. This is because the user feels that using the gamification application increases the perception of enjoyment more than the user feels the fact that using the gamification application with my money balance or account level higher than others makes a good impression on other people. The value of the gamification application is felt to be better when the user's perception of enjoyment increases than the value of the gamification application in the money balance and the user's account level is higher than other people which will give a good impression. Not everyone can appreciate the advantages with a high money balance or account level, because more people appreciate the increase in the perception of enjoyment when using gamification applications. There is ease of use when using gamification applications so that it becomes an additional factor to solve existing problems.
With various gamification application values such as increasing the perception of enjoyment (feeling relaxed or reducing stress), solving problems (payments or top-ups), as well as other things that are included in the value of gamification applications.

**The Influence of Gamification Application Value on Satisfaction**

The researcher concludes that there is an influence between Gamification Application Value on Satisfaction in gamification-based applications. With various gamification application values such as increasing the perception of enjoyment (feeling relaxed or reducing stress), solving problems (payments or top-ups), as well as other things that are included in the value of gamification applications. Resolving problems (payment or top-up) when users top-up which makes users solve their problems faster and easier, as well as other things that are included in the value of gamification applications. Based on these values, users are satisfied when using gamification applications. Based on the data that has been processed, it is concluded that this study supports previous research. (Huang et al., 2019) argues that the perceived value of the gamification application is higher thereby increasing user satisfaction, that is, there is a positive influence between the value of the gamification application and user satisfaction. In (Putri, 2020) study, gamification (points, rewards, levels) has a significant effect on user satisfaction. In this study, users consider that gamification application value has a significant influence on continuance intention.

Based on the loading value on the gamification application value variable with the highest loading value found on the G5 indicator, namely users feel that using the gamification application increases the perception of enjoyment, while the lowest loading value is found in G2, namely the user feels the fact that using the gamification application with a higher balance of money or my account level than other people makes a good impression on others. The higher the value of the gamification application owned by the user, the more it makes the user feel better than other people, but there are still many people who feel that the value of the gamification application is enough to increase the user's perception of enjoyment. Based on the loading value on the continuance intention variable, the highest loading value is indicator C3 and the lowest loading indicator value is indicator C4. This is because the user will use the gamification application frequently in the future more than the user intends to continue using the gamification application using any alternative means.
The Influence of Gamification Application Value on Continuance Intention

With the data from this study and the support from various previous research data, the researchers concluded that there is an influence between Gamification Application Value and Continuance Intention in gamification-based applications. With various gamification application values such as increasing the perception of enjoyment (feeling relaxed or reducing stress), solving problems (payments or top-ups), as well as other things that are included in the value of gamification applications. This can lead to an increase in user intention to continue using the gamification application, namely when the value of the gamification application has a positive influence, the user will have an intention to continue using the gamification application. Based on the data that has been processed, it is concluded that this study supports previous research. In the interaction process, the long-lasting and holistic value of gamification applications can be determined, and this perceived value can then reduce the level of intention to stop certain gamification applications. (Huang et al., 2019) argues that Gamification Application Value can reduce the level of intention to discontinue reuse. (Juliana et al., 2023) in research on gamification and intention to use sustainability in the online travel industry, namely that there is a significant influence.

Based on the loading value of the gamification application value variable, the highest loading value is found in the G5 indicator, while the lowest loading value is found in G2. This is because users feel there is an increased perception of enjoyment when using a gamification application compared to users who feel the fact that using a gamification application with a higher money balance or account level than other people make a good impression on other people. In the loading value in the continuance intention variable, the highest loading value is the C3 indicator, namely the user will often use the gamification application in the future and the lowest loading indicator value is the C4 indicator, namely the user's intention is to continue using the gamification application rather than using any alternative method.

The Influence of Satisfaction on Continuance Intention

In this study, researchers can conclude that there is an influence between Satisfaction on Continuance Intention in gamification-based applications. The level of user satisfaction can affect the user's intention to choose to continue using the gamification application. When users feel satisfied, users will do various positive things to express their satisfaction. One of the things that users often do when they feel satisfied is to intend to continue using the gamification
application. Another thing is that users will recommend the gamification application to their closest people. So it can be concluded that user satisfaction greatly influences the user's desire to continue using the gamification application. Based on the data that has been processed, it is concluded that this study supports previous research. Satisfaction is always assessed as a positive feeling that a customer has after getting or using the desired product. The results of a survey study of 150 respondents (Kashive & Mohite, 2022) that satisfaction has an influence on user continuance intention. This is also supported in (Achmad & Nugraha, 2022) that satisfaction can influence continuance intention to use the Google Classroom information system.

Based on the loading value on the satisfaction variable with the highest loading value on the S3 indicator and the lowest loading value on S5. It has a difference because the user feels satisfied with the overall experience of using the gamification application and the user feels satisfied with the performance of the gamification application. This is due to the fact that users are more convinced by real evidence based on the overall experience when using the gamification application than satisfaction due to the performance of the current gamification application, which when there are updates to the ease of use of the gamification application in the future, there is no guarantee to keep users satisfied. In the loading value of the continuance intention variable, the highest loading value is indicator C3, namely users will often use the gamification application in the future and the lowest loading indicator value is indicator C4, namely the user's intention to continue using the gamification application using any alternative method.

**CONCLUSION**

Based on the results and discussion in this study, it can be concluded that Perceived ease of use has an influence on satisfaction. Perceived ease of use has an influence on gamification application value. Gamification application value has an influence on satisfaction. Gamification application value has an influence on continuance intention. Based on the research that has been done, there are several suggestions that can be carried out in further research such as future research can use other models such as UTAUT and TTF, the sample in this study is uneven (convenience sampling) so that it is hoped that further research will have an even distribution of samples, other variables that can be added, further research can use other applications or can focus on one of the gamification applications, the use of intervening variables. The results of this study cannot be generalized to other samples and research objects.
REFERENCES


