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Mobile Gamification and Purchase Intention: Evidence from Traveloka

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ABSTRACT
The increasing competitiveness among online travel agencies (OTAs) has encouraged companies to innovate through user-engagement strategies such as mobile gamification. Gamification refers to the integration of game elements into non-game contexts to enhance users' enjoyment, motivation, and behavioral intentions. This study investigates the effect of gaming affordances on purchase intention, mediated by enjoyment, among users of the Traveloka mobile application in Indonesia. Using an explanatory quantitative design, data were collected from 115 respondents who had previously interacted with Traveloka's gamified features. The analysis employed path analysis using SPSS version 29. Results indicate that gaming affordances particularly achievement, identity, and competition affordances significantly influence enjoyment, while self-expression affordance shows a positive but nonsignificant relationship. Furthermore, enjoyment significantly predicts purchase intention, confirming its mediating role between gaming affordances and user behavioral intention. These findings demonstrate that well-designed gamification elements can enhance user experience and drive purchase decisions in mobile travel platforms. Implications for OTA developers and future research directions are also discussed.

Keywords: Mobile Gamification, Gaming Affordances, Enjoyment, Purchase Intention, Traveloka

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1. INTRODUCTION

The rapid development of digital technology has transformed the tourism industry by introducing innovative tools that simplify travel planning, booking, and customer interaction. Among the most transformative innovations are online travel agencies (OTAs), which provide integrated platforms for booking transportation, accommodation, and leisure activities. In Indonesia, one of the most prominent OTAs is Traveloka, a domestic platform that has evolved into a Southeast Asian market leader. The competition among OTAs has intensified over the past decade, motivating firms to seek distinctive strategies to retain users and stimulate purchase behavior. One emerging approach to achieving these objectives is mobile gamification, the incorporation of game elements such as rewards, points, levels, and challenges into non-game environments to increase user engagement (Hamari, Koivisto, & Sarsa, 2014). However, despite the widespread adoption of gamification across various digital services, empirical studies focusing specifically on OTA platforms remain limited, particularly in Southeast Asia. Existing research has predominantly examined gamification within general e-commerce or Western contexts, leaving a gap in understanding how such mechanisms operate in regional travel applications such as Traveloka.

Gamification leverages human psychological drives, including achievement, competition, and self-expression, to enhance motivation and satisfaction. Previous research suggests

that when users perceive enjoyment and competence within a gamified system, their engagement and loyalty increase significantly (Huotari & Hamari, 2017; Xi & Hamari, 2020). In the context of digital tourism, such mechanisms can transform functional travel applications into immersive and enjoyable experiences, encouraging users to explore more features and make repeat purchases. Thus, gamification serves as both a technological innovation and a behavioral marketing tool**,** bridging the gap between user enjoyment and commercial outcomes. These psychological mechanisms are highly relevant in Traveloka, where game-like rewards, missions, and point systems are designed to activate users' intrinsic motivation during repeated interactions with the application.

In Indonesia's competitive travel service market, Traveloka's gamified features such as *Travemon*, *Sodaloka*, *Pick-a-Loka* 2, and its Reward Zone represent concrete applications of gaming affordances. These affordances include achievement affordance (feelings of accomplishment through task completion), identity affordance (representation of self and reputation), competition affordance (comparison and rivalry among users), and self-expression affordance (the ability to express individuality through customization). Through these features, Traveloka encourages users to return to the platform not only for transactional purposes but also for leisure and entertainment. However, while gamification has been widely adopted in e-commerce and education sectors, its empirical evaluation within mobile travel applications remains limited, particularly in emerging markets such as Indonesia. Nevertheless, although Traveloka offers a rich set of gamified features, empirical research evaluating how users perceive these affordances and which elements most effectively influence their emotional and behavioral responses is still absent in the literature.

Existing literature indicates that enjoyment plays a central mediating role between system design and behavioral outcomes. According to the Technology Acceptance Model (TAM) and Cognitive Evaluation Theory (CET), users' intrinsic motivation manifested as enjoyment significantly affects their intention to engage in digital consumption (Davis, 1989; Deci & Ryan, 2000). When users perceive an application as enjoyable and rewarding, their purchase intention tends to increase because the psychological experience enhances perceived value. Nevertheless, not all gamification elements generate similar effects. Poorly designed or irrelevant features may fail to evoke enjoyment and can even reduce user satisfaction (Landers, 2018). This complexity underscores the importance of identifying which types of gaming affordances most effectively enhance enjoyment and lead to positive behavioral intentions in OTA contexts. This highlights the need for studies that not only examine individual gamification elements but also evaluate their combined effects on enjoyment and purchase intention, a relationship that has not been systematically investigated within Southeast Asian OTAs.

Given this background, the present study aims to empirically test how gaming affordances influence purchase intention through enjoyment among users of the Traveloka mobile application. Specifically, this research seeks to:

1. Examine the impact of achievement, identity, competition, and self-expression affordances on enjoyment;
2. Evaluate the effect of enjoyment on purchase intention; and

3. Assess the mediating role of enjoyment between gaming affordances and purchase intention.

By addressing these objectives, the study contributes to the growing body of literature on mobile gamification and consumer behavior in digital tourism. The findings provide theoretical implications for understanding the motivational mechanisms of gamified systems and practical guidance for OTA developers to optimize user engagement strategies through well-designed game elements. Ultimately, this study reinforces the view that gamification is not merely an entertainment feature but a strategic enabler of behavioral intention and value creation in mobile commerce. Thus, this study contributes new empirical evidence on how mobile gamification strategies can be optimized within OTA platforms, particularly in emerging digital markets.

2. LITERATURE REVIEW

Gamification and Gaming Affordances

Gamification is defined as the use of game elements in non-game contexts to motivate participation, engagement, and loyalty (Deterding et al., 2011; Huotari & Hamari, 2017). Within mobile applications, gamification manifests through systems of rewards, points, and interactive challenges that transform functional tasks into playful experiences. The term gaming affordance refers to the perceived opportunities for action offered by game features that satisfy users' psychological needs (Ma et al., 2022).

Four dominant categories of gaming affordances are identified in previous studies (Hamari, Koivisto, & Sarsa, 2014):

1. Achievement affordance, users experience competence and accomplishment when completing tasks and earning rewards.
2. Identity affordance, users express or enhance their self-image and reputation through customization or recognition mechanisms.
3. Competition affordance, users engage in social comparison or rivalry to outperform others, enhancing motivation and effort.
4. Self-expression affordance, users creatively communicate individuality and personal preferences through in-app avatars or features.
5. These affordances stimulate intrinsic motivation and positive affect, thereby fostering engagement and behavioral intention (Landers, 2018).

This perspective emphasizes what a *platform* enables users to do, rather than focusing solely on the technology itself. Platform affordances emerge from the interaction between platform architecture and user actions, such as searching, filtering, comparing options, bundling services, managing payments, and receiving price notifications. Recent platform and social media literature conceptualizes affordances as relational properties that shape user behavior (Ronzhyn, A. 2022).

Features such as flight–hotel bundling, advanced price and schedule filters, dynamic pricing displays, multiple payment options, and loyalty programs represent platform affordances that guide users' decision-making processes (e.g., comparing alternatives, booking immediately, or saving options). In this study, Traveloka is viewed not merely as a transaction-based application, but as a digital platform that provides informational (price and schedule visibility), decisional (comparison and bundling), and transactional

(checkout, refund, and payment) affordances that mediate tourists' experiences and booking behaviors.

Enjoyment as a Psychological Mediator

Enjoyment represents an intrinsic emotional state characterized by pleasure, satisfaction, and excitement during system use (Van der Heijden, 2004). In the Technology Acceptance Model (TAM), enjoyment influences perceived usefulnessand attitude toward use (Davis, 1989). Similarly, Cognitive Evaluation Theory (CET) and Self-Determination Theory (SDT) explain that autonomy, competence, and relatedness derived from enjoyable experiences reinforce intrinsic motivation (Deci & Ryan, 2000).

Affordances are not automatically realized; users actualize affordances based on their capabilities, motivations, and contextual conditions. This concept emphasizes the process—how affordances are perceived and enacted—including the role of personalization, visual cues, and interface design in facilitating affordance actualization. Building on Anderson's notion of affordance actualization, recent studies in workplace technology and user retention further confirm the critical role of affordances in shaping performance outcomes and continuance intentions (Tomej K., 2020)

For example, personalized recommendations, visual merchandising, and cross-selling features within the Traveloka application increase the likelihood that users will actualize available affordances, such as immediately purchasing recommended travel packages. Therefore, beyond merely identifying which affordances are embedded in the platform, the literature review should also address the mediating factors of affordance actualization—namely personalization, visual cues, and user trust.

Empirical evidence suggests that gamified systems that successfully generate enjoyment increase user engagement and behavioral loyalty (Mullins & Sabherwal, 2020; Xi & Hamari, 2020). In mobile travel applications, enjoyable interactions not only enhance satisfaction but also lead to a stronger intention to purchase travel products and services.

Purchase Intention

Purchase intention refers to the likelihood that a consumer will buy a specific product or service after evaluating its perceived value and emotional appeal (Kotler & Keller, 2012). In online environments, intention is influenced by both utilitarian and hedonic motivations. Gamification contributes to hedonic value by transforming utilitarian tasks such as booking tickets or hotels into enjoyable, engaging experiences (Si Shi et al., 2022). Consequently, enjoyment acts as a key mechanism linking gamified features to consumer purchase intention.

Social affordances enable interaction, communication, and the generation of social signals, including ratings, reviews, comments, sharing features, and user-generated content (UGC). In the tourism and online travel agency (OTA) context, these affordances play a critical role in building trust, reducing perceived risk, and enhancing user engagement. Recent studies on travel live streaming and digital tourism highlight how social affordances significantly influence booking decisions (Deng Z., 2021).

Features such as customer ratings, reviews, Q&A sections, and user-uploaded photos constitute social affordances that operate as mechanisms of social proof on the Traveloka platform. These affordances reduce uncertainty associated with travel-related decisions and increase conversion rates. Accordingly, this study incorporates social affordances as a key analytical dimension to explain variations in user satisfaction and repurchase intention.

3. METHODOLOGY

Empirical Evidence and Research Gap

Prior studies have examined gamification in contexts such as education, fitness, and e-commerce (Hamari et al., 2014; Xu et al., 2020). However, limited attention has been paid to mobile travel platforms, especially within Southeast Asia, where cultural and market dynamics differ. Moreover, while achievement, competition, and identity elements have been widely analyzed, the role of self-expression affordance remains underexplored. This study addresses these gaps by examining the differential effects of gaming affordances on enjoyment and their subsequent influence on purchase intention among Indonesian Traveloka users.

Conceptual Framework and Hypotheses

Based on the reviewed theories, the proposed framework (Figure 1) posits that gaming affordances enhance enjoyment, which in turn affects purchase intention.
Hypotheses of the research:
H1: Achievement affordance positively affects enjoyment.
H2: Identity affordance positively affects enjoyment.
H3: Competition affordance positively affects enjoyment.
H4: Self-expression affordance positively affects enjoyment.
H5: Enjoyment positively affects purchase intention.

Research Design

This research employed an explanatory quantitative design aimed at testing causal relationships among gaming affordances, enjoyment, and purchase intention. The study investigated the direct and indirect effects of four types of gaming affordances achievement, identity, competition, and self-expression on enjoyment, as well as the impact of enjoyment on purchase intention among users of the Traveloka mobile application in Indonesia. Data were analyzed using path analysis with SPSS version 29 to examine both direct and mediating relationships.

The use of accidental sampling has direct implications for the scope of generalizability (external validity) of the research findings. The results of this study are not intended to be statistically generalized to the entire population of Traveloka users in Indonesia, but rather to support analytical generalization. The main implications are as follows: (1) the findings represent the behavioral patterns of active Traveloka users who are exposed to gamified features, rather than the entire user population; and (2) the results are generalizable at the theoretical level, particularly with respect to: the relationship between gaming affordances and enjoyment, and

the role of enjoyment as a mediator in the context of mobile gamification and digital tourism.

In other words, this study contributes to the strengthening of gamification theory and affordance-based behavioral frameworks, rather than making claims about population prevalence. This approach is consistent with prior studies in gamification and hedonic information systems research, which commonly employ non-probability sampling to test conceptual and theoretical models.

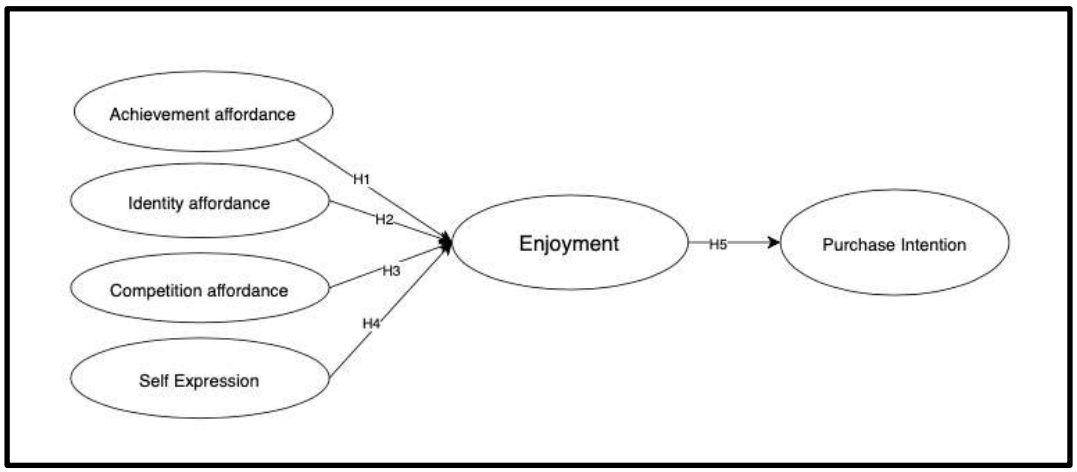

Figure 1. Proposed Conceptual Framework

Population and Sample

The population consisted of individuals in Indonesia who had used the Traveloka mobile application and interacted with its gamified features such as Travemon, Sodaloka, Pick-A-Loka 2, or the Reward Zone. Because the total number of users meeting these criteria was unknown, the study used a non-probability sampling method, specifically accidental sampling, which selects respondents based on their accessibility and relevance to the research objectives. The required sample size was calculated using the Machin and Campbell (1987) formula, with $\alpha = 0.05$, $\beta = 0.5$, and an estimated correlation (ρ) of 0.30, resulting in a minimum of 115 respondents. This number satisfied the criteria for statistical analysis and model stability in path analysis.

This study employs accidental sampling due to the characteristics of the population, which are not clearly defined and are difficult to identify through a sampling frame, namely users of the Traveloka application who have previously interacted with its gamified features (Travemon, Sodaloka, Pick-A-Loka, and Reward Zone). Traveloka does not provide public access to a list of active users of these gamification features; therefore, the use of probability sampling is not practically feasible.

Methodologically, accidental sampling is considered appropriate in the context of digital behavior research and mobile application studies, where: (1) respondents can only be identified through their actual experience of using the features; (2) the primary focus of the study is theoretical relationship testing (theory testing) rather than population parameter estimation; and

(3) this technique is commonly applied in explanatory and causal modeling research using online surveys (Ferdinand, 2008), particularly when the unit of analysis consists of self-selected users.

Data Collection Procedure

Data were collected through an online questionnaire distributed via Google Forms from September to October 2023. Respondents were asked to confirm that they had previously used Traveloka's gaming features. The questionnaire consisted of three main sections: (1) demographic information; (2) items measuring gaming affordances; and (3) items measuring enjoyment and purchase intention. Responses were rated on a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

Measurement of Variables

1. Gaming Affordances (X) — Measured through four sub-dimensions adapted from Hamari et al. (2014) and Xu et al. (2020):
    a. Achievement affordance (e.g., rewards, completion of missions)
    b. Identity affordance (e.g., customization and reputation indicators)
    c. Competition affordance (e.g., score ranking and performance comparison)
    d. Self-expression affordance (e.g., visual representation and personal avatars).
2. Enjoyment (Y) Measured by four items reflecting pleasure, satisfaction, and excitement when interacting with Traveloka's gamified features (Van der Heijden, 2004).
3. Purchase Intention (Z) Measured by three items adapted from Kotler and Keller (2012), representing the likelihood of purchasing travel products influenced by gamified features.

Validity and Reliability Tests

Instrument validity was assessed using Pearson's product-moment correlation. All items had correlation coefficients (r) greater than 0.361 and significance values below 0.05, confirming item validity. Reliability was tested using Cronbach's Alpha, with all variables exceeding the recommended threshold of 0.70 (Nunnally, 1978). Gaming affordances ($\alpha = 0.932$), enjoyment ($\alpha = 0.931$), and purchase intention ($\alpha = 0.803$) demonstrated high internal consistency, indicating that the measurement items were reliable.

Data Analysis Technique

Data were processed using descriptive statistics to summarize respondent characteristics and average responses, followed by path analysis to examine causal relationships among variables. Prior to testing hypotheses, classical assumption tests including normality, multicollinearity, and heteroskedasticity were conducted.

a. The Kolmogorov-Smirnov test indicated a normal data distribution ($p = 0.200 > 0.05$).
b. VIF values below 10 and tolerance levels above 0.10 confirmed the absence of multicollinearity.
c. The scatterplot pattern showed no signs of heteroskedasticity, validating the model's assumptions.

The path analysis model evaluated the direct effects of gaming affordances on enjoyment and the indirect effects on purchase intention through enjoyment. The coefficient of

determination (R^2) was also calculated to measure the proportion of variance explained by each model.

4. RESULTS

Descriptive Statistics

Descriptive analysis was conducted to summarize respondents' perceptions of each construct. Responses were measured on a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The overall mean score for Gaming Affordances was 3.96, indicating that most users agreed that Traveloka's gamified features (e.g., reward systems, rankings, and interactive missions) provided engaging experiences. The mean score for Enjoyment was 4.03, showing that users generally found Traveloka's game-like functions pleasant and satisfying. Purchase Intention recorded a mean of 4.11, suggesting that users were likely to purchase travel products influenced by gamified incentives such as points or discounts.

Among the subdimensions of gaming affordances, achievement affordance obtained the highest mean score (4.06), followed by identity affordance (3.94), self-expression affordance (3.90), and competition affordance (3.82). This implies that reward-based mechanisms had the strongest motivational effect, while competitive and expressive elements played supporting roles.

Path Analysis Results

Path analysis was used to test the hypothesized relationships among variables. The analysis consisted of two structural models:
(1) the effect of gaming affordances on enjoyment, and
(2) the effect of enjoyment on purchase intention.

The summary of results is presented below.

Table 1. Path Analysis Results

Relationship	Standardized Beta (β)	t-value	Sig. (p)	Result
Achievement Affordance to Enjoyment	0.336	3.545	<0.001	Supported
Identity Affordance to Enjoyment	0.216	2.174	0.032	Supported
Competition Affordance to Enjoyment	0.179	2.136	0.035	Supported
Self-Expression Affordance to Enjoyment	0.155	1.684	0.095	Not Supported
Enjoyment to Purchase Intention	0.565	7.284	<0.001	Supported

Source: SPSS Output, 2024

The analysis showed that three types of gaming affordances achievement, identity, and competition had significant positive effects on enjoyment ($p < 0.05$). Self-expression

affordance demonstrated a positive but nonsignificant relationship ($p = 0.095$). Furthermore, enjoyment had a strong and significant influence on purchase intention ($\beta = 0.565$, $p < 0.001$), confirming its mediating role in the model.

The Sobel test was employed to examine the significance of the indirect effect by multiplying:
- The path coefficient X → Y (gaming affordances → enjoyment)
- The path coefficient Y → Z (enjoyment → purchase intention).

Based on the results of the path analysis:
–The path from gaming affordances to enjoyment is significant, and
–The path from enjoyment to purchase intention is also significant ($\beta = 0.565$; $p < 0.001$).

The Sobel test results indicate that the Z value exceeds 1.96, confirming that the mediating effect of enjoyment is statistically significant at $\alpha = 0.05$. This finding demonstrates that enjoyment plays a meaningful and statistically significant mediating role in the proposed model.

Coefficient of Determination

The coefficient of determination (R^2) for the first model (gaming affordances to enjoyment) was 0.593, indicating that 59.3% of the variation in enjoyment could be explained by gaming affordances, while 40.7% was influenced by other factors not included in the model.

The second model (enjoyment to purchase intention) yielded an R^2 value of 0.319, suggesting that 31.9% of the variance in purchase intention was explained by enjoyment, with the remaining 68.1% influenced by external variables.
When combined, the total model fit achieved a composite R^2 of 0.723, meaning that approximately 72.3% of the variance in the overall structural model was explained by the relationships among gaming affordances, enjoyment, and purchase intention.

Model Interpretation

The results confirm that the effectiveness of gamification in the Traveloka application depends on the ability of gaming affordances to evoke enjoyment among users. Achievement-related elements such as missions, levels, and rewards generated the highest emotional engagement, suggesting that users value goal completion and tangible rewards. Identity and competition elements also contributed to enjoyment, implying that recognition and social comparison motivate users to remain active. Conversely, self-expression affordance was less influential, possibly because Traveloka's customization features are limited compared to entertainment-oriented applications.

These findings support the theoretical assertion that enjoyment serves as an essential psychological mechanism linking gamified features to consumer behavioral intention. The positive and significant path coefficients validate the hypothesized model and align with prior research (Huotari & Hamari, 2017; Xu et al., 2020; Xi & Hamari, 2020).

5. DISCUSSION

The findings of this study provide empirical evidence that mobile gamification significantly influences users' enjoyment and purchase intentions within online travel applications. Consistent with prior research (Huotari & Hamari, 2017; Mullins & Sabherwal, 2020), the results demonstrate that gamified experiences evoke positive psychological responses that drive user engagement and transactional behavior. Specifically, achievement, identity, and competition affordances were found to significantly enhance enjoyment, whereas self-expression affordance although positive did not yield a statistically significant effect.

The findings of this study align with and extend the existing body of literature on gamification, affordance theory, and hedonic information systems, particularly in digital consumption contexts. Consistent with prior studies (Hamari et al., 2014; Huotari & Hamari, 2017; Mullins & Sabherwal, 2020), the results confirm that gamification influences behavioral intention primarily through psychological mechanisms, rather than through direct functional utility alone. Specifically, this study reinforces the central role of enjoyment as a mediating variable that translates gamified system design into purchase intention, as predicted by the Technology Acceptance Model (Davis, 1989) and Cognitive Evaluation Theory (Deci & Ryan, 2000).

In line with Xi and Hamari (2020) and Xu et al. (2020), the findings demonstrate that achievement-based affordances exert the strongest influence on enjoyment, supporting the argument that reward structures and goal completion satisfy users' intrinsic needs for competence. The significant effects of identity and competition affordances further corroborate prior gamification research suggesting that recognition and social comparison enhance motivational outcomes. However, this study also contributes to the literature by showing that competition affordance is effective in the Indonesian OTA context, contrasting with findings from some e-commerce studies in East Asian markets where competition effects were found to be insignificant. This divergence highlights the importance of contextual and cultural sensitivity in gamification research.

Moreover, the non-significant effect of self-expression affordance complements earlier studies that argue customization features are not universally impactful unless they are deeply embedded and meaningful to users (Landers, 2018). This finding suggests that self-expression affordances may play a secondary or conditional role in utilitarian platforms such as mobile travel applications, as opposed to entertainment or social media platforms.

By focusing on a mobile travel application in Southeast Asia, this study extends gamification and affordance-based research beyond the predominantly Western and e-commerce-centric settings found in prior literature. Rather than contributing to population-level generalizations, the study offers analytical generalization, strengthening theoretical understanding of how gaming affordances are actualized through enjoyment to shape purchase intention in digital tourism platforms. In doing so, the research advances the integration of gamification theory with affordance-based behavioral frameworks and underscores the relevance of contextualized empirical evidence in emerging digital markets.

The Role of Achievement, Identity, and Competition Affordances

Among the four gaming affordances tested, achievement affordance emerged as the most influential predictor of enjoyment. This supports the argument by Si Shi et al. (2022) that reward-based mechanisms, such as earning points and unlocking levels, fulfill users' intrinsic needs for competence and accomplishment. In the Traveloka context, features such as reward zones and point accumulation appear to generate feelings of progress and satisfaction, reinforcing continued app engagement.

Identity affordance also showed a significant effect, indicating that users derive enjoyment from features that allow self-representation and recognition. Personalized profiles and achievement badges contribute to a sense of ownership and belonging, aligning with Self-Determination Theory's premise that autonomy and relatedness enhance intrinsic motivation (Deci & Ryan, 2000).

Furthermore, competition affordance significantly influenced enjoyment, suggesting that friendly rivalry within gamified systems enhances users' motivation to perform better. This finding contrasts with Xu et al. (2020), who found competition effects to be insignificant in Chinese e-commerce contexts. The discrepancy may arise from cultural or contextual differences, as Indonesian users tend to view competition as a positive and socially engaging experience, particularly in leisure-related applications.

The Limited Role of Self-Expression Affordance

The non-significant relationship between self-expression affordance and enjoyment indicates that customization features in Traveloka's gamified elements remain limited. Users might not perceive current personalization options as sufficient to express individuality compared with entertainment-oriented or social media platforms. Nevertheless, the positive coefficient suggests that improving opportunities for user expression such as allowing avatar customization or social sharing could enhance enjoyment in future OTA designs.

Enjoyment as a Mediator Toward Purchase Intention

The strong and significant relationship between enjoyment and purchase intention confirms the theoretical linkage proposed by the Technology Acceptance Model (Davis, 1989) and Cognitive Evaluation Theory (Deci & Ryan, 2000). Enjoyment functions as a mediator that transforms hedonic experiences into behavioral intention. When users perceive a travel application as fun and rewarding, they are more likely to make repeat purchases or explore premium services. These results are consistent with prior findings by Xi and Hamari (2020), who emphasized that perceived enjoyment directly affects consumers' willingness to engage in online transactions.

Theoretical and Managerial Implications

Theoretically, this study reinforces the argument that gamification's impact on behavioral intention is contingent upon psychological gratification, particularly enjoyment. It contributes to the literature on digital consumer behavior by integrating gamification theory with motivational psychology, emphasizing how different affordances elicit diverse motivational outcomes.

From a managerial perspective, OTA developers should prioritize achievement-based mechanisms such as missions, milestones, and reward systems, as these significantly enhance enjoyment. Integrating identity and competitive elements for instance, leaderboards, badges, or peer comparisons can further strengthen engagement. However, firms should carefully balance challenge levels to avoid user fatigue. Moreover, enhancing self-expression options, such as profile customization and social sharing, could create deeper emotional connections and foster long-term loyalty.

Limitations and Future Research

Despite its contributions, this study has several limitations. First, the use of non-probability sampling limits the generalizability of results to the broader population of Traveloka users. Second, the study focused exclusively on one OTA platform, which may not reflect gamification dynamics in other travel or e-commerce applications. Third, the research employed a cross-sectional design, preventing causal inference over time.

Future studies could adopt comparative or longitudinal approaches to explore variations in gamification effects across platforms and demographic groups. Additionally, integrating psychological moderators such as trust, perceived fairness, or user personality traits could provide a more nuanced understanding of how gamified experiences influence digital purchase behavior.

6. CONCLUSION

This study examined the influence of mobile gamification on user enjoyment and purchase intention within the context of Traveloka, one of Indonesia's leading online travel agencies. Using path analysis, the results revealed that three gaming affordances achievement, identity, and competition significantly enhance enjoyment, while self-expression affordance shows a positive yet insignificant effect. Furthermore, enjoyment strongly and positively affects purchase intention, confirming its mediating role between gaming affordances and users' behavioral intentions.

The findings contribute to both theory and practice. Theoretically, they validate the integration of gamification theory, Cognitive Evaluation Theory (CET), and the Technology Acceptance Model (TAM) in explaining consumer behavior in mobile platforms. Practically, they provide insights for OTA developers and digital marketers to design gamified experiences that are emotionally engaging, motivationally satisfying, and commercially effective. Specifically, reward-based achievements and competitive or identity-driven elements should be prioritized to maintain user enjoyment and encourage repeat purchases.

However, the research also acknowledges its limitations, including the non-probability sampling approach and the focus on a single application. Future research could broaden the scope to multiple OTAs or explore moderating factors such as trust, fairness, or cultural orientation in gamified systems.

In summary, the study concludes that gamification is not merely an entertainment feature but a strategic mechanism that enhances user enjoyment and drives purchase behavior in mobile tourism platforms. Well-designed gamified features can transform transactional

interactions into meaningful, enjoyable experiences that strengthen user engagement and long-term brand loyalty.

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