



ABSTRAK

Pasar rakyat mengalami penurunan daya saing akibat perubahan perilaku konsumen, perluasan *e-commerce*, serta digitalisasi yang bersifat transaksional dan belum mampu membangun motivasi intrinsik pengunjung. Penelitian ini berangkat dari asumsi bahwa gamifikasi melalui poin, misi, dan lencana dapat memenuhi kebutuhan psikologis pengguna (otonomi, kompetensi, dan keterhubungan) sehingga meningkatkan niat kunjungan. Namun asumsi ini perlu diuji secara empiris karena efek gamifikasi sering kali bergantung pada konteks, desain, serta karakteristik pengguna.

Penelitian ini bertujuan: (1) mengestimasi perbedaan POST_INTENT antara kelompok gamifikasi dan kelompok kontrol setelah mengendalikan PRE_INTENT (ANCOVA/ Estimated Marginal Means) dan (2) menguji apakah efek gamifikasi terhadap POST_INTENT dimoderasi oleh jenis kelamin, frekuensi kunjungan, dan pengalaman belanja digital, dengan menguji interaksi Group×Gender, Group×Frekuensi, dan Group×PengalamanDigital dalam model ANCOVA (mengendalikan PRE_INTENT). Sebuah aplikasi purwarupa dirancang berdasarkan *Self Determination Theory* dan *Octalysis Framework*, kemudian diuji melalui kuasi eksperimen dengan dua kelompok: gamifikasi (n=66) dan kontrol non-gamifikasi (n=66). Purwarupa ini dikembangkan untuk mengoperasionalkan mekanisme gamifikasi secara terstandar sehingga perlakuan dapat diberikan secara konsisten dan diuji secara empiris. Instrumen *pre-post test* mengukur niat kunjungan, motivasi, dan pengalaman aplikasi. Analisis ANCOVA digunakan untuk menguji pengaruh perlakuan dengan mengendalikan skor awal.

Hasil menunjukkan gamifikasi meningkatkan niat kunjungan secara signifikan ($F=12,916$; $p<0,001$) dengan selisih rerata terkoreksi sekitar 0,36 poin pada skala 1–5. Efek ini stabil meskipun asumsi normalitas tidak sepenuhnya terpenuhi, dan tetap signifikan pada pemeriksaan ketahanan model. Uji moderasi menunjukkan tidak ada perbedaan efek berdasarkan jenis kelamin, frekuensi kunjungan, maupun pengalaman belanja digital, sehingga peningkatan niat kunjungan bersifat konsisten lintas segmen. Temuan ini mendukung peran gamifikasi sebagai strategi pemberdayaan non-fisik pasar rakyat, meskipun durasi paparan yang singkat dan cakupan lokasi yang terbatas membatasi generalisasi hasil.

Kata kunci— gamifikasi, pasar rakyat, niat kunjungan, motivasi, ANCOVA



ABSTRACT

Public markets in Indonesia are experiencing declining competitiveness due to shifts in consumer behavior, the rapid expansion of e-commerce, and digitalization initiatives that remain largely transactional and unable to build intrinsic consumer motivation. This study begins with the assumption that gamification—through points, missions, and badges—can enhance motivation and short-term visit intention by fulfilling basic psychological needs. However, this assumption must be empirically tested, as the effectiveness of gamification often depends on context, design quality, and user characteristics.

This research aims to: (1) estimate the difference in POST_INTENT between the gamification group and the control group after controlling for PRE_INTENT (ANCOVA / Estimated Marginal Means); and (2) test whether the effect of gamification on POST_INTENT is moderated by gender, visit frequency, and digital shopping experience, by examining the Group×Gender, Group×Frequency, and Group×DigitalShoppingExperience interaction terms in an ANCOVA model (controlling for PRE_INTENT). A prototype application was developed based on Self Determination Theory and the Octalysis Framework, then tested through a quasi-experimental design involving two groups: a gamified version ($n = 66$) and a non-gamified control ($n = 66$). The prototype was developed to operationalize the gamification mechanisms in a standardized manner so that the intervention could be delivered consistently and tested empirically. Pre- and post-tests measured visit intention, motivation, and application experience. ANCOVA was used to evaluate treatment effects while controlling for baseline intention scores.

Results show that gamification significantly increases visit intention ($F = 12.916$, $p < 0.001$), with an adjusted mean difference of approximately 0.36 points on a 1–5 Likert scale. Although normality assumptions were not fully met, robustness checks indicated that the effect remained statistically stable. Moderation analyses revealed no significant differences across gender, visit frequency, or digital shopping experience, indicating that the positive impact of gamification is consistent across consumer segments. These findings support the potential of gamification as a non-physical empowerment strategy for public markets. These findings support the role of gamification as a non-physical empowerment strategy for public markets, although the short exposure duration and limited study setting constrain the generalizability of the results.

Keywords— gamification, public markets, visit intention, motivation, ANCOVA