

Gamification Innovation in E-commerce Through Analysis of *Latah* to Enhance Customer Experience

Amelia Meylina ^{1*}, Amron ², Piji Pakarti ³

¹ Doctoral Student, Department of Economic and Business, Dian Nuswantoro University, Semarang, Indonesia.

² Lecturer, Department of Economic and Business, Dian Nuswantoro University, Semarang, Indonesia.

³ Lecturer, Department of Economic and Business, Dian Nuswantoro University, Semarang, Indonesia.

Email: ¹ meylinaamelia3@gmail.com, ² amron@dsn.dinus.ac.id, ³ piji.pakarti@dsn.dinus.ac.id

Orchid Id: ¹ 0009-0009-2187-3787, ² 0000-0002-3513-7299, ³ 0009-0000-2093-0174

*Corresponding Author: Amelia Meylina

ARTICLE INFO	ABSTRACT
Received: 30 Dec 2024	<p>E-commerce has become a ubiquitous part of everyday life in Indonesia largely due to technological advancements and the process of globalization. The major concern in this study is lens to enhance customer involvement by leveraging e-commerce gamification mechanisms. The main goal of this research is to explore the effective use of gamification with a cultural approach in e-commerce and customer experiences, focusing on latent analysis. This research utilizes qualitative approaches that aim at investigating how gamification can be used in e-commerce from the perspective of latents as well as its impact on customer experience. Research on gamification innovation for enhancing customer experience through latitude analysis found that there are significant impacts by using gamification integrated with cultural elements on consumer engagement. Such aspects like score systems, bonuses as well as cultural tenets produce a familiar and suitable interface for local clients. These results indicate that when cultural elements are tied into gamification, potential levels of client involvement and satisfaction significantly rise leading to better consumer retention and loyalty to the business platform employed by an e-commerce site. This research implies that e-commerce companies can use the latent phenomenon positively to create trends and drive customer engagement. Gamification innovation with the integration of cultural elements provides a competitive advantage for e-commerce companies, especially in Indonesia, where culture has a strong influence.</p> <p>Keywords: Customer Experience, E-Commerce, Gamification, <i>Latah</i>.</p>
Revised: 05 Feb 2025	
Accepted: 25 Feb 2025	

INTRODUCTION

Technology has played a part in the globalization of e-commerce to become a paradigm of daily life, especially in Indonesia. Establishments across different fields are gradually embracing digital technology to diversify products and services and improve client satisfaction[1]. Another solution that can enhance customer engagement level is the integration of the gamification approach, which implies the use of game characteristics in spheres other than the scope of the games. Unfortunately, much has been made of gamification in Indonesia's e-commerce setting, but much remains to be done, and one of the most effective strategies is the incorporation of culturally relevant features[2]. Encouraging and diverse cultures can be a source of a better idea of the approach to gamification. However, the issue arises of how to incorporate the technology with the culture so as to retain the cultural characteristics, but not to exceed them.

The concept of gamification in e-commerce includes elements that may entail points, levels, and/or rewards[3]. However, the application of the Javanese cultural aspect defines innovation in Indonesia. For example, designs that may include batik or wayang motifs may provide a familiar feel to customers. If promotions and instructions are provided in the Javanese language, customers with Javanese cultural backgrounds can be approached better.

The use of points in the process of gamification can be associated with the culture of the Japanese people, for example, rewards such as traditional Javanese ornaments. Holders of a certain number of points can be given privileges, including gaining access to products with different Java motifs or cultural tours. It has also been seen that competitions and challenges involved in gamification can also be made based on the Javanese culture like 'togetherness' where the customers tend to work together.

In gamification, *Latah* is one of the labels describing the condition of mimicking or copying a current trend to an extreme. This is where the common and related could be both the strengths and weaknesses of e-commerce. *Latah* can help develop positive movements and excitations among customers. For example, if Javanese cultural elements are fashionable, e-commerce companies can easily exploit this aspect by including aspects of gamification as Javanese cultural elements. Nevertheless, *Latah* can also be a difficulty, as approximately two-thirds of the surveyed *Latah*'s respondents reported that their condition could sometimes be a difficulty. Wearing of acculturated traits does not need to be overdone, but using a lot of conception may end up being a mere aesthetic of no substantive purpose[4]. This can minimize the value and use of gamification for the customers it aims to serve. Thus, a major aspect must be to balance the implementation of cultural references with the gamification of customer services and to guarantee that the symbols used to do so are significant for clients.

By applying a game in e-commerce from a Javanese cultural point of view, customers are more likely to return more often and contribute to being loyal customers. People who think that they are surrounded by acquainted and important things during their shopping are inclined to repeat purchases and further communicate on the site. This study revealed that carrying out activities based on the gamification approach can lead to a higher rate of customer engagement and purchase[5], [6]. However, to gain such outcomes, many e-commerce companies must ensure that gamification is not only a marketing feature but also a valuable and meaningful addition. An important challenge for representing the Javanese people in dramas is to make proper use of elements belonging to Javanese culture, which should not turn into stereophony or use forms of Javanese culture without understanding the meaning behind them.

Latah in gamification is more of a positive value that can be used strategically to improve customer welfare. Both trends and habits can be tested with the help of *Latah* in the case of gamification, and the results reveal how customer interactions are influenced. This can assist companies embedded in the e-commerce sector to notice other opportunities and potential losses that are linked to over-reliance on cultural factors[7]. The option of implementing *Latah* is to modify the goals or tasks of the game with trends that are currently the most popular. For example, suppose there is a specific trend for a certain product in the Javanese culture. In that case, e-commerce firms can introduce competition that puts customers at the center of generating creativity within the firms, as well as being relevant to the Javanese community. However, it is critical to ensure that what is used is still significant and coherent with the overall cultural content.

One of the ways in which the mystery of Javanese culture could help improve e-commerce consumption is, therefore, to innovatively gamify the purchase experience. As suggested by Casidy and Wymer (2016), several e-commerce businesses can enhance buyers' experience to make it more enjoyable and valuable[8]. Nevertheless, subsequent issues regarding the integration of the elements of gamification into the context of Javanese culture cannot be ignored. The incorporation of cultural elements must be accurate so that the involved aspects are appropriate and should not humiliate or degrade existing aspects of cultural values.

The primary concern in this study is the question of how, based on the *Latah* analysis, gamification innovation in e-commerce to improve the customer experience can be realized. Using *Latah* as a strategy can be a double-edged sword: while it can greatly contribute to the level of customer involvement, which is a good thing; conversely, if applied inappropriately in terms of frequency and relevance, it can also downplay the importance of gamification. The problem statement in this research is understanding how e-commerce companies can convey gamification with the integration of local Javanese culture, while at the same time not deforming the essence of the culture and how the *Latah* attitude can be useful in creating an engaging force for customers.

Latah relates to this study because it is one of the approaches involved in e-commerce, where this research aims to identify methods of using gamification with Javanese influence. This research also aims to establish issues that may emanate from attempting to utilize *Latah* and how firms in the e-commerce industry can avert the dangers of exhaustively applying dominated cultural aspects. The implication of this research is basically of the utilitarian as well as the positivist type. Practically, it is envisaged that this research will assist e-commerce managers in applying

gamification while incorporating Javanese culture as an element that will not be engineered out of the game. Other benefits that accompany the implementation of these concepts relate to the improvement of the customer experience, including customer base and loyalty. These theoretical implications include fresh knowledge about the functionality of the *Latah* phenomenon for gamification elements and e-commerce ideas, as well as how cultural attributes can help with the client experience. This research will act as a starting point for future studies related to gamification and e-commerce development in Indonesia.

In addition, the discussion of *Latah* within the context of applying gamification broadens e-commerce companies' comprehension of customers who buy from them and reveals potential opportunities and threats to applying this innovation. When carried out to further depth, it will be observed that such gamification will be helpful to Indonesian e-commerce organizations to improve their clients' experiences while increasing their sales volume. It is advantageous to customers and can be either a big or small point, which may provide the key to leaving rivals behind for e-commerce companies in the contemporary world's highly competitive conditions.

Consumer engagement has become one of the most important areas concerning the use of gamification in e-commerce. Accordingly, the concept of gamification implementation as applied to the context of e-commerce refers to the extent to which game-centered mechanics can be incorporated into the context of purchasing goods and services online to promote activity and provide a more entertaining experience for the customer[9]. This process includes using the point collection system, achievement records, and journey track, where different features are employed and are based on gaming strategies and behaviors that are observable in games[10].

A commonly applied approach to gamification in e-commerce is to use a point collection mechanism. In this approach, it is possible to award points each time customers execute a particular transaction or perform an activity that is beneficial to the company's business endeavors [11]. For instance, customers could earn extra points for sharing a product on social media, writing a review, or, in some cases, during certain promotions. This point collection stimulates customers to spend more time on the e-commerce platform and to continue to interact and buy products.

Achievement records are another useful feature of the implementation of gamification. Achievement records help customers attain table or graph forms where other customers' achievements are displayed alongside their own[12]. The development of this feature makes everyone wish to work even harder because of the rivalry they feel with their co-workers. For instance, customers with a sufficient number of points in the point system can be awarded badges or special symbols signifying their levels of accomplishment or something of the sort. This leads to satisfaction among customers, who are encouraged to continue with gamification exercises.

Thus, journey tracking is another component of gamification in e-commerce along with point collection and achievement records. Sequential progress enables customers to view their progress in the form of a table or picture showing the journey from somewhere to the time of the evaluation. This feature involves a visual aspect to depict how far the customer has travelled and, in essence, leads the customer further on the e-commerce platform.

The current gamification context in Indonesia is fully embedded with a cultural perspective that has the potential to improve customer experience, which is why incorporation of the Javanese cultural approach will go a long way in providing the desired nudge. Dependent on cultural input includes batik themes, wayang, and Javanese people's cultural values, such as *gotong royong*, which means cooperation e-commerce can generate an atmosphere that is easily recognizable by local buyers. For instance, a point collection that incorporates the aspects of Javanese culture would be more valuable to customers who have an affinity to Javanese culture.

Similarly, conventional achievement records also possess cultural values; for instance, awards concerning Javanese cultural aspects may encourage customers. For instance, offering awards labelled with positive programs such as values, such as hard work or togetherness, will foster a sense of community among e-commerce customers. Journey tracking, which displays progress in the form of Javanese cultural products, can also help enhance the relationship between customers and e-shopper applications.

Applying gamification to the e-commerce concept within the Javanese cultural context can improve customer satisfaction. In their interaction with businesses, customers create associations between experiences and elements they care about, and if it is embellished with relate-able aspects they understand, there is a higher chance that customers will be more likely to interact with the platform with more depth[13]. The point collection system and

achievement records provide the motivation to continue interacting with the website, and journey tracking can improve customer loyalty, as it gives the impression or progress of a journey.

Hence, the use of gamification in selling products from a Javanese cultural perspective produces positive outcomes concerning customer engagement and satisfaction. The employment of such strategies by e-commerce firms leads to improved customer satisfaction, and ultimately adds to the business firm's growth. While there are issues with the gamification approach, identified as complexity and costs, the positive impact on the delivery of customer experience makes it worthy of further examination, as demonstrated[14].

E-commerce has adopted the gamification approach to increase the level of customer interest and sales promotion. Thus, by using the elements of games, such as points, levels, and possible rewards, the activity of customers can be increased, and they can be more actively involved in the platform [15]. The benefits of gamification, when juxtaposed with *Latah*, can be explained by three main points: customer relations, customer satisfaction, and product advertisement.

Customer participation is regarded as one of the significant advantages of gamification in e-commerce. In this context, e-commerce can initiate specific point systems and motivate customers to be more actively involved[16]. For instance, the accumulation of points each time a consumer buys a product completes a survey or shares a product on social media will make the person continue to engage in e-commerce platforms. In addition, segments such as competitions and challenges contribute to customers' desire to compete and achieve goals that create a higher level of engagement. It is also important to note that gamification enhances fun and entertainment, thus benefiting customers. Thus, through the incorporation of game mechanics, customers are willing to invest their efforts and, more importantly, engage with other features on the platform. This can result in spending more time on e-commerce platforms, which in turn boosts sales opportunities and other interfacing[17]. Customers who are happy because the content developed by the platform makes them stay engaged and entertained are more likely to stay loyal and recommend the platform to other users.

Thus, gamification may help improve customer loyalty. Owing to continuous engagement with e-commerce applications, more customer loyalty can be fostered. For instance, when a certain number of points are accumulated in the loyalty card system, the customer is offered reduced prices or products to make him or her feel special. Loyal customers continue shopping on the platform, which makes clients who feel valued to stick with the online store.

Elements of gamification like levels, and 'rewards' can ensure that the consumers get a feeling of being special/being privy to something special. Soon, customers start realizing that they are being given privileged treatment or that they are getting to see something that is rather rare or unique, and this pushes them to keep on coming back to the platform[18]. Second, these types of promotions, for instance, competitions and challenges, offer customers an avenue to accomplish goals, thereby creating a sense of group/brand loyalty. It can also be used to advertise certain products and invite consumer attention to new product trials. Relating competition or challenges to certain products is one way through which e-commerce can ensure that customers get a chance to use products they have not used before. For instance, a task that entails clients buying a particular item to gain more points for the reward may help popularize the product in the store.

In turn, gamification can generate opportunities for customers to post their experiences with e-commerce products. In forms such as reviews or recommendations, the customer turns into an advocate for the brand, who is charged with the responsibility of marketing merchandise in the market[19]. Having game elements brings the spirit of competing into customers, and thus, they post more experiences about products for others to see, leading to an increased market audience.

Advancements in the use of game elements in e-commerce provide various advantages that can be useful to the corporate world, such as improvement of customer experience, increased customer satisfaction and loyalty, and the promotion of certain products[20]. The use of such elements in general can lead to improvements in e-commerce activities, and can also help to describe the following points. This results in higher levels of participation, more commitment, and better chances of affecting product promotions. Gamification becomes a leading element when people try to improve their customer experience and can help e-commerce ventures in general.

Hence, it can be seen that gamification innovation in e-commerce has truly emerged as an effective means of engaging customers to promote products. Although the application of gamification has its advantages, all orders of innovation

have limitations, and the same applies to gamification in e-commerce. These challenges can be categorized into two main aspects: On the other hand, the impact of implementation complexity and customer personality will determine the success of the strategy. Another important issue that can be stated regarding the gamification process is the increased level of implementation complexity. The inclusion of game factors into an e-commerce site is possible only through the organization, by importance, availability, and expertise of manpower and other technologies in the business. This process includes the aesthetic and functional creation of the product and entails the crafting of the code of the product. It also requires knowledge of customers and how to engage them with the game components of the product.

The disappointment of those embracing gaming strategies in e-commerce usually takes a considerable period. The target that the development team has to accomplish includes selecting the points for collection, the type of rewards and levels, as well as challenges that have to be relevant and interesting to users while at the same time being geared towards achieving business objectives[16]. It should also be noted that during the interaction with the site, these elements should work well and not interfere with the use of the site. This also means that the implementation costs can be high, although depending on the scale of the e-commerce firm, which might have a small-to-medium budget for the development and implementation of such processes.

Moreover, it can be stated that it causes implementation complexity to rise when the process of gamification is initiated along with a planned cultural model, an example of which is Javanese culture. The incorporation of cultural aspects into the gamification process requires further study in terms of their implementation because they are sensitive aspects of a given culture. However, the time and resources used in the implementation may take longer to ensure implementation.

The second risk factor in the application of gamification is the personality of the customers in question. As much as game elements and competition are appreciated by the majority of customers, not every customer reacts in the same way as gamification. Some customers can be uncomfortable with points, systems, levels, or rewards and only want to shop. These distinguished customer personalities implement gamification as a tricky affair for e-commerce organizations, given that fashion e-commerce firms cannot neglect fans who may be indifferent to gamification while targeting these professionals. In addition, certain customers may not comprehend the functionality of gamification. Some components, such as points and levels, might appear complicated or even ambiguous to some customer groups, particularly when they are not aware of gaming jargon[10]. Hence, e-commerce companies should formulate specific policies on how people should engage in gamification elements that are minimal and easily understandable. This includes the ability to provide clear directions and ensure efficient customer relations when answering common concerns or when customers are confused.

Another problem that needs to be addressed is the escalation of the traditional customer experience with the help of gamification. This is because when the traditional aspects of the game are lost and replaced with overpowering features that mimic games or if they feel like what they are doing is games, customers may tend to be frustrated or lose their interest. Thus, there is a great need to achieve moderation and guarantee that the active use of gamification does not degrade overall consumer experience. To mitigate implementation complexity, e-commerce firms should have a strategy in place and qualified people in their gamification design. Investments in individuals and material resources should be made carefully, more so in anything that is likely to turn boring in order to ensure that the public is engaged without compromising quality. In addition, getting customers involved in the creation process and being constantly supplied with feedback minimizes the possibility of errors in the implementation phase.

Thus, the following strategies should be implemented to address the customer personality issue in e-commerce firms: gamification should be nonstringent and adaptable[21]. Making it possible for customers to be involved in gamification is also stretching it. In addition, providing detailed rules and extensive customer service on a particular concept of gamification will tackle every unsatisfied customer. Thus, all issues related to the application of gamification in e-commerce can be solved, thereby helping firms use this innovation to increase the level of customer experience.

METHODS AND METHODOLOGY

This research uses a qualitative research method aimed at studying the *Latah* approach to gamification and undertaking an evaluation of the implementation of gamification in e-commerce to improve customer experience.

The convenient selection of the qualitative research approach is its ability to allow a more elaborate analysis and a better understanding of the studied phenomena, which in this case is *Latah* as an element of e-commerce gamification in Indonesia. The purpose of this study was to determine the strengths, weaknesses, sets of activities, recommendations, and/or lessons in the context of customer satisfaction through gamification[12].

In this research, the sample covers e-commerce firms established in Indonesia that have taken part in gamification and have cultural aspects of Java. It opens the researchers' view and enables them to identify similarities and differences in the implementation of the game with reference to Javanese cultural sensitivity in different companies. This study's research methodology includes various data collection techniques[22]. Much emphasis is placed on actual field observations to establish how aspects of gamification are incorporated into real-life organizational operations and the implications this has on both the customers and the business. Document assessment was also necessary in this study. Based on the literature, scholars have reviewed different documents from the fields of management, business strategy, and technical papers that are associated with the enactment of gamification. Thus, this analysis assists in comprehending management's strategic and operational perspectives used in implementing gamification and Javanese culture. Subsamples are selected after data have been gathered so that researchers can undertake thematic prevalence in view of digging deeper to pursue certain themes and subthemes apparent in observations and document evaluation in a detailed manner. This approach helps researchers categorize data and try to understand the data from a better perspective. Temporal analysis is applied to identify changes in the types and patterns of applications of gamification strategies in e-commerce over time, whereas comparative analysis makes it possible to compare different approaches and their outcomes in different companies.

This study applies data triangulation to validate and substantiate the obtained facts. This approach encompasses the comparison and confirmation of information obtained from different sources to verify the coherence and credibility of the information obtained[23]. In this way, the study's objectives include presenting an outline of the application of gamification from a Javanese cultural perspective in e-commerce in Indonesia and improving customer satisfaction.

RESULT

Latah in Gamification on Customer Engagement:

This study aims to uncover the changes that have occurred in commercial relations as influenced by the facet of gambling in e-commerce. The function of gamification involves aspects such as point collection, levels, and rewards that encourage customers to be more active in engaging e-commerce platforms. Competition and challenges contribute to customers' perceived presence in e-commerce activities[24]. Another noteworthy point covered in this study is the application of cultural references and patterns to improve the degree of involvement.

The application of cultural references in the form of language and symbols in gamification contributes to the creation of a local atmosphere that may result in familiar feelings for customers. This liberates e-commerce platforms because consumers patronize items that are associated with elements that make them feel local, relevant, or part of their culture. This is what produces *Latah*'s behavior, which can help in the initiation of gamification in e-commerce. That by itself can be the attraction, and it does give a possible competitive edge to those companies that are actually doing this.

However, concerning the concept of gamification, *Latah*'s problem is significant. In this regard, *Latah* is used to describe the action of performing a certain activity or mimicking a particular trend, without total comprehension or being compelled by pressure from an authoritative subgroup. This issue mostly occurs when the Javanese cultural aspect is incorporated into the gamification process without proper knowledge of the Javanese cultural facet. When using the cultural aspects in Indonesia, but following the *Latah* way, it becomes superficial when using symbols or cultural items, or may even become disrespectful of the local culture.

For instance, when designing gamification for certain products, such as clothes, the use of batik designs or wayang characters may alert customers more. However, if these elements are used without understanding their context and meaning, then such a situation will appear again. In this case, customers could view the approach as just a cheap trick or even as an insult to the local people. Thus, gamification in e-commerce undertakings should incorporate the Javanese essence without compromising the actual culture of Java[25]. In addition, other principles of Javanese culture including '*gotong royong*' or cooperation and collaboration, can be translated into mere points or

competition if used in this sense. For instance, if a competition is being initiated using the principle of “*gotong royong*” which lies in the Indonesian culture and the competition subject is individualism then it may lead to lot of confusion and misunderstanding for the logical customers understanding the true of “*gotong royong*.”

The effects of any acculturation to Javanese culture can indeed be greatly positive when managed properly in terms of customers. The findings of this research show that customers who engage in gamification inspired by Javanese culture are likely to have higher levels of satisfaction, which can increase the level of customer loyalty. Nonetheless, for these results to be realized, e-commerce companies need to be certain that Javanese cultural elements incorporated in the game are done both deeply and appropriately to the Javanese culture.

It was also revealed that innovation gamification related to the use of Javanese culture in e-commerce can partly influence customers’ experiences and perceptions. However, this is where the problem of shallowness arises, and it is necessary to avoid concern and use the elements belonging to the culture with reference to the profound understanding and respect for the overall cultural context. In the case of e-commerce, gamification can help customers experience better if applied correctly. Gamification in e-commerce has grown to be a popular approach to creating entertainment for customers, thus improving the competence of e-commerce businesses[26].

In the case of a cultural approach connected with gamification, there are some obstacles that must be considered. The problem of shallowness is made one of an important question to be addressed to avoid the fact that gamification is carried out without understanding trends. However, it is time-consuming to use a cultural method to introduce game design into e-commerce. Now, introducing cultural aspects into the gamification process should be done carefully after thorough investigation. This can be even more complicated because what is included in gamification is not only the technical side, but also the culture. Furthermore, implementation costs affect small and medium e-commerce companies that have limited funds to accommodate such developments. Some solutions to these challenges include adequate planning, sound cash flow, and budgeting[27]. Therefore, the development team has to seek assistance from cultural specialists to understand how the masquerades introduced to the game will fit the cultural setting. Furthermore, for every implementation stage identified for a particular project, companies should consider the project scale to prevent huge losses due to poor implementation at each stage before moving on to the next stage. The final aspect of customers involved in the application of gamification in e-commerce is customer personalities and preferences. Indeed, many customers care about game elements and competition; however, there may be those who are not interested in such aspects or who feel perplexed. The problem of superficiality appears when e-commerce companies act according to certain trends, disregarding the necessities of the public. On the other hand, the application of gamification to customers is likely to cause uncomfortable learning experiences without considering the personality of the customers.

Some of these include cultivating cultural sensitivity and consumer insights to align the gamification technique with consumers’ culture. In addition, triangulating data and carrying out daily evaluations are ways to ensure that the establishment of gamification becomes useful and efficient. It is recommended that e-commerce firms conduct continuous surveys to help identify how customers are likely to react to various aspects of gamification. Informing customers about the usage of different aspects of gamification features is also crucial, as this may help manage customers’ probable difficulties when using the features. When culture is included in gamification, one must be culturally sensitive to exclude certain elements that may be substandard or even vulgar. One common problem related to the usage of cultural features is the loss of their essence, which appears when these items are applied without considering their cultural significance.

Thus, while evaluating gamification as an innovation in e-commerce and commenting on the significance of superficiality, it is crucial to bear in mind that the latter may be a blessing and curse. At the same time, shallowness can generate immense popularity and rapidly attract customers [28]. For instance, whenever a particular aspect of gamification integration grows or goes viral, customers similarly mimic the trend, thus escalating overall activity and customer participation in e-commerce. As for the elements of Javanese culture, symbols such as batik patterns and wayang figures can be incorporated into game design as they draw people’s attention and become instantly familiar. However, if the integration of the Javanese element has not been driven by the correct concept or understanding, it can actually turn into a phenomenon of shallowness, which is a large issue. Often, when appropriating culture, clients experience negative emotions when they think that the usage of elements is excessive or not discussed in cultural contexts, or vice versa when they think that using cultural elements in this or that way infringes on local culture.

To overcome the problem of the shallowness of gamification in e-commerce, specific measures must be taken with regard to the design of gamification concepts. One of the biggest difficulties is to create a certain level of engagement through the shallowness of the throwback part and to ensure that it has a proper context for the delivery of the cultural elements used. In essence, e-commerce companies need to be very sensitive to the appropriateness of the cultural elements adopted in the gamification process – Javanese cultural elements—in this case, to be precise – to avoid offending Javanese people or degrading the true values of that culture.

When considering travel, possible dangers should be considered, such as stereotactic or rather coarse utilization of cultural references. If handled strategically coupled with the right planning, reasonable estimations, and consultation with Javanese cultural consultants, then the superficiality, if implemented correctly in e-commerce firms, can only add up to the pleasure of the customer, excluding the basic tenets of Javanese culture.

In view of these challenges, it is necessary for e-commerce firms to ensure that the cultural aspects applied to game elements are contextually appropriate. Consulting various Javanese experts and members of the local population is also vital to avoid improper usage of cultural references. Companies should pay equal attention to wanting to make their advertisement stereotyped, or too ‘Culturized’ such that they appear as mere jokes. Thus, it could be argued that the factors that make implementing gamification from a Javanese cultural perspective in e-commerce processes are tremendously challenging. However, if applied properly, this innovation can turn into a very effective way to improve customer satisfaction. The phenomenon of superficiality can be overcome only through proper planning, strategy modifications to match the local context, and substantial cultural understanding. Thus, if managed correctly and with proper focus on details, the utilization of gamification in e-commerce enterprises can drastically increase customer satisfaction and relevance of the offered products.

DISCUSSION

The Impact of *Latah* on Customer Experience in Gamification:

The fifth paper examines innovation in e-commerce gamification through a *Latah* attitude towards customer experience. In the context of e-commerce gamification, *latah* can be defined as an individual or group’s way of going overboard with trends or specific behaviors. Based on an understanding of the phenomenon of superficiality, it is possible to explain how this concept can be sunk in a positive way to improve customer experience. The application of superficial behavior in e-commerce gamification also has the potential to develop appealing concepts and escalate customer interests.

Latah, in the case of e-commerce gamification, is defined in the sense that related individuals or groups exaggerate following or imitating some trends. While this *Latah* attitude is considered rather negative in most social situations, it can successfully come up with gamification innovations that greatly boost customer engagement. Thus, new trends in e-commerce gamification utilizing this *Latah* phenomenon are capable of forming a sense of attraction and improving the customer experience through a number of exciting approaches.

Latah is most often closely connected with the tendency to imitate other people’s behavior by going through the same actions that they observed another person performing. In e-commerce gamification, this phenomenon can be effectively utilized to facilitate customer engagement. By increasing the attraction of some trends or launching competition, e-commerce platforms may influence the *Latah* phenomenon among clients, thus provoking increased activity in different gamification activities.

Thus, point and achievement systems are some ways to invoke the *Latah* phenomenon. If customers realize that they can gain rewards or recognition from performing some activities, such as purchases or the use of gamification, they will more often imitate the trends[29]. For example, an e-commerce platform that is running points for each purchase and redeems exclusive points to buyers with specific levels that it has set will generate a *Latah* attitude among buyers.

Another reason is Gamification, which focuses on Javanese cultural attributes, is thought to be a major cause of the *Latah* phenomenon. For example, some competitions challenge customers to point out that buying certain products with Javanese cultural patterns can make them follow this trend. Other aspects, such as reward and achievement systems, also point to the fact that the integration of batik motifs or wayang symbols may help capture customers’ attention and compel them to engage in the games inherent in a gamification system.

However, there are some difficulties that need to be addressed when trying to effectively use the *Latah* attitude to capture customers' attention and increase its engagement. While defining the major concerns and issues, one of them can be regarded as follows: How can we ensure that gamification innovations will not become mere stunts? The *Latah* element, if performed beyond bounds, makes customers feel ablaze or experience a loss of interest if the game-like aspect is no longer interesting.

In addition, it is necessary to properly use Javanese cultural aspects, especially when employing the elements of gamification. In case the cultural aspects being applied are done unsuitably or through inadequate understanding, this may simply draw negative reactions and spark controversy. Thus, e-commerce companies need to be careful in adopting Javanese cultural symbolism to avoid mimicking and creating what is fashionable to stand out in the market and give symbolic connotations and relevance to Javanese culture.

Hence, e-commerce firms should employ balanced and, more importantly, relevant gamification approaches to address these difficulties. It is important to plan the process of gamification carefully, to evaluate it on a regular basis, and to take customers' opinions into consideration so as not to stagnate and deprive gamification of its purpose. Enumerating customers on the options and benefits of gamification features and the utilization of the *Latah* phenomenon are also relevant for preventing confusion among customers.

The employment of *Latah* attitude in e-commerce gamification innovations can prove effective in increasing customer satisfaction. Thus, the concept of *Latah* can be effectively used by e-commerce platforms to attract customers by putting innovation tags to attractive trends or creating competition. He cautioned strongly that it should not get out of hand that culturally sensitive items should be done properly and if incorporated, they should be very meaningful. According to this perspective, the *Latah* phenomenon can actually work and generate even more valuable customer experiences in e-commerce.

Although *Latah* can increase customer engagement, several problems are possible. With reference to the current trend of e-commerce gamification, *Latah* can be described as a situation in which some people emulate perceived popular trends, mainly out of herd instincts. Altogether, *Latah* can be highly effective in generating customer attention, refining the customer's experience, and helping to build strong business-client relations; however, if misused or not fully understood, it can be damaging. The following section analyses the major threats to applying *Latah* for gamification in e-commerce and demonstrates how these problems can be solved by achieving the right balance and respecting the cultural context.

A major issue in the use of *Latah* in gamification is the issue of overdoing it or belittling it on the other extreme. Specifically, the adoption of gamification elements combined with an overemphasized trend but weak support to customers may cause inconvenience or even loss of customer interest. Thus, if consumers regard the elements of gamification as useless additions with no advantages, they can quit using an e-commerce platform[30]. Thus, to counter this challenge, *Latah* should be used moderately by e-commerce platforms. This implies that proper design and integration of game components should uphold the company's customers' interest in the longevity of the game. For instance, point and reward programs should have relevant benefits that are positive to customers. Incorporated quizzes and contests must also be designed to maintain their attractiveness without being complicated or confusing.

In *Latah*, cultural awareness is the last issue that may affect the implementation of gamification. In other cases, when gamification relates to certain elements of Javanese culture, it is essential to respect the basic cultural aspects of Javanese people. Incorporating cultural symbols, motifs, and messages when they are not properly explained can elicit negative responses and cause controversy. For instance, if the product employs Javanese traditions, it fails to implement them to meet cultural trends only to neglect such a culture's history, and patrons with knowledge of that tradition will be offended.

The solution to this challenge is to avoid making anything related to the Javanese culture to be used in the game without understanding its implications. Many e-commerce companies use cultural elements, especially those related to Javanese culture, and they need to work with Javanese culture and local specialists to use these elements correctly. In addition, it is possible to note that cultural elements should not be stereotyped, and each should have a justified connection to the values of a specific area.

However, it must be noted that applying *Latah* for gamification does not have some drawbacks, but this phenomenon has rich prospects for changing customer relations and improving customer journeys. Through the incorporation of

Javanese cultural values and eliciting the positive outcome of *Latah* phenomenon, there is a powerful surge of commercial intercourse within e-commerce domains. For instance, by implementing a point system based on the cultural features of the Javanese in terms of motifs in batik or wayang figures, one will draw customers' attention and get more of their engagement. However, the moderation and respect for cultural values are still critical when introducing innovations in the gamification context, as these innovations' benefits should not come at the cost of losing core cultural values. When applying gamification, *Latah* risks need to be considered, as well as the compatibility of this social phenomenon with cultural or local norms. Contrary to common perception, gamification innovation is a powerful way to improve customer experience in e-commerce, if done correctly.

CONCLUSION

Studying the current literature on gamification innovation in e-commerce, when applied to *Latah* to boost customer satisfaction, it has been established that gamification, by including Javanese cultural elements, contributes to the improvement of customer engagement. Components such as point systems, rewards, and levels with diminutive batik motifs, wayang shadows, and cultural aphorisms are promising and comfortable for local clients. Based on the research findings on gamification and its relationship with the aspects of cultural integration, a comparison of the impact on the customer's engagement as well as satisfaction levels, which in turn can foster customer retention and loyalty to the e-commerce platform, was established.

This research suggests that the phenomenon of *Latah* could be effectively employed by e-commerce organizations in a positive manner to develop trends and thus promote the masses' interest. Thus, the implementation of cultural elements in gamification innovation provides a competitive edge to e-commerce organizations, especially those operating in Indonesia, because culture has a strong impact. The idea of this research is that the *Latah* phenomenon has not been studied previously to such an extent as it is attempted in this paper; the understanding of how cultural integration can contribute to the improvement of e-commerce customers' experience is also a novelty.

Nevertheless, this research also reveals that integrating *Latah* into gamification may have certain difficulties if well controlled. The main threat is the dilution of meaning if *Latah* phenomenon starts to overrun the situation and customers lose their interest or if gamification is seen as a gimmick that does not carry any real deep purpose. Since there are many troubled reactions awaiting the careless use of Javanese cultural symbols, it must be understood that there is a specific method of handling such aspects. Thus, future research should focus on *Latah* aspect within e-commerce gamification and provide more specific instructions regarding the accommodation of Javanese culture. In the future, more studies should be devoted to the moderate use of *Latah* and to avoiding the transformation of cultural and traditional elements into something indecent and not allowed in Indonesian culture. By following these aspects, e-commerce firms can incorporate gamification innovation to advance the client experience while protecting the main ethnicity of culture.

Acknowledgment:

We thank Amelia Meylina, Amron, and Piji Pakarti for their contribution to this work. Special thanks go to the Universitas Dian Nuswantoro for their assistance and support.

Data Availability:

No new data were created or analyzed in this study. Data sharing was not applicable to this study.

Conflict of Interest:

The authors declare that there is **no conflict of interest**.

REFERENCE

- [1] Rachmansyah and Hernan, "Penerapan Gamification pada E-Commerce FIB Collection untuk Peningkatan Costumer Loyalty," Thesis, Universitas Dinamika STIKOM Surabaya, Surabaya, 2022.
- [2] H. Hadinata, "Penerapan Gamifikasi Pada E-Commerce Untuk Meningkatkan Kualitas Penjualan Pada Reseller dan Dropshiper (Studi Kasus Nabillah Store)," Thesis, Universitas Komputer Indonesia, Bandung, 2020.
- [3] S. Aisyah and M. F. Falah, "Peranan Sistem Informasi Manajemen dalam Penggunaan E-Commerce terhadap Pelayanan Konsumen PT. Mitra Adiperkasa TBK (ZARA Indonesia)," *Neraca: Jurnal Ekonomi, Manajemen dan Akuntansi*, vol. 2, no. 1, pp. 466–473, 2024.

- [4] A. Yoebriliant, "Pengaruh Promosi Penjualan terhadap Minat Beli Produk Fashion dengan Gaya Hidup sebagai Variabel Moderator (Studi Kasus Pada Jejaring Sosial)," Thesis, Universitas Widyatama, Bandung, 2014.
- [5] M. Putri and M. Mayasari, "Pengaruh Gamifikasi Terhadap Niat Membeli Kembali Pada E-Commerce Shopee," *JURNAL AKUNTANSI, EKONOMI dan MANAJEMEN BISNIS*, vol. 10, no. 2, pp. 90–99, Dec. 2022, doi: 10.30871/jaemb.v10i2.4686.
- [6] H. Chrisnathaniel, S. Hartini, and S. P. Rahayu, "Analisis Gamification Shopee.com Sebagai Media Pemasaran Terhadap EWOM, Positive Emotion, & Repurchase Intention (Pada Aplikasi Shopee.com)," *JURNAL NUSANTARA APLIKASI MANAJEMEN BISNIS*, vol. 6, no. 1, pp. 15–32, Apr. 2021, doi: 10.29407/nusamba.v6i1.14630.
- [7] T. Lisnawati, S. Hussaen, N. D. Pramanik, S. Y. Warella, and M. Y. Bahtiar, "Manajemen Risiko dalam Bisnis E-commerce: Mengidentifikasi, Mengukur, dan Mengelola Risiko-risiko yang Terkait," *Jurnal Pendidikan Tambusai*, vol. 7, no. 2, pp. 8252–8259, 2023.
- [8] R. Casidy and W. Wymer, "A risk worth taking: Perceived risk as moderator of satisfaction, loyalty, and willingness-to-pay premium price," *Journal of Retailing and Consumer Services*, vol. 32, pp. 189–197, Sep. 2016, doi: 10.1016/j.jretconser.2016.06.014.
- [9] C. Marache-Francisco and É. Brangier, "Gamification and Human-Machine Interaction: A Synthesis," *Trav Hum*, vol. 78, no. 2, pp. 165–189, 2015.
- [10] W. Sharma, W. M. Lim, S. Kumar, A. Verma, and R. Kumra, "Game on! A state-of-the-art overview of doing business with gamification," *Technol Forecast Soc Change*, vol. 198, pp. 1–21, Jan. 2024, doi: 10.1016/j.techfore.2023.122988.
- [11] R. Eppmann, K. Klein, and M. Bekk, "WTG (Way to Go)! How to Take Gamification Research in Marketing to the Next Level," *Source: Marketing: ZFP-Journal of Research and Management*, vol. 40, no. 4, pp. 44–52, 2018, doi: 10.2307/26539133.
- [12] T. Leclercq, I. Poncin, and W. Hammedi, "The Engagement Process During Value Co-Creation," *International Journal of Electronic Commerce*, vol. 21, no. 4, pp. 454–488, 2017, doi: 10.2307/26771945.
- [13] D. Sari, "Peran Teknologi Terkini dalam E-Bisnis (The Role of Latest Technology in E-Business)," *SSRN Electronic Journal*, 2023, doi: 10.2139/ssrn.4568019.
- [14] F. Gunawan, A. S. Santoso, A. I. Yustina, and F. Rahmiati, "Examining the Effect of Radical Innovation and Incremental Innovation on Leading E-Commerce Startups by Using Expectation Confirmation Model," in *Procedia Computer Science*, Elsevier B.V., 2021, pp. 393–402. doi: 10.1016/j.procs.2021.12.155.
- [15] A. García-Jurado, J. J. Pérez-Barea, and F. Fernández-Navarro, "Towards Digital Sustainability: Profiles of Millennial Reviewers, Reputation Scores and Intrinsic Motivation Matter," *Sustainability (Switzerland)*, vol. 13, no. 6, pp. 1–19, Mar. 2021, doi: 10.3390/su13063297.
- [16] A. Wirapraja, H. Aribowo, N. T. Hariyanti, B. Rizky, and T. Rahmawati, "Tinjauan Literatur Konsep Gamifikasi dalam Mendukung Strategi Pemasaran Organisasi Bisnis," *Jurnal Eksekutif*, vol. 18, no. 1, pp. 14–34, 2021.
- [17] H.-P. Lu and H.-C. Ho, "Exploring the Impact of Gamification on Users' Engagement for Sustainable Development: A Case Study in Brand Applications," *Sustainability*, vol. 12, no. 10, p. 4169, May 2020, doi: 10.3390/su12104169.
- [18] N. Xi and J. Hamari, "Does gamification affect brand engagement and equity? A study in online brand communities," *J Bus Res*, vol. 109, pp. 449–460, Mar. 2020, doi: 10.1016/j.jbusres.2019.11.058.
- [19] J. V. Bittner and J. Shipper, "Motivational effects and age differences of gamification in product advertising," *Journal of Consumer Marketing*, vol. 31, no. 5, pp. 391–400, Aug. 2014, doi: 10.1108/JCM-04-2014-0945.
- [20] S. S. Agati, M. da S. Hounsell, and A. S. Paterno, "GRAAL—modeling, prototyping and assessing a gamified responsible augmented assembly line system," *The International Journal of Advanced Manufacturing Technology*, vol. 132, no. 5–6, pp. 2735–2751, May 2024, doi: 10.1007/s00170-024-13460-8.
- [21] M. T. Baihaqi, "Analisis Faktor-faktor yang memengaruhi Keinginan Nasabah untuk Terus menggunakan Layanan Mobile Banking BNI," *Skripsi*, Universitas Islam Indonesia, Yogyakarta, 2023.
- [22] S. Mumtaz, "Should practical usefulness be considered for theory building in HRD? Traditional versus pragmatism approach," *Qual Quant*, vol. 56, no. 3, pp. 1245–1259, Jun. 2022, doi: 10.1007/s11135-021-01174-y.
- [23] P. D. Sugiyono, *Metode Penelitian Pendidikan : Pendekatan Kuantitatif, Kualitatif dan R&D*. CV. Alfabeta, 2018.

-
- [24] B. Wicaksono and F. A. Subari, "Gamifikasi dan Korelasinya dengan Minat Mengunjungi Ulang pada Marketplace 'X,'" *Jurnal Administrasi Bisnis*, vol. 17, no. 1, pp. 101–114, Jul. 2021, doi: 10.26593/jab.v17i1.4726.101-114.
- [25] D. Sari and A. Asnah, "Manajemen Usaha Kecil Dan Kewirausahaan (Small Business Management and Entrepreneurship)," *SSRN Electronic Journal*, 2018, doi: 10.2139/ssrn.3200231.
- [26] R. N. Aulia and B. Harto, "Membangun Keterlibatan Konsumen Melalui Strategi Konten Marketing dalam Live Streaming: Analisis Kualitatif Terhadap Brand yang Berhasil di Shopee," *Innovative: Journal Of Social Science Research*, vol. 4, no. 2, pp. 5721–5736, 2024.
- [27] D. Fitriani and G. N. O. Winda, "Analisis Pengaruh Attitude, Subjektif Norm dan Perceived Behavioral Control pada Game Shopee Tanam Terhadap Purchase Intention dan Actual Behavior," *Innovative: Journal Of Social Science Research*, vol. 3, no. 3, pp. 5313–5330, 2023.
- [28] V. Amalina and H. Riofita, "Pengaruh Strategi Pemasaran Live Shopee terhadap Keputusan Pembelian Konsumen," *Jurnal Inovasi Pendidikan*, vol. 6, no. 2, pp. 386–400, 2024.
- [29] S. Rahayusih W, "Pengaruh Brand Awareness dan Brand Trust terhadap Keputusan Pembelian Produk Oriflame," *Jurnal Pendidikan Tata Niaga (JPTN)*, vol. 2, no. 2, pp. 1–15, 2014.
- [30] D. A. Wicaksono, "Gamifikasi Sistem Kerja dan Siasat Pengemudi Gojek," *Calathu: Jurnal Ilmu Komunikasi*, vol. 2, no. 2, pp. 132–144, Nov. 2020, doi: 10.37715/calathu.v2i2.2091.