

ABSTRACT

THE INFLUENCE OF GAMIFICATION, PERCEIVED PRICE FAIRNESS, AND SERVICE QUALITY ON BRAND EQUITY WITH CUSTOMER TRUST AS A MEDIATING VARIABLE

(Case Study on Wardah Consumers in Shopee E-Commerce)

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This study aims to examine the influence of gamification, perceived price fairness, and service quality on brand equity with customer trust as a mediating variable. The research method used is a survey method, with a sample of Wardah consumers on the Shopee e-commerce platform. Sampling was conducted using purposive sampling with a sample size of 385. The research instrument was a questionnaire using a Likert scale. The results of the study indicate that gamification, perceived price fairness, and service quality have a positive and significant effect on customer trust. Gamification, perceived price fairness, and service quality also have a positive and significant effect on brand equity. Customer trust has a positive and significant effect on brand equity. Gamification has a positive and significant effect on brand equity through customer trust; perceived price fairness has a positive and significant effect on brand equity through customer trust; and service quality has a positive and significant effect on brand equity through customer trust.

Keywords: *Gamification, Perceived Price Fairness, Service Quality, Brand Equity, Customer Trust, Wardah, Shopee.*

ABSTRAK

**PENGARUH GAMIFIKASI, PERSEPSI KEWAJARAN HARGA,
DAN KUALITAS LAYANAN TERHADAP EKUITAS MEREK
DENGAN KEPERCAYAAN PELANGGAN
SEBAGAI VARIABEL MEDIASI
(Studi Kasus pada Konsumen Wardah dalam *E-Commerce Shopee*)**

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Penelitian ini bertujuan untuk menguji pengaruh gamifikasi, persepsi kewajaran harga, dan kualitas layanan terhadap ekuitas merek dengan kepercayaan pelanggan sebagai variabel mediasi. Metode penelitian yang digunakan adalah metode survey, dengan sampel konsumen Wardah dalam *platform e-commerce* Shopee. Pengambilan sampel dilakukan dengan purposive sampling dengan ukuran sampel sebanyak 385. Instrumen penelitian ini adalah kuesioner pernyataan dengan skala likert. Hasil penelitian menunjukkan bahwa gamifikasi, persepsi kewajaran harga, dan kualitas layanan berpengaruh positif dan signifikan terhadap kepercayaan pelanggan. Gamifikasi, persepsi kewajaran harga, dan kualitas layanan berpengaruh positif dan signifikan terhadap ekuitas merek. Kepercayaan pelanggan berpengaruh positif dan signifikan terhadap ekuitas merek. Gamifikasi berpengaruh positif dan signifikan terhadap ekuitas merek melalui kepercayaan pelanggan, persepsi kewajaran harga berpengaruh positif dan signifikan terhadap ekuitas merek melalui kepercayaan pelanggan, dan kualitas layanan berpengaruh positif dan signifikan terhadap ekuitas merek melalui kepercayaan pelanggan.

Kata Kunci: Gamifikasi, Persepsi Kewajaran Harga, Kualitas Layanan, Ekuitas Merek, Kepercayaan Pelanggan, Wardah, Shopee.