

ABSTRACT

The Effect of Uncertainty Marketing on Customer Addiction: The Mediating Roles of Perceived Arousal, Hedonic Value, Gamified Experience, and Customer Journey, and the Moderating Role of Gambling Propensity (A Study on Blind Box Consumers in Indonesia)

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This research analyzes the effect of uncertainty marketing on customer addiction among blind box consumers in Indonesia, with perceived arousal, hedonic value, gamified experience and customer journey as mediating variables, and gambling propensity as a moderating variable. This research used a quantitative approach through a survey of 450 respondents who had purchased blind boxes in Indonesia. The data were analyzed using Structural Equation Modeling (SEM) with IBM SPSS AMOS version 24. The results show that promotional uncertainty, innovation uncertainty, and assortment uncertainty reflect uncertainty marketing. Uncertainty marketing positively affects perceived arousal, hedonic value, and gamified experience. These three responses also positively affect customer journey, while customer journey positively affects customer addiction. In addition, gambling propensity strengthens the relationship between uncertainty marketing and perceived arousal, hedonic value, and gamified experience. These findings indicate that uncertainty in blind box purchases can create emotional experience, pleasure, and game-like sensations that shape the customer journey and may develop into repeated purchasing attachment. Therefore, uncertainty marketing should be managed responsibly because it can increase consumer engagement while also strengthening customer addiction among consumers with high gambling propensity.

Keywords: *uncertainty marketing, customer journey, customer addiction, blind box, gambling propensity.*

ABSTRAK

**Pengaruh *Uncertainty Marketing* terhadap *Customer Addiction*: Peran
Mediasi *Perceived Arousal*, *Hedonic Value*, *Gamified Experience*, dan
Customer Journey serta Moderasi *Gambling Propensity*
(Kasus Pada Konsumen *Blind Box* di Indonesia)**

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Penelitian ini bertujuan untuk menganalisis pengaruh *uncertainty marketing* terhadap *customer addiction* pada konsumen *blind box* di Indonesia, dengan *perceived arousal*, *hedonic value*, *gamified experience*, dan *customer journey* sebagai variabel mediasi, serta *gambling propensity* sebagai variabel moderasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 450 responden yang pernah membeli *blind box* di Indonesia. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan IBM SPSS AMOS versi 24. Hasil penelitian menunjukkan bahwa *promotional uncertainty*, *innovation uncertainty*, dan *assortment uncertainty* mampu merefleksikan *uncertainty marketing*. *Uncertainty marketing* berpengaruh positif terhadap *perceived arousal*, *hedonic value*, dan *gamified experience*. Ketiga respons tersebut juga berpengaruh positif terhadap *customer journey*, sedangkan *customer journey* berpengaruh positif terhadap *customer addiction*. Selain itu, *gambling propensity* memperkuat hubungan *uncertainty marketing* dengan *perceived arousal*, *hedonic value*, dan *gamified experience*. Temuan ini menunjukkan bahwa ketidakpastian dalam *blind box* dapat membentuk pengalaman emosional, kesenangan, dan sensasi bermain yang mendorong perjalanan konsumen hingga keterikatan pembelian berulang. Dengan demikian, *uncertainty marketing* perlu dikelola secara bertanggung jawab karena dapat meningkatkan keterlibatan konsumen, tetapi juga berpotensi memperkuat *customer addiction* pada konsumen dengan *gambling propensity* yang tinggi.

Kata kunci: *uncertainty marketing*, *customer journey*, *customer addiction*, *blind box*, *gambling propensity*.