

Influence of Gamification (Shoppertainment) and Hedonism Value on TikTok Purchasing Decisions: Islamic Economic Perspective

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ABSTRACT

This study examines at how gamification and hedonism value influence product purchasing decisions using the TikTok app, with a focus on Generation Z in Gresik, East Java. The study used quantitative methods and a correlational research design, with a questionnaire distributed to Muslim Generation Z individuals aged 18-28 who were selected through purposive sampling. The data were analyzed with linear regression. The results show that while hedonism value influences purchasing decisions, gamification does not. Gamification and hedonism value both influence product purchasing decisions.

INTRODUCTION

Positive change has been created by digitalization, which has increased access to information exchange all over the world, especially in Indonesia, a major hub for internet users. The 2022 survey by the Central Statistics Agency reveals a notable increase in Indonesians' use of the internet, which doubled from 39.90% in 2018 to 66.48% in 2022. Widespread mobile phone usage, which peaked in 2021 at 98.70% and reached 98.31% in 2020, supports this surge. Because of the Covid-19 effect, which limits mobility, internet penetration has increased due to higher usage frequency. According to a 2023 survey by We Are Social, Indonesians use the internet for an average of 7 hours, 42 minutes every day. Especially, 88.1% of Indonesian internet users are reported to conduct e-commerce transactions, making online purchases a major driver (CNN Indonesia, 2021).

E-commerce transactions in Indonesia reached Rp42.2 trillion in October 2023, according to Bank Indonesia (Putri, 2023). However, this is concentrated in East Java, where the most activity occurs. BPS Susenas data from March 2019 to 2020 shows purchase transactions rose from 4.87% in 2019 to 5.91% in 2020 (Purwa & Krismaningtyas, 2021). This reflects consumption patterns in East Java, particularly Gresik, the focus of this study, where the BPS reported a consumption value of Rp656,017.82 in 2019. Despite its industrial reputation, Gresik is ranked eighth in consumption.

E-commerce purchases are mostly made by Generation Z consumers aged 16 to 24. According to an Alvara Research Center survey conducted in 2020, this age group accounted for 44.6% of all e-commerce transactions. This is consistent with the significant presence of Generation Z in Indonesia, which accounts for 27.94% of the population according to 2020 BPS data.

Indonesians use a variety of e-commerce platforms, including Shopee, Tokopedia, and Lazada, with the most recent addition being social media apps such as TikTok. TikTok, which began as a short video platform in 2016, has evolved into an e-commerce platform that uses a marketing strategy known as shoppertainment, which combines shopping and entertainment to improve the shopping experience (Beatriz et al., 2023; Morewedge et al., 2020). This concept relies on gamification. Lazada started this trend with gamified experiences like Lazzie hunt.

Shoppertainment strategy with gamification, which aims to provide consumers with a sense of comfort and enjoyment while they shop. Users are presented with various games or rewards (Aulia et al., 2021). TikTok's strategy includes rewarding users who invite friends to join the app and providing discount coupons for TikTok Shop services. This shoppertainment strategy leads to impulsive or excessive purchasing decisions (Beatriz et al., 2023). The proclivity for excessive purchasing activities promotes hedonistic values. Hedonistic values are linked to feelings of pleasure and pride in achieving desires.

Gamification, of shoppertainment strategy, on the other hand, provides a pleasurable experience and incentives for purchases, but it has less of an effect on consumer decisions (Prastiwi et al., 2022). Aulia et al.'s (2021) contradictory

findings, however, suggest that gamification influences consumer choices in a favorable way.

The shoppertainment trend that was previously discussed is consistent with research by Rama Prasetyo & Andjarwati (2021) that suggests hedonistic values have a positive influence on purchasing decisions. Hedonistic values cause people to shop more intensely. Olsen et al. (2012), on the other hand, offer contradictory results suggesting that hedonistic values are not very important when making decisions about what to buy.

The impact of shoppertainment including gamification as well as hedonism values, on purchase decisions has been the subject of conflicting research findings, resulting in inconsistent findings. Furthermore, because shoppertainment and hedonistic values were examined separately in earlier research, the combined impact of these two factors on purchasing decisions has not been examined. Therefore, taking into account the viewpoint of Islamic economics, the purpose of this study is to further investigate and explore these variables. As a result, the researchers want to learn more about the "Influence of Gamification (Shoppertainment) and Hedonism Value on TikTok Purchasing Decisions: Islamic Economic Perspective."

In the context of the previously mentioned background, the research's problem formulation is as follows :

1. Does gamification (shoppertainment) affect product purchasing decisions on the TikTok application?
2. Does hedonism value affect product purchasing decisions on the TikTok application?
3. Does gamification (shoppertainment) and hedonism value affect product purchasing decisions on the TikTok application?

THEORETICAL REVIEW

Consumer Behaviour

Firmansyah (2018) defines consumer behavior as a process closely related to reaching the purchasing stage in which consumers go through several stages such as searching, researching, and evaluating various alternative products and services. Engel et al. (1995) define consumer behavior in Razak (2016), stating that it is the direct involvement of actions to acquire and consume products, as well as the decisions that precede and follow these actions. It should be noted that consumer behavior is a collection of complex processes that interact to meet needs. Several factors also influence purchasing decisions (Razak, 2016), including personality and lifestyle, marketing communication also, consumer involvement.

Gamification

Gamification is a shoppertainment strategy that uses game concepts to increase enjoyment and address the shift in consumer behavior caused by globalization, which seeks psychological fulfillment such as happiness and comfort (Afiat et al., 2023). It monitors consumer behavior and encourages engagement with game-like experiences (Aulia et al., 2021). Gamification captures attention, increases engagement, and encourages participation, as seen

in e-commerce platforms that provide rewards for purchases (Bunchball, 2010 in Ratnasari & Dwujayanti, 2022).

Platforms in Indonesia, such as Lazada and Shopee, use gamification to provide unique value and influence consumer preferences. TikTok's gamified coin-collecting feature allows users to earn rewards that can be converted into digital money, which appeals to tech-savvy Generation Z (Wiyoyo et al., 2020). Gamification strategies influence purchasing decisions by emphasizing coping, fantasy, skill development, recreation, competition, and social interaction (San & Lin, 2013).

Gamified marketing is allowed in Islam as long as it adheres to Shariah principles such as transparency, equity, and high-quality service (Abdulloh, 2021). TikTok carries out these principles by providing transparent and clear information about rewards and challenges (Alfafa, 2023; Awal et al., 2023).

In conclusion, gamification as a marketing strategy involves engaging consumers through games and challenges, which can influence purchasing decisions. It is permissible under Shariah law if it adheres to principles of honesty and fairness.

- H₀₁: Gamification does not affect purchasing decisions on the TikTok application among Generation Z in Gresik
- H₁ : Gamification does affect purchasing decisions on the TikTok application among Generation Z in Gresik

Hedonism Value

Hedonism first appeared in philosophy in 433 BC, with Greek philosopher Aristippus of Cyrene viewing pleasure as a natural human trait (Setianingsih, 2018). It is a lifestyle aimed at seeking pleasure and happiness, often leading to excessive consumption and non-essential purchases (Rahmat et al., 2020). Hedonism involves indulgent activities without considering future impacts. Thus, hedonism values represent a life of excess for pleasure, impacting consumption patterns. According to Arnold & Reynold (2005) in Natasya et al. (2021), it is driven by motivations like adventure, social, gratification, idea, role, and value shopping. Arnold & Reynold (2005) in Natasya et al. (2021) highlight that hedonism values arise from internal and external factors, driving purchase motivations. These motivations reflect the pursuit of happiness, central to hedonism. To measure hedonism, Babin et al. (1994) suggest indicators such as Hedonic Beliefs, Hedonic Consumption Habits, and Hedonic Values.

The implementation of hedonism values on TikTok encourages excessive buying due to its engaging promotional content, leading to hedonistic purchases (Anggraini & Santhoso, 2018). TikTok, primarily for entertainment, provides enjoyable experiences that consumers utilize for shopping, particularly during stressful times like the COVID-19 pandemic and government-imposed restrictions. Islam permits hedonism within the realm of necessity Fitria & Prastiwi (2020), yet consumers struggle to differentiate between needs and desires, influenced by lifestyle pressures (Suryani & Achira, 2019). This aligns with human nature's pursuit of pleasure, as depicted in Q.S At-Takatsur verse 1, emphasizing the inclination towards material wealth and pleasure. Thus, humans' fondness for pleasure closely relates to hedonism.

However, the concept of hedonism does not justify any means to attain pleasure or promote greed but is solely to avoid hardship (Thoyibah et al., 2021). Islam allows and frees such actions as long as they align with Shariah principles. Seeking pleasure in consumption activities triggers impulsive or excessive buying, which Islam prohibits (QS. Al-A'raf verse 31, interpreted by As-Sa'di), emphasizing moderation in consumption aligned with necessity.

Furthermore, according to Babin et al. (1994), one trigger for hedonism values is the pursuit of luxury in consumption activities. However, Islam prohibits focusing on seeking luxury, as interpreted from Q.S. Hud verse 116 by As-Sa'di, stating that indulging in pleasure and luxury without considering consequences is sinful. Based on this interpretation, seeking luxury through hedonism values is forbidden in Islam.

In reality, the implementation of hedonism values significantly influences purchasing decisions, especially among Generation Z. Their high level of hedonism values is due to easy access to information and their stage of self-discovery, making them easily influenced by attractive promotions with minimal consideration. Additionally, Generation Z's inclination to follow social media trends, particularly on platforms like TikTok, leads to social-driven purchases rather than based on necessity (Herlina, 2023). While pursuing pleasure and luxury is acceptable, it should be done wisely and in moderation (Ismail, 2019). This means utilizing trends for happiness is fine as long as it remains within the boundaries of necessity, ensuring future well-being (Sudarsih, 2011, in Rahmasari, 2022).

In conclusion, hedonism value represents a lifestyle concept characterized by excessive consumption to achieve pleasure and life satisfaction.

H₀₂: Gamification does not affect purchasing decisions on the TikTok application among Generation Z in Gresik

H₂ : Gamification does affect purchasing decisions on the TikTok application among Generation Z in Gresik

Purchasing Decision

In marketing, the ultimate measure of success is purchasing. Consumers go through various stages to make purchase decisions, involving identifying needs, considering alternatives, and choosing specific brands. Purchasing decisions, as described by Salim and Engel, are consistent actions to resolve problems or fulfill needs. This process involves recognizing the problem, gathering information, evaluating alternatives, making the purchase decision, and post-purchase behavior, according to Kotler and Aditya. On TikTok, purchasing decisions are complex, and shopping provides a pleasant experience, with gamification strategies offering rewards to save on product purchases.

In Islam, purchase decisions affect consumption patterns and must align with Sharia principles, aiming for spiritual fulfillment as well as meeting needs (Amir, 2017 in Syaparuddin, 2021). Consuming in moderation and ensuring products are halal is essential (Latvia et al., 2022).

Muslims are free to consume but must prioritize good and halal products. Q.S. Al-Furqan 25:67 encourages balance and moderation in consumption (As-

Sa'di's interpretation). Avoiding excessive consumption and prioritizing essential needs (dharuriyat) is crucial (Saryulis et al., 2023). Before making a purchase decision, the product's benefits should be considered. Islamic consumption focuses on the value of mashlahah, or benefits, for individuals and the community (Kumala & Anwar, 2020).

In summary, purchase decisions involve stages to meet needs and solutions. On TikTok, features like gamification enhance decision-making by providing engaging experiences, such as earning discounts and also accompanied by the hedonism value factor. In Islam, purchase decisions must follow Sharia principles, ensuring moderation, necessity, and halal status (Syaparuddin, 2021).

H₀₃: Gamification and hedonism value simultaneously does not affect purchasing decisions on the TikTok application among Generation Z in Gresik

H₃ : Gamification and hedonism value simultaneously does affect purchasing decisions on the TikTok application among Generation Z in Gresik

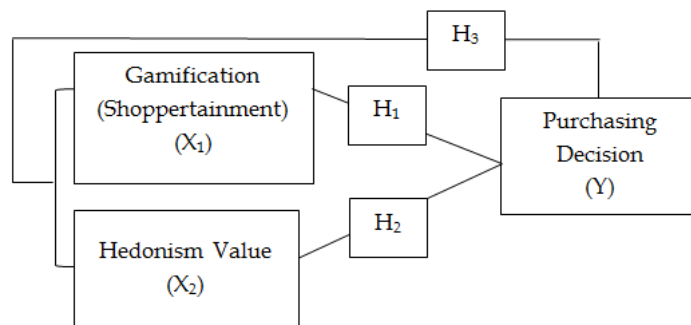


Figure 1. Conceptual Framework

METHODOLOGY

The researcher uses a quantitative approach in this research. The quantitative approach was selected because it is more capable of objectively expressing research findings mathematically when quantifiable and calculable statistical data are used (Abdullah et al., 2022). As a result, this study is simpler to carry out because the kind of data to be used is known before going into the field. Examining the direction, degree, and causal relationship between independent and dependent variables is the main goal of this study. This study uses a survey format (questionnaire) to help collect data. The questionnaire is used to look into the gamification (X₁), hedonism value (X₂), and purchasing decisions (Y) of the research variables.

Population & Sample

Respondents are crucial when presenting research findings, particularly when survey methods are used. Selecting the population and sample to be used is the first step in determining the respondents. Subjects selected by the researcher using predetermined criteria represent the research population (Riyanto & Hatmawan, 2020). Users of Generation Z who have downloaded the TikTok app and made at least one purchase in the Gresik region define the

research population for this study. This study uses purposive sampling techniques in conjunction with nonprobability sampling to determine the sample. Purposive sampling selects informants who have specific characteristics that are relevant to predefined objectives. Regarding the characteristics and criteria of the required respondent sample for this study, they are as follows:

1. Muslims aged 13-28 years old.
2. Active TikTok users in the Gresik area.
3. Have used TikTok's friend invitation system and collected TikTok coins.
4. Have made at least one purchase through TikTok.

Data Collection Techniques and Instruments

In this study, a survey method using questionnaires was used to collect the necessary data. Respondents to the provided questionnaire will respond to the closed-ended questions by selecting predetermined responses that have been predetermined by the researcher. A seven-point Likert scale is used by the researcher to measure the response options. The researcher has selected the 1-7 Likert scale because, in comparison to lower scales, it is thought to yield more dependable results, higher correlation values, greater variability, and more objective accuracy (Debets et al., 2020). The Likert scale table used is shown below.

Table 1. Likert Scale

Skala Likert						
1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree Moderately	Neutral	Agree Moderately	Agree	Strongly agree

Source : Debets et al. (2020)

Appendix 1. Questionnaire

Indicators	No	Question Item
Gamification		
Social	Q1	I actively play games on this application
	Q2	I play on this application because I can socialize with other players
Fantasy	Q3	I play games on this application because the images or visuals are very good
	Q4	I play games on this application because the game is like real
Skill Development	Q5	I often play games on this application because the games are very challenging
	Q6	I feel my playing skills have improved over time
Recreation	Q7	I play games on this application because it provides definite rewards
	Q8	I play to relieve stress and entertain myself
	Q9	This application encourage me to achieve certain achievements to unlock the various benefits available

Coping	Q10	When playing on this application, I always complete levels faster to get rewards faster
	Q11	Playing games on this application helps me get in a better mood
	Q12	I play this game for refreshing
Hedonism Value		
Hedonic Beliefs	Q13	The shopping journey on this app is truly enjoyable
	Q14	During my shopping trip on this app, I felt the excitement of hunting
	Q15	I enjoy exploring exciting new products on this app
	Q16	I enjoy shopping trips on these apps for their own sake, not just because of the items
Hedonic Consumption Habits	Q17	I often shop spontaneously even though sometimes I still don't need the item
	Q18	I enjoy shopping through this application
Hedonic Values	Q19	I like shopping on this application because there are often discounts if you buy when the seller is live
	Q20	I like shopping on this application because it's free shipping
Purchasing Decision		
Recognizing The Problem	Q21	I buy the products I need
	Q22	I bought the product I wanted
Gathering Information	Q23	Before I buy, I will look for product information that I need/want
	Q24	I will survey where I can buy the product
Evaluating Alternatives	Q25	Before buying I compare the quality of products sold in this application and elsewhere
	Q26	Before buying I evaluate the quality of the product and the best price
Making The Purchase Decision	Q27	I decided to buy from this application because the price was cheaper than other applications
	Q28	I decided to buy from this application because of positive reviews from previous consumers
Post-Purchase Behavior	Q29	I feel satisfied shopping on this application because I get the products I want at competitive prices
	Q30	I plan to buy again through this application in the future

RESEARCH RESULT

Validity Test

Validity tests of the instruments used in research is mandatory. This aims to determine whether the data accurately represents the variables under consideration. Validity tests involves comparing the calculated r-value to the table r-value, with an item considered valid if the calculated r-value \geq the table r-value (Zahriyah et al., 2021).

In this study, a total of 30 question items from 3 variables were used. Based on the results of this test, all instruments are considered valid.

Table 2. Validity Test

Variabel	Item	The calculated r-value	The table r-value	Decison
Gamification (X1)	1	0,698	0,1809	Valid
	2	0,836	0,1809	Valid
	3	0,875	0,1809	Valid
	4	0,889	0,1809	Valid
	5	0,888	0,1809	Valid
	6	0,859	0,1809	Valid
	7	0,915	0,1809	Valid
	8	0,854	0,1809	Valid
	9	0,884	0,1809	Valid
	10	0,905	0,1809	Valid
	11	0,915	0,1809	Valid
	12	0,902	0,1809	Valid
Hedonism value (X2)	1	0,701	0,1809	Valid
	2	0,801	0,1809	Valid
	3	0,704	0,1809	Valid
	4	0,712	0,1809	Valid
	5	0,669	0,1809	Valid
	6	0,764	0,1809	Valid
	7	0,786	0,1809	Valid
	8	0,768	0,1809	Valid
Purchasing Decision (Y)	1	0,666	0,1809	Valid
	2	0,598	0,1809	Valid
	3	0,547	0,1809	Valid
	4	0,666	0,1809	Valid
	5	0,647	0,1809	Valid
	6	0,665	0,1809	Valid
	7	0,480	0,1809	Valid
	8	0,675	0,1809	Valid
	9	0,691	0,1809	Valid
	10	0,665	0,1809	Valid

Source : Data processed by researchers (2024)

Based on the validity test results as shown in Table 2, it can be concluded that all question items are considered valid because they have a calculated r-value $>$ the table r-value (0,1809).

Reliability Test

After analyzing and confirming the instrument's validity, the data are tested for reliability. This is done to determine whether the instrument remains consistent or stable after repeated use. Testing focuses on the instrument's question items, which are considered reliable if they have a Cronbach's alpha value of ≥ 0.70 (Zahriyah et al., 2021).

Table 3. Reliability Test

Variabel	Cronbach Alpha	Standards	Decision
Gamification (X ₁)	0,970	$\geq 0,70$	Reliable
Hedonism Value (X ₂)	0,874	$\geq 0,70$	Reliable
Purchasing Decision (Y)	0,823	$\geq 0,70$	Reliable

Source : Data processed by researchers (2024)

Based on the reliability test results in Table 3, we can conclude that all variables are reliable and suitable for use as research measurement tools. This is evident from the Cronbach's Alpha values for each variable, which all exceed 0,70.

Normality Test

Normality test determines whether or not a data sample is normally distributed (Zahriyah et al., 2021). To determine the normality of a dataset, the Kolmogorov-Smirnov normality test is used, with the condition that the data is considered normally distributed if the significance or probability value is greater than 0.05.

*Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test*

		Unstandardized Residual
N		116
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.28331885
Most Extreme Differences	Absolute	.079
	Positive	.073
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.073 ^c

Source : Data processed by researchers (2024)

The table above shows that the normality test using the Kolmogorov-Smirnov Test has a significance value of 0.073. According to the condition, data is considered normally distributed if the significance or probability value is greater than 0.05. Therefore, the data used can be considered to have passed the normality test or is normally distributed.

Multicollinearity Test

The multicollinearity test is used in this study to determine whether there are linear relationships between the independent variables used in the research. Data is considered free of multicollinearity if the Variance Inflation Factor (VIF) is less than 10 (Zahriyah et al., 2021).

Table 5. Multicollinearity Test Results

Variabel	VIF Value	Standards	Decision
Gamification (X1)	1,426	< (less than) 10	There are no indications of multicollinearity.
Hedonism Value (X2)	1,426	< (less than) 10	

Source : Data processed by researchers (2024)

According to the table above, the VIF values for each independent variable are less than 10. According to the multicollinearity criteria, the data is free of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is used to investigate unequal residual variances across the regression model, which can lead to biased variances and invalid significance results (Zahriyah et al., 2021). The Glejser test is used to determine heteroscedasticity. A significance value of ≥ 0.05 indicates that the data passes the heteroscedasticity test.

Table 6. Heteroscedasticity Test Results

Variabel	Sig.	Standards	Decision
Gamification (X1)	0,082	\geq (greater than) 0,05	There are no indications of heteroscedasticity.
Hedonism Value (X2)	0,061	\geq (greater than) 0,05	

Source : Data processed by researchers (2024)

It can be shown that the significance levels for each independent variable are higher than 0.05. Therefore, according to the heteroscedasticity criteria, the data is free of heteroscedasticity.

Multiple Linear Regression

Multiple linear regression is a statistical analysis method used to determine the relationship between several independent variables and one dependent variable (Zahriyah et al., 2021).

*Table 7. Multiple Linear Regression Test Results
Coefficients^a*

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	32.137	3.135	

Gamification	.057	.032	.149
Hedonism Value	.524	.080	.558

Source : Data processed by researchers (2024)

The results of the linear regression test shown in the table above can be used to formulate the regression equation :

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 32.137 + .057 X_1 + .524 X_2 + e$$

T-Test

The T-test or partial test is used to examine whether regression coefficients have significant partial effects.

Table 8. T- Test Results

Variabel	The calculated T-value	The table T-value	Sig.	Standards of Sig.	Decision	Meaning
Gamification	1,754	1,98118	0,082	0,05	H0 ₁ is accepted and H ₁ is rejected."	There is no partial effect
Hedonism Value	6,551	1,98118	0,000	0,05	H0 ₂ rejected dan H ₂ accepted	Has the partial effect

Source : Data processed by researchers (2024)

F-Test

The F-test is used to determine whether the regression coefficients of the independent variables have a collective influence on the dependent variable. The F-test criteria include examining the significance and F-table values. If the significance level is less than 0.05 and the calculated F-value exceeds the F-table value, H₀ is rejected and H_a is accepted, indicating simultaneous influence.

Table 9. F- Test Results

The calculated r-value	The table r-value	Sig	Standard of Sig.	Decision
41,758	3,08	0,000	0,05	The simultaneous effect

Source : Data processed by researchers (2024)

Coefficient of Determination

The coefficient of determination (R²) is a test that determines how much of the total variation in variable Y can be explained by the regression model. R²

has a range of values, from 0 to 1. As it approaches 1 (one), the independent variables can explain and predict nearly all of the dependent variable (Mubarak, 2021).

Table 10. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 ^a	.425	.415	5.32987

Source : Data processed by researchers (2024)

The coefficient of determination test results show an R² value of 0.425. This value indicates that the independent variables, gamification (shoppertainment) and hedonism value, account for 42.5% of purchasing decisions. The remaining 57.5% can be attributed to variables not examined in this study.

DISCUSSION

The Influence of Gamification on Purchase Decisions

Based on the results of multiple linear regression analysis, it was found that gamification (shoppertainment) does not influence purchasing decisions of products on the TikTok application by Generation Z users in the Gresik area. Gamification concept itself is the expression of pleasure and comfort embodied in games (Afiat et al., 2023). This indicates that everyone enjoys games, including Generation Z in this study, so one of the main motivations for playing games, including the gamification feature on TikTok, is to pursue that feeling. In marketing, gamification features are used as unique values of an application. As explained by Kardianawati et al. (2018), being a unique value distinguishes and characterizes the application itself. In this case, TikTok's gamification feature, such as coin collecting while viewing available content, becomes one of its distinctive features. With the functioning of users activating this coin-collecting feature, then completing daily missions while viewing content, the coins will automatically accumulate, provided they view this content. Thus, there is a perceived ease of use (effortless) in playing. This ease of use becomes a unique attraction for Generation Z in this study to engage with it (Sözer & Güçlü, 2020). This aligns with the research indicator statement for the gamification variable in terms of social aspects, embodied in Q8, which discusses the activity of playing games on TikTok. In statement Q8, with an average age of 22, strongly agreed, indicating validation of their active engagement in playing, partly due to the ease of gameplay. Gamification, akin to gaming concepts, involves challenges to earn rewards as appreciation. This is also implemented in the TikTok app.

In the coin collecting feature, there are challenges to watch for a certain duration until coins accumulate based on available daily missions. Similarly, in the invite friends feature, challenges include inviting a minimum number of people and using specific codes provided to the invitees. With definite rewards, consumers, especially Generation Z, are attracted, as noted by Blain & Sharot

(2021), particularly due to their inclination toward new, easy, and rewarding activities. This is supported by responses in Q14, representing the recreation indicator with a focus on rewards in games, where respondent of this study agree with this notion. However, despite the ease of gameplay, there are shortcomings that diminish its appeal. First, the gameplay concept, such as coin collection, requiring prolonged content viewing, may induce boredom. Additionally, the Generation Z's fast-switching character doesn't support singular focus, as highlighted by Wiyoyo et al. (2020). Thus, given their transitioning phase into higher education or employment, monotony in gameplay, as presented by TikTok, may lead to increased feelings of ennui, as echoed by (Pajow et al., 2020). Therefore, the inclination towards monotonous gameplay patterns aligns with the sentiments expressed by Wiyoyo and Pajow.

In gaming, increased challenges make it more appealing. From this perspective, in TikTok games, respondents of this study strongly agree through Q5 that they play TikTok because of the challenges. This is complemented by visually appealing and realistic game visuals, as reflected in the fantasy indicator, where most agree with this. The challenges of gamification features on TikTok include: (1) in the coin collecting feature, the challenge is to collect as many coins as possible within a limited time and by viewing a lot of content, (2) the coin collecting feature presents challenges related to social interactions, as not everyone wants to be invited or voluntarily join. With such challenges, it's not uncommon for them to not fully optimize their efforts to achieve specific achievements (missions). This is supported by the responses of Generation Z TikTok users in Gresik, as stated in Q10, where respondent of this study somewhat agree, indicating that they do not fully agree, partly due to the challenges presented. Additionally, challenges with small conversion rewards, such as in TikTok's coin collecting rules, where every 10 points are valued at Rp1,-, require a lot of time to accumulate significant rewards. Moreover, exchanging them for discount vouchers is not very helpful because they are hard to find, while exchanging them for a product requires a large number of coins.

In Islamic perspective, gamification on TikTok is permissible as long as it remains within ethical bounds. Firstly, honesty and trustworthiness are crucial, aligned with Abdulloh (2021) emphasis on transparency to prevent harm. Applications providing such features must clearly state terms and conditions, while users must carefully read them, ensuring conscious agreement (Banjarnahor, 2023). Secondly, regarding rewards, TikTok transparently displays challenges and rewards, promoting fairness and avoiding deceit, as dishonesty is forbidden (Q.S. Asyura: 183). TikTok addresses cheating concerns by succinctly explaining features, in line with Abdulloh's (2021) assertion against fraudulence in Islam. TikTok simplifies reward conversion, aligning with Awal et al.'s (2023) notion that permissible gamification should not burden players. Thirdly, Islam permits rewarding efforts made by users in gamification, considering them as compensation for time and loyalty (Alfafa, 2023). Thus, gamification within marketing adheres to Sharia principles by providing clear value conversion, commensurate with users' efforts, and loyalty within the application

Thus, it can be concluded that gamification (shopertainment) does not influence purchasing decisions among Generation Z TikTok users in Gresik, which aligns with the findings of Prastiwi et al. (2022) that through indicators such as social, fantasy, skill development, recreation, and coping, gamification does not exert influence. This is observed in this study where the gamification features on TikTok are quite challenging due to their time-consuming nature and social interactions (peer-to-peer) that are not easily persuaded or influenced, as well as the small value conversion of rewards, which does not strongly support purchasing decisions.

The Influence of Hedonism Value on Purchase Decisions

Based on the results of multiple linear regression analysis, it was found that hedonism value influences the purchasing decisions of products on the TikTok application by Generation Z users in the Gresik area. The hedonism value concept, originating from hedonism, involves seeking pleasure in life, sometimes leading to excessive purchases and not necessarily fulfilling a need. In this study, three indicators were used: first, hedonic beliefs, related to assessing pleasure in shopping experiences. These indicators were reflected in 4 questions, where 37% of respondents strongly agreed with the enjoyable shopping experience on TikTok (Q13), and respondent of this study agreed with the pleasure of hunting for products (Q17). This notion aligns with the concept of adventure shopping, where purchasing decisions lead to unique and adventurous experiences, particularly relevant to the explorative nature of Generation Z. This exploration tendency is supported by respondents' responses in Q14 regarding their enjoyment in exploring new products, with 33% strongly agreeing with the statement. Additionally, the enjoyment of the shopping journey beyond just the products themselves, respondents agreeing, aligns with the findings of Beatriz et al. (2023), emphasizing the effectiveness of emotionally driven marketing in triggering purchase decisions. This emotional interest aligns with the gratification shopping motivation, focusing on the emotional effects of shopping and buying products.

The next indicator is hedonic consumption habits, represented by Q16 where spontaneous purchases are common, respondents agreeing. Considering the target audience, Generation Z, who enjoy new things and seek to understand products/services they see, spontaneous buying responses can occur. This is supported by external factors aligned with hedonism value triggers like idea shopping trends and the social nature of Generation Z. Thus, it's coherent with Q17 focusing on pleasure while shopping via TikTok, which reflects the entertaining nature of the app expanding its marketing functions. Through the third indicator, hedonic value, expressed as the Z generation's interest in making purchase decisions due to discounts, respondent of this study strongly agreeing with this notion (Q18). For Gresik's Generation Z, who are often students with limited income, discounts are attractive and helpful, while for those with higher incomes, discounts encourage bulk purchases. Similarly, free shipping adds to the appeal of shopping on TikTok, respondent of this study strongly agreeing with its appeal (Q19). In Islamic perspective, hedonism value is permissible for

Generation Z in Gresik, first when purchases remain within reasonable limits and contribute to future prospects (Rahmasari, 2022). The age range of respondents, 17-28 years old, includes early adults who are capable of making responsible decisions, such as investing in education. Secondly, consumption to reduce stress is allowed as long as it's not excessive or luxurious, aligning with the Quranic guidance on moderation in consumption (Q.S. Al-A'raf verse 31, interpreted by As-Sa'di). This emphasizes human awareness in prioritizing needs.

Thirdly, hedonism value implementation arises from seizing moments, such as through indicators like free shipping and discounts obtained from live streaming or completing challenges on TikTok's gamification features. These appeals are particularly enticing for respondents, average 22-year-old students with limited income. While excessive spending may occur, it's acceptable as long as it fulfills needs. The focus of hedonism value in this context is on maximizing opportunities wisely, emphasizing selectivity alongside pleasure-seeking (Ismail, 2019).

Therefore, it can be concluded that hedonism influences purchasing decisions among Generation Z TikTok users in Gresik, aligning with Fahhira & Andjarwati's research (2022). This study adapts indicators from Babin et al. (1994), indicating that hedonism value emphasizes emotional fulfillment through shopping. In Islam, hedonism value is permissible within the bounds of better living and necessity fulfillment, ensuring purchases remain Sharia-compliant and influenced by convenience.

The Influence of Gamification and Hedonism Value on Purchase Decisions

Based on the regression analysis, it's found that gamification (shoppertainment) and hedonism value collectively influence purchasing decisions on TikTok by Generation Z users in Gresik. Gamification engages users through games, motivating purchasing decisions, especially when rewarded through TikTok's gamified features. Hedonism value, driven internally, particularly among Generation Z respondents, is influenced by easy access to information and a tendency to follow trends. This aligns with the concept of hedonism as seeking happiness, triggering emotional experiences tied to product exploration and purchase, in line with Arnold & Reynold's motivational concept.

In Islamic economic perspective, examining variables like gamification and hedonism value in this research regarding purchasing decisions reflects diverse consumption activities. Consumption in Shariah aims primarily to sustain life and serve as a form of devotion to Allah. Marketing strategies, particularly through shoppertainment on TikTok, utilize gamification transparently, aligning with Shariah principles of fairness and transparency. Despite hedonism value's prohibition in excessive indulgence, it is permissible for needs fulfillment and future improvement efforts, especially for Generation Z respondents, who often balance school or college demands with consumption needs, allowing wise utilization of moments for bulk shopping.

In conclusion, positive values from each variable contribute to purchasing decisions, driven internally by hedonism value and complemented by gamification. This integration optimizes the formulation of purchasing decisions.

In its context, various conceptions of these independent variables related to Shariah are permitted, significantly facilitating human consumption activities. Their permissibility, with adherence to Shariah principles, undoubtedly contributes to their influence on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Gamification (shoppertainment) has no effect on product purchase decisions on TikTok in line with Prastiwi et al. (2022). This is because TikTok's gamification features – like collecting coins and inviting friends – are thought to be challenging for Gresik's Generation Z users to interact with because of time constraints and the socially charged, difficult-to-persuade nature of the tasks. Furthermore, there is a low reward conversion rate. Islamic law permits this practice because it provides transparency regarding the rewards and the methods of conversion.

Another way, hedonism values impact product selections on the TikTok app, in line with Fahhira & Andjarwati's (2022) research. This is based on the traits of Gresik's Generation Z users, who are quick to follow trends and get excited about shopping, which increases their consumption. Islamic law considers this acceptable as long as it is reasonable and oriented toward a brighter future.

ADVANCED RESEARCH

This study has limitations that can guide future researchers for improvement, including a limited number of respondents, which could be expanded for better representation. Additionally, the analysis of respondent identity preferences could be more detailed for thorough descriptive analysis. Furthermore, the questionnaire-based data collection method may not always accurately reflect true conditions, suggesting a need for reviewing and refining question items. Moreover, the study's focus solely on Gresik highlights the necessity for further research in broader geographical areas to obtain comprehensive results.

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