The Influence of Gamification and Creativity on Undergraduate Students' Academic Persistence: A Study Based on the Technology Acceptance Model (TAM)

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Abstract

This study investigates how gamification fosters creativity and its subsequent impact on student retention in undergraduate education. Gamification, incorporating game elements such as challenges, rewards, and interactivity embedded into educational settings, has gained recognition as a practical approach to enhancing student engagement and motivation. Grounded in the Technology Acceptance Model (TAM), this research explores how perceived usefulness, perceived ease of use, and perceived enjoyment influence students' attitudes toward gamified learning environments and their intention to continue academic pursuits. The study posits that gamification can stimulate creativity by promoting critical thinking and innovative problem-solving skills. By engaging students in immersive and enjoyable learning experiences, gamification is expected to enhance motivation and foster a positive attitude toward learning. This heightened engagement and creativity are anticipated to strengthen behavioral intentions and improve student retention. The research model (Figure 1) emphasizes the interconnectedness of these constructs, highlighting creativity as a key element impacting the relationship between gamification and retention. Using quantitative Structural Equation Modeling (SEM), this study analyzed primary data collected from undergraduate students. The expected outcomes include evidence supporting gamification's role in improving creativity, motivation, and academic engagement. Additionally, these factors are anticipated to contribute to a higher likelihood of students continuing their education. This research aims to provide valuable insights for educators and institutions seeking innovative strategies to address challenges related to undergraduate student engagement and retention.