

## The Role of Learning Motivation in Gamification: Deriving Insights from the Model of Gamification Proposed by Landers

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### ABSTRACT

Gamification, when used as a method for employee training, offers a different experience to sustain employees' motivation for learning throughout their training journey. It is anticipated that the incorporation of gamification elements encourages active participation in the learning process, preventing boredom. In this study, the authors reviewed several articles about employee learning motivation and its impact on learning outcomes gained through gamification, with the primary reference being Lander's article from 2015. As a result of this research, a novel conceptual model was formulated, expanding upon Lander's gamification model and introducing seven key propositions. The fundamental concept underlying this model is that the interplay between the characteristics of gamified elements and a learner's behavior/attitude, as well as the connection between instructional content and a learner's behavior/attitude, are both influenced by the learner's level of motivation.

**Keywords: Gamification, Learning Motivation, Employees, Training**