

DAFTAR PUSTAKA

- Aw, E. C.-X., & Labrecque, L. I. (2020). Celebrity endorsement in social media contexts: understanding the role of parasocial interactions and the need to belong. *Journal of Consumer Marketing*.
- Badrinarayanan, V. A., Sierra, J. J., & Martin, K. M. (2015). A dual identification framework of online multiplayer video games: The case of massively multiplayer online role playing games (MMORPGs). *Journal of Business Research*.
- Bagus, R. (2020). *Data Internet di Indonesia dan Perilakunya*. Retrieved from Teknoia: <https://teknoia.com/data-internet-di-indonesia-dan-perilakunya-880c7bc7cd19>
- Bagus, R. (2020). *Data Pengguna Internet Dunia*. Retrieved from Teknoia: <https://teknoia.com/data-pengguna-internet-dunia-ac03abc7476>
- Bakti Kominfo. (n.d.). *Pengertian Streaming Serta Jenis dan Penerapannya*. Retrieved from BaktiKominfo: https://www.baktikominfo.id/id/informasi/pengetahuan.pengertian_streaming_serta_jenis_dan_penerapannya-2065
- Bigo Technology. (n.d.). *Watch Game Live Streaming - Bigo Gaming*. Retrieved from Bigo Live: bigo.tv/games
- Chen, Y.-H., Chen, M.-C., & Keng, C.-J. (2020). Measuring online live streaming of perceived servicescape Scale development and validation on behavior outcome. *Internet Research*.
- Choi, E. U., & Hogg, M. A. (2019). Self-uncertainty and group identification: A meta-analysis. *Group Processes & Intergroup Relations*.

- CubeTv_ID. (2019, July 30). *Instagram/Cubetv_Id*. Retrieved from Instagram: <https://www.instagram.com/p/B0iY-sTA6V1/>
- databoks. (n.d.). *10 Media Sosial Yang Paling Sering Digunakan di Indonesia*. Retrieved from databoks.katadata: databoks.katadata.co.id/datapublish/2020/02/26/10-media-sosial-yang-paling-sering-digunakan-di-indonesia
- Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K. (2004). A social influence model of consumer participation in network- and small-group-based virtual communities. *International Journal of Research in Marketing*.
- Duan, Y., Liu, B., & He, Y. (2020). Study on relationships among sports spectator motivations, satisfaction and behavioral intention: empirical evidence from Chinese marathon. *International Journal of Sport Marketing and Sponsorship*.
- Dunia Games. (n.d.). *Tim Esports Lokal yang Mendunia*. Retrieved from DuniaGames: <https://duniagames.co.id/discover/article/5-tim-esport-lokal-yang-mendunia>
- Esportnesia. (n.d.). *10 Platform Streaming Terbaik Khusus Untuk Gamer*. Retrieved from Esportnesia: <https://esportnesia.com/kasual/10-platform-streaming-terbaik-khusus-untuk-gamer>
- Fallesen, J. J., & Halpin, S. M. (2004). REPRESENTING COGNITION AS AN INTENT-DRIVEN PROCESS. *The Science and Simulation of Human Performance*.
- Frederick, E. L., Lim, C. H., Clavio, G., & Walsh, P. (2012). Why We Follow: An Examination of Parasocial Interaction and Fan Motivations for Following Athlete Archetypes on Twitter. *International Journal of Sport Communication*.

- Fu, J., & Hsu, C. (2019). Viewers' Consumption Intentions in the Live Game Streaming Context. *Pacific Asia Conference on Information Systems (PACIS)*.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis*. Edinburgh Gate: Pearson.
- Ham, M., & Lee, S. W. (2020). Factors Affecting the Popularity of Video Content on Live-Streaming Services: Focusing on V Live, the South Korean Live-Streaming Service. *Sustainability*.
- Hamilton, W. A., Garretson, O., & Kerne, A. (2014). Streaming on Twitch: Fostering Participatory Communities of Play within Live Mixed Media. *Interface Ecology Lab*.
- Hammerl, M., Dorner, F., Foscht, T., & Brandstatter, M. (2016). Attribution of symbolic brand meaning: the interplay of consumers, brands and reference groups. *Journal of Consumer Marketing*.
- Hartmann, T., & Goldhoorn, C. (2011). Horton and Wohl Revisited: Exploring Viewers' Experience of Parasocial Interaction. *Journal of Communication*.
- Hu, M., Zhang, M., & Wang, Y. (2017). Why do audiences choose to keep watching on live video streaming platforms? An explanation of dual identification framework. *Computers in Human Behavior*.
- HYBRID. (2020). *Jumlah Penonton Esports Tahun Ini Hampir Capai 1 Miliar*. Retrieved from hybrid: <https://hybrid.co.id/post/jumlah-penonton-esports-tahun-ini-hampir-capai-1-miliar>
- HYBRID. (2020). *Populer Secara Global, Twitch Tak Berkutik di Indonesia*. Retrieved from Hybrid: hybrid.co.id/post/populer-secara-global-twitch-tak-berkutik-di-indonesia
- IDNTimes. (n.d.). *Game Terpopuler di Dunia*. Retrieved from IDNTimes: <https://www.idntimes.com/tech/games/abraham-herdyanto/game-terpopuler-di-dunia/10>

- Isabella, G., & Vieira, V. A. (2020). The effect of facial expression on emotional contagion and product evaluation in print advertising. *RAUSP Management Journal*.
- Jang, W. W., Byon, K. K., Baker, T. A., & Tsuji, Y. (2020). Mediating effect of esports content live streaming in the relationship between esports recreational gameplay and esports event broadcast. *Sport, Business and Management*.
- Johansson, A. C., & Sell, J. (2004). SOURCES OF LEGITIMATION AND THEIR EFFECTS ON GROUP ROUTINES: A THEORETICAL ANALYSIS. *Legitimacy Processes in Organizations*.
- Kamath, G. B., George, S., & Ganguli, S. (2020). Attachment points, team identification and sponsorship outcomes: evidence from the Indian Premier League. *International Journal of Sports Marketing and Sponsorship*.
- Kamboj, S., & Rahman, Z. (2017). Measuring customer social participation in online travel communities: scale development and validation. *Journal of Hospitality and Tourism Technology*.
- Kang, Y. S., Hong, S., & Lee, H. (2009). Exploring continued online service usage behavior: The roles of self-image congruity and regret. *Computers in Human Behavior*.
- Kincir. (n.d.). *Turnamen Esport Paling Ditunggu di Indonesia Pada 2020*. Retrieved from Kincir.com: <https://www.kincir.com/game/mobile-game/turnamen-esport-paling-ditunggu-di-indonesia-pada-2020>
- Kotler, P., & Armstrong, G. (2011). *Principles of Marketing*. New Jersey: Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management Global Edition*. United Kingdom: Pearson.

- Lee, H.-W., Cho, H., Newell, E. M., & Kwon, W. (2020). How multiple identities shape behavioral intention: place and team identification on spectator attendance. *International Journal of Sports Marketing and Sponsorship*.
- Lim, J., Choe, M., Zhang, J., & Noh, G. (2020). The role of wishful identification, emotional engagement, and parasocial relationships in repeated viewing of live-streaming games: A social cognitive theory perspective. *Computers in Human Behavior*.
- Lim, S., Cha, S. Y., Park, C., Lee, I., & Kim, J. (2012). Getting closer and experiencing together: Antecedents and consequences of psychological distance in social media-enhanced real-time streaming video. *Computers in Human Behavior*.
- Liu, C., Zhang, Y., & Zhang, J. (2020). The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention. *Journal of Product & Brand Management*.
- Liu, S.-M., Liao, J.-Q., & Wei, H. (2015). Authentic Leadership and Whistleblowing: Mediating Roles of Psychological Safety and Personal Identification. *Journal of Business Ethics*.
- Luo, N., Zhang, M., Hu, M., & Wang, Y. (2016). How community interactions contribute to harmonious community relationships and customers' identification in online brand community. *International Journal of Information Management*.
- Macintosh, E., Abeza, G., & Lee, J. (2017). Enriching identity in the "fan nation": the role of social media in the case of a professional sport team. *Sport, Business and Management: An International Journal*.
- Malholtra, N. K. (2010). *Marketing Research*. New Jersey: Pearson.
- Marketeers. (n.d.). *5 Konten Paling Dicari Penonton Youtube Indonesia*. Retrieved from Marketeers: <https://www.marketeers.com/lima-konten-paling-dicari-penonton-youtube-indonesia>

- Merdeka. (n.d.). *58% Orang Ingin Terjun di Dunia Esport*. Retrieved from Merdeka: <https://www.merdeka.com/teknologi/58-persen-orang-ingin-terjun-di-dunia-esport.html>
- Pelayanan Publik. (n.d.). *Pengertian Game Online Sejarah Hingga Jenisnya*. Retrieved from PelayananPublik: <https://pelayananpublik.id/2020/02/02/pengertian-game-online-sejarah-hingga-jenisnya/>
- Pham, T. L., Huang, H.-C., Cheng, T., Liao, Y.-L., & Teng, C.-I. (2020). The need for exercise in exergaming perspective of the uses and gratifications theory. *Industrial Management & Data System*.
- PRNewsWire. (2018, May 22). *BIGO launches Cube TV to give gamers a step up in eSport arena*. Retrieved from CISION PR Newswire: <https://www.prnewswire.com/in/news-releases/bigo-launches-cube-tv-to-give-gamers-a-step-up-in-esport-arena-683316481.html>
- Rabbanee, F. K., Spence, M. T., & Roy, R. (2020). Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency. *European Journal of Marketing*.
- Rancah. (n.d.). *5 Aplikasi Streaming Favorit Para Game, Bisa Dapat Uang Juga Loh*. Retrieved from Rancah: <https://www.rancah.com/teknologi/71700/5-aplikasi-streaming-favorit-para-gamer-dapat-uang-juga-loh>
- Shamir, B., Zakay, E., & Popper, M. (1998). CORRELATES OF CHARISMATIC LEADER BEHAVIOR IN MILITARY UNITS: SUBORDINATES' ATTITUDES, UNIT CHARACTERISTICS, AND SUPERIORS' APPRAISALS OF LEADER PERFORMANCE. *Academy of Management Journal*.
- Statista. (n.d.). *Leading Games Twitch by Number Hours Viewed*. Retrieved from Statista: <http://www.statista.com/statistics/509814/leading-games-twitch-by-number-hours-viewed/>

- Tempo. (n.d.). *Esport Sudah Resmi Diakui KONI Sebagai Cabang Olahraga Prestasi*. Retrieved from Sport.Tempo: <https://sport.tempo.co/read/1380552/esport-sudah-resmi-diakui-koni-sebagai-cabang-olahraga-prestasi/full&view=ok>
- Tzavlopoulos, I., Gotzamani, K., Andronikidis, A., & Vassiliadis, C. (2019). Determining the impact of e-commerce quality on customers' perceived risk, satisfaction, value and loyalty. *International Journal of Quality and Service Sciences*.
- Wang, S.-J., Huang, H.-C., Chen, C.-L., & Hsu, C.-P. (2015). How readers' perceived self-congruity and functional congruity affect bloggers' informational influence: Perceived interactivity as a moderator. *Online Information Review*.
- Wang, Y.-S. (2019). User experiences in live video streaming: a netnography analysis. *Internet Research*.
- We Are Social. (2019). *Watching Esports Tournaments*. We Are Social.
- We Are Social. (2019). *Watching Live Streams of Video Games*. We Are Social.
- We Are Social. (2020). *Digital Around the World in 2020*. We Are Social.
- We Are Social. (2020). *Most-Used Social Media Platform (Indonesia)*. We Are Social.
- We Are Social. (2020). *Overview of Internet Use (Indonesia)*. We Are Social.
- We Are Social. (2020). *The World's Most-used Social Platforms*. We Are Social.
- Xiao, M. (2019). Factors Influencing eSports Viewership: An Approach Based on the Theory of Reasoned Action. *Communication & Sport*.
- Yoshida, M., Heere, B., & Gordon, B. (2015). Predicting Behavioral Loyalty Through Community: Why Other Fans Are More Important Than Our Own Intentions, Our Satisfaction, and the Team Itself. *Journal of Sport Management*.

Yuksel, M., & Labrecque, L. (2016). “Digital buddies”: parasocial interactions in social media. *Journal of Research in Interactive Marketing*.

Zhang, J. (., Byon, K. K., Xu, K., & Huang, H. (2020). Event impacts associated with residents’ satisfaction and behavioral intentions: a pre-post study of the Nanjing Youth Olympic Games. *International Journal of Sports Marketing and Sponsorship*.