



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Abdul-Muhmin, A. G. (2010). Repeat Purchase Intentions in Online Shopping: The Role of Satisfaction, Attitude, and Online Retailers' Performance. *Journal of International Consumer Marketing*.
- Agarwal, R., Animesh, A., & Prasad, K. (2009). Research Note—Social Interactions and the “Digital Divide”: Explaining Variations in Internet Use. *Information Systems Research*.
- Agency, D. (2019). *Data Digital Indonesia 2019*. Retrieved from Tomato Digital Indonesia: <http://tomato.co.id/data-digital-indonesia-2019/>
- Al-Gahtani, S. S., & King, M. (1999). Attitudes, satisfaction and usage: Factors contributing to each in the acceptance of information technology. *Behaviour and Information Technology*.
- Alonso-Dos-Santos, M., Moreno, F. C., Ríos, F. M., & Alguacil, M. (2016). Online Sport Event Consumers: Attitude, E-Quality and E-Satisfaction. *Journal of Theoretical and Applied Electronic Commerce Research*.
- Antara. (2019, March 27). *Industri Gaming di Indonesia Tumbuh 40 Persen*. Retrieved from Tempo.co: <https://tekno.tempo.co/read/1189858/industri-gaming-di-indonesia-tumbuh-40-persen/full&view=ok>
- Arini, N. (2017). *6 Game Moba Terbaik yang Lagi Ngehits*. Retrieved from kata SHOPBACK: <https://www.shopback.co.id/katashopback/5-game-moba-terbaik-yang-lagi-ngehits>
- Ambrecht, J., & Andersson, T. D. (2019). The event experience, hedonic and eudaimonic satisfaction and subjective well-being among sport. *Journal of Policy Research in Tourism*.
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*.
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*.
- Bhattacharjee, A. (2001). Understanding Information Systems Continuance: An Expectation-Confirmation Model. *Management Information Systems Research Center, University of Minnesota*.
- Bicchieri, C. (2005). *The grammar of society*. Cambridge: Cambridge University Press.

- Bodenheimer, B. (1999). Eurographics. *Computer Animation and Simulation*.
- Carpeter, A. (2018, February 7). *Why focusing on tomorrow brings back players in the long run*. Retrieved from Medium: <https://medium.com/googleplaydev/why-focusing-on-tomorrow-brings-back-players-in-the-long-run-e57c51bd3481>
- Celebi, S. I. (2015). How do motives affect attitudes and behaviors toward internet advertising and Facebook advertising? *Computers in Human Behavior*.
- Chang, S.-C., & Tung, F.-C. (2007). An empirical investigation of students' behavioural intentions to use the online learning course websites. *British Journal of Educational Technology*.
- Chen, M.-F. (2007). Consumer attitudes and purchase intentions in relation to organic foods in Taiwan: Moderating effects of food-related personality traits. *Food Quality and Preference*.
- Childersa, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*.
- Chiou, W.-B. (2007). Induced Attitude Change on Online Gaming among Adolescents: An Application of the Less-Leads-to-More Effect. *CyberPsychology & Behavior*.
- Cialdini, R. B., & Trost, M. R. (1998). Social influence: Social norms, conformity and compliance. *The handbook of social psychology*.
- Cottet, P., Lichtlé, M.-C., & Plichon, V. (2006). The role of value in services: A study in a retail environment. *Journal of Consumer Marketing*.
- Dalton, D. (2012). *Mahatma Gandhi: Nonviolent Power in Action*. Columbia University Press.
- Davenport, T. H. (2000). *Sticky Business*. CIO Magazine.
- Davis, F. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*.
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*.
- Davis, R., Lang, B., & Gautam, N. (2013). Modeling utilitarian-hedonic dual mediation (UHDM) in the purchase and use of games. *Internet Research*.
- Deci, E. R. (1985). *Intrinsic Motivation and Self-Determination in Human Behavior*. New York.

- Demers, E. A., & Lev, B. (2001). A Rude Awakening: Internet Shakeout in 2000. *Review of Accounting Studies*.
- Demers, E., & Lev, B. (2001). A Rude Awakening. *Review of Accounting Studies*.
- detikInet. (2014, Agust 18). *Game Freemium, Menguntungkan atau Mematikan?* Retrieved from detikInet: <https://inet.detik.com/consumer/d-2665261/game-freemium-menguntungkan-atau-mematikan>
- Dholakia, R. R. (1999). Going shopping: key determinants of shopping behaviors and motivations. *International Journal of Retail & Distribution Management*.
- Dubelaar, C., Leong, M., & Alpert, F. (2003). Reproduced with permission of the copyright owner. Further reproduction prohibited without permission. Impact of Interactivity on the Stickiness of Online Gift Stores. *Journal Of Asia Pacific Marketing*.
- Eid, M. I. (2011). DETERMINANTS OF E-COMMERCE CUSTOMER SATISFACTION, TRUST, AND LOYALTY IN SAUDI ARABIA. *Journal of Electronic Commerce Research*.
- Ellingsen, D.-M., Leknes, S., & Kringlbach, M. (2015). Hedonic value. *OUP-FIRST UNCORRECTED PROOF*, 265.
- Ellis, D. G., & Fisher, B. A. (1994). *Small Group Decision Making: Communication and the Group Process 4th*. McGraw-Hill.
- Ferrand, A., & Vecchiatini, D. (2002). The effect of service performance and ski resort image on skiers' satisfaction. *European Journal of Sport Science*, 1-17.
- Finansialku. (2014, April 6). *Model Bisnis FREEMIUM*. Retrieved from Finansialku.com: <https://www.finansialku.com/model-bisnis-freemium/>
- Frank, L., Salo, M., & Toivakka, A. (2015). Why Buy Virtual Helmets and Weapons? Introducing a Typology of Gamers. *Conference Paper*.
- Gamedev, H. (2009, July 23). *Stickiness: Why the Player Keeps Playing*. Retrieved from Hobbygamedev: <http://www.hobbygamedev.com/articles/vol4/stickiness-why-the-player-keeps-playing/>
- Gilbert A. Churchill, J. P. (1998). *Marketing: Creating Value for Customers*. McGraw Hill College.
- Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A Room with a Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels . *Journal of Consumer Research*.

- Heijden, H. v. (2003). Factors influencing the usage of websites: the case of a generic portal in The Netherlands. *Information & Management*.
- Hoffman, D., & Novak, T. P. (1997). Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. *Journal of marketing*.
- Holbrook, M. B., & Hirschman, E. C. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal Of Consumer Research*.
- Homer, P. M., & Kahle, L. R. (1988). A structural equation test of the value-attitude-behavior hierarchy. *Journal of Personality and Social Psychology*.
- Hsiao, K.-L., & Chen, C.-C. (2016). What drives in-app purchase intention for mobile games? An examination of perceived values and loyalty. *Electronic Commerce Research and Applications*.
- Hsu, C.-L., & Liao, Y.-C. (2014). Exploring the linkages between perceived information accessibility and microblog stickiness. *The moderating role of a sense of community*.
- Hsu, C.-L., & Lin, J. C.-C. (2016). Effect of perceived value and social influences on mobile app stickiness and in-app purchase intention. *Technological Forecasting & Social Change*.
- Hsu, C.-L., & Lin, J. C.-C. (2016). Effect of perceived value and social influences on mobile app stickiness and in-app purchase intention. *Technological Forecasting & Social Change*.
- Hsu, C.-L., & Lu, H.-P. (2004). Why do People play online games? An extended TAM with social influence and flow experience. *Information & Management*.
- Jarvenpaa, S. L., & Todd, P. A. (1996). Consumer Reactions to Electronic Shopping on the World Wide Web. *International Journal of Electronic Commerce*.
- Jennifer L. Lemanski, P., & Hyung-Seok Lee, P. (2012). Attitude Certainty and Resistance to Persuasion: Investigating the Impact of Source Trustworthiness in Advertising. *International Journal of Business and Social Science*.
- Jones, M. A., Reynolds, K. E., & Arnold, M. J. (2006). Hedonic and utilitarian shopping value. *Journal of Business Research*, 974-981.
- Joseph F. Hair Jr.; William C. Black; Barry J. Babin; Rolph E. Anderson. (2014). *Multivariate Data Analysis 7th edition*. Harlow: Pearson.

- Kacen, J. J., Hess, J. D., & Walker, D. (2012). Spontaneous selection: The influence of product and retailing factors on consumer impulse purchases. *Journal of Retailing and Consumer Services*.
- Katz, D. (1960). THE FUNCTIONAL APPROACH TO THE STUDY OF ATTITUDES. *Public Opinion Quarterly*.
- Kazmi, S. (2011). *CONSUMER BEHAVIOUR*. New Delhi: EXCEL BOOKS PRIVATE LIMITED.
- Khoirunnisa. (2020, February 11). *Mobile adalah Segmen Game Terbesar*. Retrieved from SELULAR.ID: <https://selular.id/2020/02/mobile-adalah-segmen-game-terbesar/>
- Kim, H.-W., Chan, H. C., & Kankanhalli, A. (2012). What Motivates People to Purchase Digital Items on Virtual Community Websites? The Desire for Online Self-Presentation. *Information Systems Research*.
- Kotler, P., & Armstrong, G. (2018). What is Marketing. In P. K. Armstrong, *Principles of marketing* (p. 28). Pearson.
- Kresnawan, G. (2020). *Free Fire Jadi Game Terlaris Di Asia Tenggara Untuk Kuartal Pertama 2020*. Retrieved from Gamebrott: <https://gamebrott.com/free-fire-jadi-game-terlaris-di-asia-tenggara-untuk-kuartal-pertama-2020>
- kumparanTECH. (2020, February 5). *Berapa Lama Orang Indonesia Pakai Internet Setiap Hari?* Retrieved from kumparan: <https://kumparan.com/kumparantech/berapa-lama-orang-indonesia-pakai-internet-setiap-hari-1sm18OYziOQ>
- Kuo, Y.-F., Wu, C.-M., & Deng, W.-J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behavior*.
- Laurijsen, D. (2013). Effects of Micro-transactions on the Satisfaction of Players in Online Games. *Individual Research Proposal Master's Thesis Economical Psychology*.
- Lee, E.-J., & Overby, J. (2004). Creating value for online shoppers: Implications for satisfaction and loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*.
- Lee, S., & Kim, D.-Y. (2018). The effect of hedonic and utilitarian value on satisfaction and loyalty of Airbnb users. *International Journal of Contemporary Hospitality Management*.

- Li, D., Browne, G. J., & Wetherbe, J. C. (2006). Why Do Internet Users Stick with a Specific Web Site? A Relationship Perspective. *International Journal of Electronic Commerce*.
- Lin, J. C.-C. (2007). Online stickiness: its antecedents and effect on purchasing intention. *Behaviour & Information Technology*.
- Lin, J. C.-C. (2007). Online stickiness: Its antecedents and effect on purchasing intention. *Behaviour and Information Technology*.
- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2012). *Statistical Techniques in Business & Economics 5th edition*. New York: McGraw-Hill Irwin.
- Looy, J. V., Courtois, C., Vocht, M. D., & De, L. (2012). Player Identification in Online Games: Validation of a Scale for Measuring Identification in MMOGs. *Media Psychology*.
- Luan, Y. J., & Sudhir, K. (2010). Forecasting Marketing Mix Responsiveness for New Products. *Journal of Marketing Research*.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *MARKETING RESEARCH AN APPLIED APPROACH FIFTH EDITION*. United Kingdom: Pearson.
- Miriam McGowan, E. s. (2016). The influence of social identity on value perceptions and intention. *Journal of Consumer Behaviour*.
- Moon, J.-W., & Kim, Y.-G. (2001). Extending the TAM for a World-Wide-Web context. *Information & Management*.
- Newzoo. (2019, December 20). *Insights into the Indonesian Games Market*. Retrieved from Newzoo: <https://newzoo.com/insights/infographics/insights-into-the-indonesian-games-market/>
- Noel, H. (2009). *BASIC MARKETING: Consumer Behavior*. London: AVA Publishing SA.
- Nwankwo, S., Hamelin, N., & Khaled, M. (2014). Consumer values, motivation and purchase intention for luxury goods. *Journal of Retailing and Consumer Services*.
- O'Cass, A., & Grace, D. A. (2004). Exploring consumer experiences with a service brand. *Journal of Product & Brand Management* .
- Oktarini, D. S. (2019, August 25). *Jarang Orang Tahu, Ini Fakta Menarik Mengenai Mobile Legends*. Retrieved from hitekno.com: <https://www.hitekno.com/games/2019/08/25/190000/jarang-orang-tahu-ini-fakta-menarik-mengenai-mobile-legends>

- Oliver, H. M. (1993). Assessing the Dimensionality and Structure of the Consumption Experience: Evaluation, Feeling, and Satisfaction. *Journal of Consumer Research*.
- Oliver, R. L. (1996). *Satisfaction : a behavioral perspective on the consumer*. New York NY: McGraw-Hill.
- Oliver, R. L. (2014). *Satisfaction: A Behavioral Perspective on the Consumer*. New York: Routledge.
- Olshavsky, R. W., & Granbois, D. H. (1979). Consumer Decision Making-Fact or Fiction? *Journal of Consumer Research*.
- Ou, X., Wang, Q., & Xue, J. (2011). Review of Consumer Stickiness Research from Influence Factor Perspective. *Advances in Education and Management*.
- Overby, J. W., & Lee, E.-J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*.
- Proctor, T. (2005). *ESSENTIALS OF MARKETING RESEARCH 4th Edition*. England: Pearson Education Limited.
- Ratiu, B. A. (2016). A Reversed Engineered Pitch Based on Rietveld (2016), “Creating Value Through the Freemium Business Model: A Consumer Perspective”. *Accounting and Management Information Systems*.
- Reed, A. (2002). Social Identity as a Useful Perspective for Self-Concept–based Consumer Research. *Psychology and Marketing*.
- Rietveld, J. (2016). Creating Value Through the Freemium Business Model: A Consumer Perspective. *SSRN Electronic Journal* .
- Salim, H. (2014, Agust 14). *10 Hal Yang Harus Diketahui Setiap Mobile Gamer*. Retrieved from Techinasia: <https://id.techinasia.com/10-hal-yang-harus-diketahui-setiap-mobile-gamer>
- selular. (2019, July 16). *Garena: Indonesia Duduki Peringkat ke-17 dengan Jumlah Mobile Gamer Terbanyak*. Retrieved from SELULAR.ID: <https://selular.id/2019/07/garena-indonesia-duduki-peringkat-ke-17-dengan-jumlah-mobile-gamer-terbanyak/>
- Sendari, A. A. (2019, July 20). *7 Manfaat Internet yang Bisa Memudahkan Segala Aktivitas, Gunakan Dengan Bijak*. Retrieved from Liputan 6: <https://hot.liputan6.com/read/4017476/7-manfaat-internet-yang-bisa-mudahkan-segala-aktivitas-gunakan-dengan-bijak>

- Setiawan, J. (2019, November 23). *Mau Beli Diamond Ilegal? Jangan Coba Coba, Ini Resikonya!* Retrieved from KABARGAMES: <https://www.kabargames.id/jual-beli-diamond-ilegal/>
- Shelton, A. K. (2010). Defining the lines between virtual and real world purchases: Second Life sells, but who's buying? *Computers in Human Behavior*.
- Shi, F., Meng, C., Li, X., & Cai, X. (2017). Research on the Impact of Game Users' Perceived Value on Satisfaction and Loyalty - Based on the Perspectives of Hedonic Value and Utilitarian Value. *Association for Information Systems*.
- Smith, D., Menon, S., & Sivakumar, K. (2005). ONLINE PEER AND EDITORIAL RECOMMENDATIONS, TRUST, AND CHOICE IN VIRTUAL MARKETS. *Smith, D., Menon, S., & Sivakumar, K. (2005). Online peer and editorial recommendations, trust, and choice in virtual markets. Journal of Interactive Marketing*.
- Solomon, M., Bamossy, G., Asjegaard, S., & Hogg, M. K. (2006). *CONSUMER BEHAVIOUR A European Perspective*. New Jersey: Prentice-Hall, Inc.
- Suki, N. M. (2010). Green product purchase intention: impact of green brands, attitude, and knowledge. *British Food Journal*.
- Teng, W. (2018). Utilitarian, hedonic, collecting, epistemic, and high. *Journal of Marketing Communications*.
- Triandis, H. C. (1977). *Interpersonal behavior*. Monterey, Calif. : Brooks/Cole Pub. Co.
- Triwijanarko, R. (2019, June 13). *Rata-Rata Gamer Habiskan 7,5 Jam per Minggu Untuk Main Game*. Retrieved from Markeeters: <https://marketeters.com/rata-rata-gamer-habiskan-75-jam-per-minggu-untuk-main-game/>
- Tsao, W.-Y. (2014). Enhancing competitive advantages: The contribution of mediator. *Journal of Retailing and Consumer Services*.
- Tseng, W.-C., & Chang, C.-H. (2015). A Study of Consumers' Organic Products Buying Behavior in Taiwan Ecologically Conscious Consumer Behavior as A Segmentation Variabel. *International Proceedings of Management and Economy*.
- Turner, J. C. (1989). *Rediscovering the Social Group: A Self-Categorization Theory*. Blackwell.
- Turner, J. C. (1989). *Rediscovering the Social Group: A Self-Categorization Theory*. Oxford, UK: Blackwell Pub.

- Tzokasa, N., Hultinkb, E. J., & Hartc, S. (2004). Navigating the new product development process. *Industrial Marketing Management*.
- Vargo, S. L., & Lusch, R. (2004). Evolving to a New Dominant Logic. *Journal of Marketing*.
- Venkatesh, V., & Davis, F. D. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*.
- Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Extending the Unified Theory of Acceptance and Use of Technology. *Consumer Acceptance and Use of Information Technology*.
- Vince. (2018, April 12). *The Many Different Types of Video Games & Their Subgenres*. Retrieved from Idtech.com: <https://www.idtech.com/blog/different-types-of-video-game-genres>
- Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude. *Journal of Marketing Research*.
- Wang, C. (2015). Do People Purchase What They Viewed from Youtube? : the Influence of Attitude and Perceived Credibility of User-Generated Content on Purchase Intention.
- Wolfenbarger, M., & Gilly, M. C. (2001). Shopping Online for Freedom, Control, and Fun. *Research Article*.
- Wu, J., & Liu, D. (2007). THE EFFECTS OF TRUST AND ENJOYMENT ON INTENTION TO PLAY ONLINE GAMES. *Journal of Electronic Commerce Research*.
- Wu, J.-J., Chen, Y.-H., & Chung, Y.-S. (2010). Trust factors influencing virtual community members: A study of. *Journal of Business Research*.
- Y, Y., Y, A., & Y, D. (2017). Examining the Impact of Gamification on Intention of Engagement and Brand Attitude in the Marketing Context. *Computers in Human Behavior*.
- Yee, N. (2007). Motivations for Play in Online Games. *CyberPsychology & Behavior*.
- Yoshida, M., & James, J. D. (2010). Customer Satisfaction With Game and Service Experiences: Antecedents and Consequences. *Journal of Sport Management*.
- Yu, X., Roy, S. K., Quazi, A., Nguyen, B., & Han, Y. (2017). Internet entrepreneurship and “the sharing of information” in an Internet-of-Things context The role of

interactivity, stickiness, e-satisfaction and word-of-mouth in online SMEs' websites. *Internet Research*.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 14.

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*.

Zhang, M., Guo, L., Hu, M., & Liu, W. (2017). Influence of customer engagement with company social networks on. *International Journal of Information Management*.

Zikmund, W. G., Babin, B. J., & Jon C. Carr, M. G. (2009). *Business Research Methods 8th Edition*. Cengage Learning.