

DAFTAR PUSTAKA

- Agarwal, S., Teas, R. K. (2001). Perceived Value: Mediating Role of Perceived Risk. *Journal of Marketing Theory and Practice*, 9(4), 1–14. doi:10.1080/10696679.2001.11501899
- Alha, K., Koskinen, E., Paavilainen, J., Hamari, J., & Kinnunen, J. (2014). Free-to-Playgames: Professionals' perspectives. In Proceedings of nordic DiGRA.
- Amalia, E.I. (2020, Maret 31). *Maret 2020, Jumlah Pemain Dota 2 Capai 700 Ribu Orang*, dari hybrid.co.id: <https://hybrid.co.id/post/jumlah-pemain-dota-2-capai-700-ribu-orang>
- Anderson, K. C, Knight, D. K., Pookulangara, S., & Josiam, B. (2014). Influence of hedonic and utilitarian motivations on retailer loyalty and purchase intention: A facebook perspective. *Journal of Retailing and Consumer Services*, 21(5), 773-779.
- Andriani, D. (2020, September 24). *Tak Hanya Menghibur, Ini Tiga Manfaat Lain Bermain Games*. Diambil kembali Juni, 2021, dari: <https://teknologi.bisnis.com/read/20200924/564/1295974/tak-hanya-menghibur-ini-tiga-manfaat-lain-bermain-games>
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20(4), 644 doi:10.1086/209376

Bagas, L. (2020). *Waspada Seller Hasil Carding*. Diambil kembali April, 2021, dari gamebrott.com: <https://gamebrott.com/waspada-seller-hasil-carding>

Bakırtaş, H. & Divanoğlu, S. U. 2013. The Effect of Hedonic Shopping Motivation on Consumer Satisfaction and Consumer Loyalty. *International Journal of Asian Social Science, Asian Economic and Social Society*, 3(7), 1522-1534

Balakrishnan, B. K. P. D., Dahnil, M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y. *Procedia - Social and Behavioral Sciences*, 148, 177–185.

Bhukya, R. & Singh, S.(2015). The effect of perceived risk dimensions on purchase intention. *American Journal of Business*, 30(4), 218–230. doi:10.1108/AJB-10-2014-0055

Bo, W. (2011). Study on the Gender Differences of Customer Perceived Value on Purchase Intention Based on Chinese Own Use Cosmetics Market. *J. Univ. Sci. Technol. Beijing*, 27 (1), 99–103 Social Sciences Edition.

Chang, T. S., Hsiao, W. H., Chen, T. C., & Ganbold, E. (2019). Hedonic, Utilitarian, and Social Motivations for Consumers Purchase Mobile in-App Content Behavior. *International Journal of Innovation in Management*.

Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, 77(4), 511-535.

DOI:[10.1016/S0022-4359\(01\)00056-2](https://doi.org/10.1016/S0022-4359(01)00056-2)

Choi, E. J., & Kim, S. H. (2013). The Study of the Impact of Perceived Quality and Value of Social Enterprises on Customer Satisfaction and Re-Purchase Intention. *International Journal of Smart Home*, 30(1), 239-250.

CNN. (2019, Januari 03) *12 Gim dengan Pendapatan Tertinggi Versi Steam*. Diambil kembali April 2021, dari [cnnindonesia.com](https://www.cnnindonesia.com/teknologi/20190102123727-185-357910/12-gim-dengan-pendapatan-tertinggi-versi-steam):
<https://www.cnnindonesia.com/teknologi/20190102123727-185-357910/12-gim-dengan-pendapatan-tertinggi-versi-steam>

Colvin, C. A. & Goh, A. (2005). Validation of the technology acceptance model for police. *Journal of Criminal Justice*, 33(1), 89-95. doi:10.1016/j.jcrimjus.2004.10.009

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13 (3), 319-339.
DOI:[10.2307/249008](https://doi.org/10.2307/249008)

Dodds, B. W., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 85-90

Fan, X.C., & Luo, C.H. (2003). Study on competitiveness of service firms: a customer perceived value perspective. *Nankai Business Review* 6(6), 41–45.

Frometa, R.J. (2019, September 25). *Types of Online Games That You Can Play with the Help of Internet*. Diambil kembali April 2021, dari [ventsmagazine.com](https://ventsmagazine.com/2019/09/25/types-of-online-games-that-you-can-play-with-the-help-of-internet/):
<https://ventsmagazine.com/2019/09/25/types-of-online-games-that-you-can-play-with-the-help-of-internet/>

Gounaris, S. P., Tzempelikos, N. A. & Chatzipanagiotou, K. (2007). The Relationships of Customer-Perceived Value, Satisfaction, Loyalty and Behavioral Intentions. *Journal of Relationship Marketing*, 6(1):63-8

Haba, H., Hassan, Z., & Dastane, O. (2017). Factors leading to consumer perceived value of smartphones and its impact on purchase intention. *Global Business and Management Research: An International Journal*, 9(1).

Hair Jr., J. F., Black, W. C., Babin, B. J. & Anderson, R. E. (2014). Multivariate Data Analysis 7th edition. Harlow: Pearson.

Hamari, J., & Keronen, L. (2016). Why do people buy virtual goods? A literature review. In *Proceedings of the 49th Annual Hawaii International Conference on System Sciences (HICSS)*, 1 (171), 1358-1367. <http://dx.doi.org/10.1109/HICSS.2016.171>

Herdyanto, A. (2019, Juni 19). *Sejarah Video Game: 10 Tahap Perkembangan dari Era Awal hingga Terkini*. Diambil kembali April 2021, dari idntimes.com: <https://www.idntimes.com/tech/games/abraham-herdyanto/10-tahap-perkembangan-sejarah-video-game-dari-era-awal-hingga-sekarang-1/full/9>

Hsiao, K. (2013). Android smartphone adoption and intention to pay for mobile internet. *Library Hi Tech*, 31(2), 216–235.

Hsu, C. L. & Lin, J. C. (2016). Effect of perceived value and social influences on mobile app stickiness and in-app purchase intention. *Technological Forecasting and Social Change*, (), S0040162516300348-. doi:10.1016/j.techfore.2016.04.012

Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*, 22 (5/6), 342–351.

Jose, A. (2015, Agustus 01). *In-App Purchase, Cara Developer Cari Uang Lewat Game*. Diambil kembali April 2021, dari techno.okezone.com: <https://techno.okezone.com/read/2015/07/31/207/1188679/in-app-purchase-cara-developer-cari-uang-lewat-game>

Joung, H. W., Choi, E. K. & Wang, E. (2016). Effects of Perceived Quality and Perceived Value of Campus Foodservice on Customer Satisfaction: Moderating Role of Gender. *Journal of Quality Assurance in Hospitality & Tourism*, (), 1–13. doi:10.1080/1528008X.2015.1042620

Kang, J., & Park-Poaps, H. (2010). Hedonic and utilitarian shopping motivations of fashion leadership. *Journal of Fashion Marketing and Management: An International Journal*, 14(2), 312–328. doi:10.1108/13612021011046138

Kang, S. (2014). Factors influencing intention of mobile application use. *International Journal of Mobile Communications*, 12(4), 360-379. DOI:[10.1504/IJMC.2014.063653](https://doi.org/10.1504/IJMC.2014.063653)

Katz, E., Blumler, J. G., & Gurevitch, M. (1973-1974, Winter). Uses and gratifications research. *The Public Opinion Quarterly*, 37(4), 509-523.
<https://doi.org/10.1086/268109>

Kemp, S. (2021, februari 11) *DIGITAL 2021: Indonesia*. Diambil kembali April 2021, dari datareportal.com: <https://datareportal.com/reports/digital-2021-indonesia>

Kim, A.J., & Ko, E. (2012). Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention. *Journal of Global Fashion Marketing Publication*, 1(3), 164-171.
DOI:10.1080/20932685.2010.10593068

Kim, H. S. (2006). Using hedonic and utilitarian shopping motivations to profile inner city consumers. *Journal of Shopping Center Research*, 13 (1), 57–79.

Kim, Y. H., Kim, D. J., & Wachter, K. (2013). *A study of mobile user engagement (MoEN): Engagement motivations, perceived value, satisfaction, and continued engagement intention. Decision Support Systems*, 56(), 361–370. doi:10.1016/j.dss.2013.07.002

Kotler, P. (1997). Marketing management: Analysis planning, implementation and control (9th ed.). *Englewood Cliffs, NJ: Prentice-Hall*.

Kotler, P., & Armstrong, G. (2018). What is Marketing. In P. K. Armstrong, *Principles of marketing* (p. 28). Pearson.

Kumar, V. (2014). Making freemium work. *Harvard Business Review*, 92(5), 27–29.

Kumparan. (2021, Januari 15). *Perkembangan Game Online, dari Hobi Jadi Peluang Menjanjikan*. Diambil kembali April 2021, dari Kumparan: <https://kumparan.com/kumparantech/perkembangan-game-online-dari-hobi-jadi-peluang-menjanjikan-1uyzq22lrgF>

Kurniawan, A. (2020, Juli 25). *6 Game MOBA Terbaik dan Populer, Tunjukkan Skill Bermain Anda.* Diambil kembali April 2021, dari merdeka.com: <https://www.merdeka.com/jabar/6-game-moba-terbaik-dan-populer-tunjukkan-skill-bermain-anda-kln.html>

Lazzaro, F. N. (2004). Why we play games: Four keys to more emotion without store. Technical report, XEO Design Inc., 18, 1-8.

Liu, C. Z., Au, Y. A., & Choi, H. S. (2014). Effects of freemium strategy in the mobileapp market: An empirical study of google play. *Journal of ManagementInformation Systems*, 31(3), 326–354.
<https://doi.org/10.1080/07421222.2014.995564>

Lokadata. (2018, Agustus) *Pemain game online menurut usia, 2018.* Diambil kembali April 2021, dari lokadata.beritagar.id: <https://lokadata.beritagar.id/chart/preview/pemain-game-online-menurut-usia-2018-1579509362>

Lovelock, H. C., & Wirtz, J. (2010). Services marketing: People, technology, strategy (7th. ed.). Englewood Cliffs, NJ: Prentice-Hall

Lu, H.P., & Hsiao, K.L. (2010). The influence of extro/introversion on the intention to pay for social networking sites. *Information & Management*, 47(3), 150–157.

Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). Marketing research: an applied approach (fifth edition). New York: Pearson.

Murphy, R. O. & Ackermann, K. A. (2014). Social Value Orientation: Theoretical and Measurement Issues in the Study of Social Preferences. *Personality and Social Psychology Review*, 18(1), 13–41. doi:10.1177/1088868313501745

Nailufar, N. N. (2020, Maret 23). *Kebutuhan Manusia: Primer, Sekunder, Tersier*. Diambil kembali Juni 2021, dari <https://www.kompas.com/skola/read/2020/03/23/080000469/kebutuhan-manusia--primer-sekunder-tersier?page=all>

Newzoo. (2019, Desember 20). *Insight into the Indonesian Games Market*. Diambil kembali April 2021, dari [newzoo.com:](https://newzoo.com/insights/infographics/insights-into-the-indonesian-games-market/) <https://newzoo.com/insights/infographics/insights-into-the-indonesian-games-market/>

Okumus, B., & Bilgihan, A. (2014). Proposing a model to test smartphone users' intentionto use smart applications when ordering food in restaurants. *Journal of Hospitality and Tourism Technology*, 5(1), 31-49. DhtOI:[10.1108/JHTT-01-2013-0003](https://doi.org/10.1108/JHTT-01-2013-0003)

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*, 59(10-11), 1160-1166.

Pratama, K.R. (2021, Maret 26). *Genshin Impact jadi Game Mobile Tercepat Meraih Pendapatan Rp 14 Triliun*. Diambil kembali April, 2021 dari [tekno.kompas.com:](https://tekno.kompas.com/read/2021/03/26/1400000/genshin-impact-jadi-game-mobile-tercepat-meraih-pendapatan-rp-14-triliun)

<https://tekno.kompas.com/read/2021/03/26/15310097/genshin-impact-jadi-game-mobile-tercepat-meraih-pendapatan-rp-14-triliun?page=all>

Rollings, A. & Adams, E. (2006). *Fundamentals of Game Design*. Prentice Hall Inc: NJ, United States.

Salim, H. (2013, Agustus 14). *10 Hal Yang Harus Diketahui Setiap Mobile Gamer*. Diambil kembali April 2021, dari techinasia.com: <https://id.techinasia.com/10-hal-yang-harus-diketahui-setiap-mobile-gamer>

Schiffman, L.G., & Wisenblit, J.L. (2015). *Consumer Behavior* (p.31). Pearson.

Setiawan, D. (2012). Dampak Perkembangan Teknologi Informasi dan Komunikasi Terhadap Budaya. SIMBOLIKA, 4 (1), 62-72.
<http://ojs.uma.ac.id/index.php/simbolika>

Snoj, B., Pisnik,A., & Mumel, D. (2004). The relationships among perceived quality, perceived risk and perceived product value. *Journal of Product & Brand Management*, 13(3), 156–167. doi:10.1108/10610420410538050

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. doi:10.1016/s0022-4359(01)00041-0

Vieira, V., Santini, F. O., & Araujo, C. F. (2016). A meta-analytic review of hedonic and utilitarian shopping values. *Journal of Consumer Marketing*, 35(4), 426-437.

Vos, T. P., Hanusch, F., Dimitrakopoulou, D., Geertsema-Sligh, M., & Sehl, A. (2019). *The International Encyclopedia of Journalism Studies || Uses and Gratifications Research*, , 10.1002/9781118841570(), 1–8. doi:10.1002/9781118841570.iejs0032

Wicaksana, T. (2020, Maret 8). *Yuk! Mengenal Sejarah Singkat Tentang Game MMORPG Yang Ada Di Dunia*. Diambil kembali April 2021, dari games.grid.id: <https://games.grid.id/read/152049568/yuk-mengenal-sejarah-singkat-tentang-game-mmorpg-yang-ada-di-dunia?page=all>

Yeh, C.H., Wang, Y.S., & Yieh, K. (2016). Predicting smartphone brand loyalty: Consumer value and consumer-brand identification perspectives. *International Journal of Information Management*, 36(3), 245–257.