

REFERENSI

- Alha, K., Koskinen, E., Paavilainen, J., & Hamari, J. (2016), "Critical acclaim and commercial success in mobile free-to-play games", pada *Proceedings of DiGRA FDG conference*, p. 2016.
- Alha, K., Koskinen, E., Paavilainen, J., Hamari, J., & Kinnunen, J. (2014), "Free-to-Play games: Professionals' perspectives", pada *Proceedings of nordic DiGRA*.
- Apuke, O. D. (2017), "Quantitative Research Methods a Synopsis Approach", *Kuwait Chapter of the Arabian Journal of Business and Management Review*, Vol. 6, No. 11, 40-47. Diakses melalui <http://dx.doi.org.ezproxy.ugm.ac.id/10.12816/0040336>.
- Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). (2020), "Penetrasi & Profil Perilaku Pengguna Internet Indonesia 2018", *Laporan Survei S 20190518*, APJII. Diakses pada 25 Oktober 2020 melalui <https://apjii.or.id/survei2018s>.
- Badan Pusat Statistik (BPS). (2019), "Berapa Jumlah Penduduk di Pulau Jawa pada 2019", *Katadata*. Diakses pada 14 Desember 2020 melalui <https://databoks.katadata.co.id/datapublish/2019/05/14/berapa-jumlah-penduduk-di-pulau-jawa-2019>.
- Bhattacharjee, A. (2001), "Understanding Information Systems Continuance: An Expectation-Confirmation Model", *MIS Quarterly*, Vol. 25, No. 3, 351-370. Diakses melalui <https://search.proquest.com.ezproxy.ugm.ac.id/scholarly-journals/understanding-information-systems-continuance/docview/218136741/se-2?accountid=13771>.
- Belk, R. W. (2013), "Extended self in a digital world", *Journal of Consumer Research*, Vol. 40, No. 3, 477-500. Diakses melalui <https://doi.org/10.1086/671052>.
- Devaraj, S., Fan, M., & Kohli, R. (2002), "Antecedents of B2C channel satisfaction and preference: Validating e-Commerce metrics", *Information Systems Research*, Vol. 13, No. 3, 316-333. Diakses melalui <https://doi.org/10.1287/isre.13.3.334.81>.
- Ferry, L. (2020), "Jumlah Player Aktif FF, PUBG Mobile dan Mobile Legends, Siapa yang Terbanyak?", *ggwp.id*. Diakses pada 25 Oktober 2020 melalui <https://ggwp.id/media/esports/esports-lain/jumlah-player-aktif-free-fire-mobile-legends-pubg>.

- Gefen, D. (2002), "Customer loyalty in E-Commerce", *Journal of the Association for Information Systems*, Vol. 3, No. 1, 27–51. Diakses Melalui <https://aisel.aisnet.org/jais/vol3/iss1/2/>.
- Geisser, S. (1974), "A Predictive Approach to the Random Effect Model", *Biometrika*, Vol. 61, No. 1, 101-107. Diakses melalui <https://www.jstor.org/stable/2334290>.
- Guo, Y. & Barnes, S. (2011), "Purchase behavior in virtual worlds: An empirical investigation in Second Life", *Journal of Information & Management*, Vol. 48, No. 9, 303-312. Diakses melalui <https://doi.org/10.1016/j.im.2011.07.004>.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010), "Multivariate Data Analysis: A Global Perspective", Edisi 7, Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017), "A Primer On Partial Least Squares Structural Equation Modelin (PLS-SEM)", Edisi 2, Thousand Oaks, California: SAGE Publications, Inc.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011), "PLS-SEM: Indeed a Silver Bullet." *Journal of Marketing Theory and Practice*, Vol. 19, No.2, 139-152. Diakses melalui <https://doi.org/10.2753/MTP1069-6679190202>.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019), "When to use and how to report the results of PLS-SEM", *European Business Review*, Vol. 31, No. 1, 2-24. Diakses melalui <https://doi.org/10.1108/EBR-11-2018-0203>.
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014), "Partial Least Squares Structural Equation Modeling (PLS-SEM)", *European Business Review*, Vol. 26, No. 2, 106-121. Diakses melalui <https://doi.org/10.1016/j.im.2011.07.004>.
- Han, B., & Windsor, J. (2011), "User's Willingness To Pay On Social Network Sites", *The Journal of Computer Information Systems*, Vol. 51, No. 4, 31-40. Diakses melalui <https://search.proquest.com.ezproxy.ugm.ac.id/scholarly-journals/users-willingness-pay-on-social-network-sites/docview/884811181/se-2?accountid=13771>
- Hamari, J., Hanner, N., & Koivisto, J. (2017), "Service quality explains why people use freemium services but not if they go premium: An empirical study in free-to-play games", *International Journal of Information Management*,

Vol. 37, 1449-1459. Diakses melalui
<http://dx.doi.org/10.1016/j.ijinfomgt.2016.09.004>.

Hamari, J., Hanner, N., & Koivisto, J. (2020), "Why pay premium in freemium services? A study on perceived value, continued use, and purchase intentions in free-to-play games", *International Journal of Information Management*, Vol. 51. Diakses melalui
<https://doi.org/10.1016/j.ijinfomgt.2019.102040>.

Hamari, J., & Järvinen, A. (2011), "Building customer relationships through game mechanics in social games", disunting oleh M. M. Cruz-Cunha, V. H. Carvalho, & P. Tavares (Eds.), *Business, technological and social dimensions of computer games: Multidisciplinary developments*. Hershey, PA: IGI Global. Diakses melalui <https://www.igi-global.com/gateway/chapter/53938>.

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

Hellier, P. K., Guersen, G. M., Rodney, A., & Rickard J. A. (2003), "Customer Repurchase Intention: A general structural equation model", *European Journal of Marketing*, Vol. 37, No. 11/12, 1762-1800. Diakses melalui
<http://dx.doi.org.ezproxy.ugm.ac.id/10.1108/03090560310495456>.

Henseler, J., Ringle, C. M., & Sastedt, M. (2015), "A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling", *Journal of the Academy of Marketing Science*, Vol. 43, No. 1, 115-135. Diakses melalui [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014).

Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009), "The Use of Partial least Squares Path Modeling in Internasional Marketing", *New Challenges to International Marketing: Advances in International Marketing*, Vol. 20, 277-319. Diakses melalui <http://dx.doi.org/10.1007/s11747-014-0403-8>.

Jiang, J. J., Klein, G., & Carr, C. L. (2002), "Measuring information system service quality: SERVQUAL from the other side", *MIS Quarterly*, Vol. 26, No. 2, 145-166. Diakses melalui <https://doi.org/10.2307/4132324>.

Kemp, S. (2021), "Digital 2021: Indonesia", *WeAreSocial*.. Diakses melalui
<https://datareportal.com/reports/digital-2021-indonesia>.

Kettinger, W. J. & Lee, C. C. (1997), "Pragmatic perspectives on the measurement of information systems service quality", *MIS Quarterly*, Vol. 21, No. 2, 223-

240. Diakses melalui <https://www.proquest.com/scholarly-journals/pragmatic-perspectives-on-measurement-information/docview/218127104/se-2?accountid=13771>.

Kim, S. S. & Son, J. (2009), “Out of Dedication or Constraint? A Dual Model of Post-Adoption Phenomena and Its Empirical Test in the Context of Online Services”, *MIS Quarterly*, Vol. 33, No. 1, 49-70. Diakses melalui <https://www.jstor.org/stable/20650278>.

Lee, G. G., & Lin, H. F. (2005), “Customer perceptions of e-service quality in online shopping”, *International Journal of Retail & Distribution Management*, Vol. 33, No. 2, 161–176. Diakses melalui <https://doi.org.ezproxy.ugm.ac.id/10.1108/09590550510581485>.

Lin, H., & Sun, C. (2011), “Cash trade in free-to-play online games”. *Games and Culture*, Vol. 6, No. 3, 270–287. Diakses melalui <https://doi.org.ezproxy.ugm.ac.id/10.1177%2F1555412010364981>.

Liu, C. Z., Au, Y. A., & Choi, H. S. (2014), “Effects of freemium strategy in the mobile app market: An empirical study of google play”, *Journal of Management Information Systems*, Vol. 31, No. 3, 326–354. Diakses melalui <https://doi.org.ezproxy.ugm.ac.id/10.1080/07421222.2014.995564>.

Lowry, P. B., Gaskin, J. E., Twyman, N. W., Hammer, B., & Roberts, T. L. (2013), “Taking “fun and games” seriously: Proposing the hedonic-motivation system adoption model (HMSAM)” *Journal of the Association for Information Systems*, Vol. 14, No. 11, 617-671. Diakses melalui <https://www.proquest.com/scholarly-journals/taking-fun-games-seriously-proposing-hedonic/docview/1470088332/se-2?accountid=13771>.

Mäntymäki, M. & Salo, J. (2011), “Teenagers in Social Virtual Worlds: Continuous Use and Purchasing Behavior in Habbo Hotel”, *Computers in Human Behavior*, Vol. 27, No. 6, 2088-2097. Diakses melalui <https://doi.org/10.1016/j.chb.2011.06.003>.

Mäntymäki, M. & Salo, J. (2013), “Purchasing Behavior in Social Virtual Worlds: An Examination of Habbo Hotel”, *International Journal of Information Management*, Vol. 33, No. 2, 282-290. Diakses melalui <https://doi.org/10.1016/j.ijinfomgt.2012.12.002>.

Nugroho, S. S. (2020), “Pedoman Penulisan Laporan Riset Berbasis Metode Survei”, Edisi Semester 1 tahun 2020/2021. Yogyakarta: FEB UGM.

Nugroho, S. S. (2020), “Pedoman Simulasi Analisis Data”, Edisi 1 Oktober 2020. Yogyakarta: FEB UGM.

- Nurhayati-Wolff, H. (2021), “Share of Online Gamers in Indonesia in 2020, by Age Group”, *Statista*. Diakses melalui <https://www.statista.com/statistics/1117565/indonesia-age-breakdown-of-online-gamers/>.
- Oestreicher-Singer, G. & Zalmanson, L. (2013), “Content or Community? A Digital Business Strategy for Content Providers in The Social Age”, *MIS Quarterly*, Vol. 37, No. 2, 591-616. Diakses melalui <https://www.jstor.org/stable/43825924>.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988), “SERVQUAL: A multiple-Item Scale for measuring service quality”. *Journal of Retailing*, Vol. 64, No. 1, 12–40. Diakses melalui https://www.researchgate.net/publication/200827786_SERVQUAL_A_Multiple-Item_Scale_for_Measuring_Consumer_Perceptions_of_Service_Quality.
- Pitt, L. F., Watson, R. T., & Kavan, C. B. (1995), “Service quality: A measure of information systems effectiveness”. *MIS Quarterly*, Vol. 29, No. 2, 173. Diakses melalui <https://search.proquest.com.ezproxy.ugm.ac.id/scholarly-journals/service-quality-measure-information-systems/docview/218117449/se-2?accountid=13771>.
- Procci, K., Singer, A. R., Levy, K. R., & Bowers, C. (2012), “Measuring the flow experience of gamers: An evaluation of the DFS-2”. *Computers in Human Behavior*, Vol. 28, No. 6, 2306–2312. Diakses melalui <https://doi.org/10.1016/j.chb.2012.06.039>.
- Rigdon, E. E. (2012), “Rethinking Partial Least Squares Path Modeling: In Praise of Simple Methods”. *Long Range Planning*, Vol. 45, No. 5-6, 341-358. Diakses melalui <https://doi.org/10.1016/j.lrp.2012.09.010>.
- Sarstedt, M., Ringle, C. M., Henseler, J., Hair, J. F. (2014), “On the Emancipation of PLS-SEM: A Commentary on Rigdon (2012)”. *Long Range Planning*, Vol. 47, No. 3, 154–160. Diakses melalui <https://doi.org/10.1016/j.lrp.2014.02.007>.
- Sekaran, U. & Bougie, R. (2016), “Research Methods for Business: a Skill-Building Approach”, Edisi 7, Chichester, West Sussex, United Kingdom: John Wiley & Sons.
- Stone, M. (1974), “Cross-Validatory Choice and Assessment of Statistical Predictions”, *Journal of the Royal Statistical Society. Series B (Methodological)*, Vol. 36, No. 2, 111-147. Diakses melalui <https://www.jstor.org/stable/2984809>.

- Sun, Y., Fang, Y., Lim, K. H., & Straub, D. (2012), "User Satisfaction with Information Technology Service Delivery: A Social Capital Perspective", *Information Systems Research*, Vol. 23, No. 4, 1195-1211. Diakses melalui <https://www.jstor.org/stable/42004252>.
- Sweeney, J. C. & Soutar, G. N. (2001), "Consumer perceived value: The Development of a multiple item scale", *Journal of Retailing*, Vol. 77, No. 2, 203. Diakses melalui [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0).
- Syaifulloh, A. (2018), "66,3% masyarakat Indonesia memiliki smartphone #8", *Indonesiabaik.id*. Diakses pada 14 Desember 2020 melalui <http://indonesiabaik.id/infografis/663-masyarakat-indonesia-memiliki-smartphone-8>.
- Teo, T. S. H., Srivastava, S. C., & Jiang, L. (2008), "Trust and Electronic Government Success: An Empirical Study". *Journal of Management Information on Systems*, Vol. 25, No. 3, 99-131. Diakses melalui <https://www.jstor.org/stable/40398940>.
- Warshaw, P. R. & Davis, F. D. (1985), "Disentangling Behavioral Intention and Behavioral Expectation". *Journal of Experimental Social Psychology*, Vol. 21, No. 3, 213-228. Diakses melalui [https://doi.org/10.1016/0022-1031\(85\)90017-4](https://doi.org/10.1016/0022-1031(85)90017-4).
- Watson, R. T., Pitt, L. F., & Kavan, C. B. (1998), "Measuring information systems service quality: Lessons from two lognitudinal case studies". *MIS Quarterly*, Vol. 22, No. 1, 61-79. Diakses melalui <https://search.proquest.com.ezproxy.ugm.ac.id/scholarly-journals/measuring-information-systems-service-quality/docview/218118301/se-2?accountid=13771>.
- Wu, P. C. S., Yeh, G. Y., & Hsiao, C. (2011), "The effect of store image and service quality on brand image and purchase intention for private label brands: AMJ". *Australasian Marketing Journal*, Vol. 19, No. 1, 30-39. Diakses melalui <https://search.proquest.com.ezproxy.ugm.ac.id/docview/879812919?accountid=13771>.
- Zeithaml, V. A., Bitner, M. J., Gremler, D. D. (2017), "Services Marketing: Integrating Customer Focus Across the Firm", Edisi 7, Dubuque: McGraw-Hill Education.
- _____ (2020), "Indonesia's Revenue in The Mobile Games Market", *Statista*. Diakses pada 25 Oktober 2020 melalui

<https://www.statista.com/outlook/211/120/mobile-games/indonesia#market-revenue>.

_____ (2020), “Insights into The Indonesian Games Market”, *Newzoo*. Diakses pada 13 Desember 2020 melalui <https://newzoo.com/insights/infographics/insights-into-the-indonesian-games-market/>.

_____ (2020), “Mobile Marketing Ecosystem of Indonesia”, *MMAGlobal*. Diakses pada 13 Desember 2020 melalui https://www.mmaglobal.com/files/documents/indonesia_mobile_ecosystem_report_2019_-_launch2.pdf.

_____ (2020), “Top Apps Ranking: Top Games Free Apps Ranking – Most Popular Apps in Indonesia”, *SimilarWeb*. Diakses pada 13 Desember 2020 melalui <https://www.similarweb.com/apps/top/google/store-rank/id/games/top-free/>.