UNIVERSITAS
GADJAH MADA
**Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna
Aplikasi Belajar Digital Pahamify**
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

Abou-Shouk, M., & Soliman, M. (2021). *The Impact of Gamification Adoption Intention on Brand Awareness and Loyalty In Tourism: The Mediating Effect of Customer Engagement.* Journal of Destination Marketing & Management, 20(2). DOI: 10.1016/j.jdmm.2021.100559

Abror, Rizaldi. (2020, 23 November). *Sudah Coba Belum? Serunya Belajar Rasa Main Game Ala Pahamify.* [Online]. Tersedia di https://pahamify.com/blog/contoh-pembelajaran-iovatif-ala-pahamify/

Alsa, Asmadi. 2004. *Pendekatan Kuantitatitatif dan Kualitatif serta Kombinasinya dalam Penelitian Psikologi*. Yogykarta: Pustaka Pelajar

Alsawaier, Raed S. 2018. *The Effect of Gamification on Motivation and Engagement.* International Journal of Information and Learning Technology, 35 (1). ISSN-2056-4880

Anindyaputri, Irene. 2021, 24 September. *Customer Engagement: Pengertian, Cara Mengukur, dan Penerapannya.* [Online]. Tersedia di https://glints.com/id/lowongan/customer-engagement-adalah/#.YoLkk_lByT9

Anker, T. B., & Stead, M. (2009). *What Is Commercial Social Marketing? And Is It a Force for Good or Bad?.* Makalah dipresentasikan pada *INSM International Nonprofit and Social Marketing Conference*, Melbourne, Australia

Annur, Cindy Mutia. (2020, 20 Maret). *Startup Pendidikan Pahamify Raih Pendanaan Rp 2,4 M dari Inkubator AS.* [Online]. Tersedia di https://katadata.co.id/desysetyowati/digital/5e9a421333d04/startup-pendidikan- pahamify-raih-pendanaan-rp-24-m-dari-inkubator-as

Anwar, Hidayat. (2014, 24 Januari). *Rumus KR 20 Dan Tutorial Cara Hitung dengan Excel.* [Online].
Tersedia di https://www.statistikian.com/2014/01/kr-20-dengan-excel.html

Aparicio, Manuela., Carlos J. Costa. 2017. *Gamification: Software Usage Ecology.* Makalah dipresentasikan pada *International Science and Technology Conference*, Berlin

Arradian, Danang. (2021, 20 Juli). *Back to School, Beli Ponsel Xiaomi Bonus Kelas Online di Pahamify.* [Online]. Tersedia di

UNIVERSITAS
GADJAH MADA
**Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna
Aplikasi Belajar Digital Pahamify**
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

https://tekno.sindonews.com/read/487584/122/back-to-school-beli-ponsel-xiaomi-bonus-kelas-online-di-pahamify-1626718050

Aydin, Gokhan. 2018. *Effect of Demographics on Use Intention of Gamified Systems*. International Journal of Technology and Human Interaction, 14 (1). DOI: 10.4018/IJTHI.2018010101

Banjarnahor, Astri Rumondang, et al. 2021. *Manajemen Komunikasi Pemasaran.* Medan: Yayasan Kita Menulis

UNIVERSITAS
GADJAH MADA
**Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna
Aplikasi Belajar Digital Pahamify**
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

Berlo, Zeph M. C. van., Eva A. van Reijmersdal., Martin Eisend. 2021. *The Gamification of Branded Content: A Meta-Analysis of Advergame Effects.* Journal of Advertising, 50:2, 179-196. DOI: 10.1080/00913367.2020.1858462

Bijmolt, Tammo H. A., et al. 2010. *Analytics for Customer Engagement.* Journal of Service Research 13(3), pp. 341-356. DOI: 10.1177/1094670510375603

Bolton, R.N., McColl-Kennedy, J.R., Cheung, L., Gallan, A., Orsingher, C., Witell, L. and Zaki, M. (2018*). Customer Experience Challenges: Bringing Together Digital, Physical and Social Realms.* Journal of Service Management, 29 (5), pp. 776-808. DOI: 10.1108/JOSM-04- 2018-0113

Bona, Maria Fatima. (2021, 24 September). *Pahamify Luncurkan Buku Panduan Dampingi Pelajar Hadapi UTBK Perguruan Tinggi.* [Online]. Tersedia di https://www.beritasatu.com/digital/832305/pahamify-luncurkan-buku-panduan-dampingi-pelajar-hadapi-utbk-perguruan-tinggi

Bonde, Mads T., et al. 2014. *Improving Biotech Education Through Gamified Laboratory Simulations.* Nature Biotechnology, 32 (7). DOI: 10.1038/nbt.2955

Bradshaw, Amy C. 2017. *Critical Pedagpgy and Educational Technology.* Dalam Benson, A. D., Joseph, R., Moore, J.L. (Penyunting), *Culture, Learning, and Technology: Research and Practice* (Edisi- 1). Tersedia di Google Books

Brakus, J.J., Schmitt, B.H., dan Zarantonello, L. (2009). *Brand Experience: What is it? How is it Meassured? Does it Affect Loyalty?*. Journal of Marketing 73 (2)

Brodie, J.R., Ilic, A., Juric, B. and Hollebeek, L. (2011b). *Consumer Engagement in A Virtual Brand Community: An Exploratory Research.* Journal of Business Research, 66 (1), pp. 105-114

Brooks, Robert., Brooks Suzanne., Goldstein Sam. 2021. *Nurturing Engagement, Motivation, and Resilience in Students.* S. L. Christenson, A. L. Reschly, & C. Wylie (Penyunting*), Handbook of research on student engagement* (pp. 541–562). Springer Science + Business Media. DOI: 10.1007/978-1-4614-2018-7_26

Busser, Thomas., Muriel Niderle., Hessel Oosterbeek. 2012. *Gender, Competitiveness, and Career Choices.* The Quarterly Journal of Economics (2014), 1409–1447. DOI: 10.1093/qje/qju009

Calder, Bobby J., Edward C. Malthouse., Ute Schaedel. 2009. *An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness.* Journal of Interactive Marketing, 2009, 23 (4), pp. 321-331. DOI: 10.1016/j.intmar.2009.07.002

UNIVERSITAS GADJAH MADA
Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna Aplikasi Belajar Digital Pahamify
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

Cambridge Assessment International Education. 2018. *Global Education Census Report.* [Online]. Tersedia di https://www.cambridgeinternational.org/news/news-details/view/indonesian-studentsamong-the

Creswell, John W. 2014. *Research Design, Qualitatives, Quantitative, and Mixed. Methods Approcahes* (Edisi Keempat). United State of America: SAGE

Csikszentmihalyi, M., Rathunde, K. (1993). *The measurement of flow in everyday life: Toward a theory of emergent motivation*. J. E. Jacobs (Penyunting), Diambil dari *Nebraska Symposium on Motivation*: *Developmental Perspectives on Motivation* (pp. 57–97). University of Nebraska Press.

Csikszentmihalyi, Mihaly. 1996. *Creativity, Flow and the Psychology of Discovery and Invention*. New York: HarperCollins

Darmawan. 2013. *Metode Penelitian Kuantitatif.* Bandung: Remaja Rosdakarya

Deci, E. L., Koestner R., dan Ryan R. M. 1999. *A Meta Analytic Review of Experiments Examining The Effects of Extrinsic Rewards on Intrinsic Motivation*. Buletin Psikologi, Vol. 125, No. 6, hal. 627-668. [Online]. DOI: https://doi.org/10.1037/0033-2909.125.6.627

Deci, Edward L., Richard Koestner., dan Richard M. Ryan. (1999). *A Meta-Analytic Review of Experiments Examining The Effects of Extrinsic Rewards on Intrinsic Motivation*. Psychological Bulletin, 125(6), 627–668. DOI: 10.1037/0033-2909.125.6.627

Deterding, Sebastian. 2012. *Gamification: Designing for Motivation*. DOI: 10.1145/2212877.2212883

Deterding, Sebastian., et al. 2011. *From Game Design Elements to Gamefulness: Defining Gamification.* Conference: Proceedings of the 15th International Academic MindTrek Conference: Envisioning Future Media Environments, pp. 9-15. DOI: 10.1145/2181037.2181040

Dibbell, J. (2007). *Notes towards a Theory of Ludocapitalism*. [Online]. Tersedia di https://lists.thing.net/pipermail/idc/2007September/002833.html

Dichev, Christo., Darina Dicheva. 2017. *Gamifying Education: What is Known, What is Believe and What Remains Uncertain: A Critical Review.* International Journal of Educational Technology in Higher Education. DOI: 10.1186/s41239-017-0042-5

Domínguez, J. J., A., Saenz-De-Navarrete, J., De-Marcos, L., FernándezSanz, L., Pagés, C., dan Martínez-Herráiz. 2013. *Gamifying Learning Experiences : Practical Implications and Outcomes.* Comput. Educ., vol. 63, pp. 380–392

UNIVERSITAS
GADJAH MADA
**Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna
Aplikasi Belajar Digital Pahamify**
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

East Venture. (2019, 21 Juni). *Startup Teknologi Pendidikan (EdTech) di Indonesia: Semua Hal yang Perlu Kamu Tahu.* [Online]. Tersedia di https://east.vc/east-ventures/startup-pendidikan- indonesia/

Education Technology. 2018. *Gamification – Still a Hot Trend in Education?.* [Online] Tersedia di https://edtechnology.co.uk/comments/gamification-still-a-hot-trend-in-education/

Eka, Randi. 2020. *Tren Platform Edtech di Indonesia*. [Online]. Tersedia di https://dailysocial.id/post/tren-edtech-di-indonesia

Ekaputri, Sarah., D., Dida, Susanne., Centurion. C. Priyatna. 2019. *Edtech Sebagai Cyber Brand dan Tantangannya dalam Membangun*). Dalam *Seminar Nasional MACOM III Communication and Information Beyond Boundaries,* pp.279. Aksel Media Akselerasi

Filsecker, M., D. T. Hickey. *A Multilevel Analysis of The Effects of External Rewards on Elementary Students Motivation, Engagement and Learning in an Educational Game.* 2014. Comput. Educ., vol. 75, pp. 136–148.

Flory, Jeffrey., Andreas Leibbrandt., John List. 2015. *Do Competitive Workplaces Deter Female Workers? A Large-Scale Natural Field Experiment on Job Entry Decisions*. Review of Economic Studies, 82, (1), 122-155

Gambetti, Rosella C., Guendalina Graffigna., Silvia Biraghi. 2012. *The Grounded Theory Approach to Consumer–Brand Engagement.* Jurnal Pemasaran Internasional, 4 (5). DOI: 10.2501/IJMR- 54-5-659-687

Gamify. Game Mechanics & Game Dynamics: Gamification 101. [Online]. Tersedia di https://www.gamify.com/gamification-blog/gamification-101-game-mechanics-game-dynamics.

Gee, James Paul. 2008. *Learning and Games in The Ecology of Games: Connecting Youth, Games, and Learning.* Katie Salen (Penyunting). Cambridge, MA: The MIT Press.

Ghozali, Imam dan Fuad. 2008. *Structural Equation Modeling: Teori, Konsep, dan Aplikasi Dengan Lisrel 8.80.* Semarang: Universitas Diponegoro

Ghozali, Imam. (2011). *Aplikasi Analisis Multivariate dengan Program SPSS*. Edisi kelima. Semarang: Badan Penerbit Universitas Diponegoro

Ghozali, Imam. 2016. *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23* (Edisi Kedelapan). Cetakan ke VIII. Semarang : Badan Penerbit Universitas Diponegoro

Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro

Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna
Aplikasi Belajar Digital Pahamify
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

Gilal, Faheem Gul., Zhang Jian., Justin Paul., Naeem Gul Gilal. 2018. *The Role of Self-Determination Theory in Marketing Science: An Integrative Review and Agenda for Marketing Research.* European Management Journal. DOI: 10.1016/j.emj.2018.10.004

Glover, Ian. 2013. *Play As You Learn: Gamification As a Technique for Motivating Learners*. Herrington, J., Couros, A. dan Irvine, V (Penyunting). Diambil dari *World Conference on Educational Multimedia, Hypermedia and Telecommunications*, AACE, Chesapeake, 1999- 2008. Tersedia di http://shura.shu.ac.uk/7172/

Hadi, Sutrisno. 1994. *Statistik dalam Basic Jilid I.* Yogyakarta: Andi Offset

Hamari, J., Koivisto, J., dan Sarsa, H. 2014. *Does Gamification Work? -- A Literature Review of Empirical Studies on Gamification*. Konferensi Internasional ke-47 tentang Ilmu Sistem. Hal. 3025-3034.DOI: 10.1109/HICSS.2014.377.

Hammedi, Wafa., Leclercq Thomas., Ingrid Poncin. 2019. *Customer Engagement: The Role of Gamification.* Dalam *Handbook of Customer Engagement Research.* Penerbit*:* Edward Elgar

Harmelling, Colleen., et al. 2016. *Toward a Theory of Customer Engagement Marketing.* Journal of the Academy of Marketing Science. DOI: 10.1007/s11747-016-0509-2

Harwood, T., Tony Gary. 2015. *An Investigation Into Gamification as a Customer Engagement Experience Environment.* Journal of Service Marketing, 29 (6/7), P. 533-546. DOI: 10.1108/JSM-01-2015-0045

Heinonen, Kristina., et al. 2010*. A Customer-Dominant Logic of Service.* Journal of Service Management 21(4), PP.531-548. DOI:10.1108/09564231011066088

Hollebeek, Linda D. 2011. *Demystifying Customer Brand Engagement: Exploring The Loyalty Nexus.* Journal of Marketing Management, 27 (7-8), pp.785-807. University of Auckland Business School, New Zealand. DOI: 10.1080/0267257X.2010.500132

https://twitter.com/pahamify/status/1354338930053636096?t=bDld_aAn4s9lLltdLPRTXA&s=19 Hung, I-Chun., Kinshuk., Nian-Shing Chen*.* 2018*. Embodied interactive video lectures for improving learning comprehension and retention.* Computers and Education, 17, pp. 116131. DOI: 10.1016/j.compedu.2017.10.005

Huotari, K., & Hamari, J. (2012). *Defining Gamification: A Service Marketing Perspective*. Diambil dari 16th *International Academic MindTrek Conference* (pp. 17-22). New York, NY: ACM

UNIVERSITAS
GADJAH MADA
**Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna
Aplikasi Belajar Digital Pahamify**
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

Huotari, K., dan Hamari, J. 2012. Defining Gamification: A Service Marketing Perspective. Konferensi MindTrek Akademik Internasional ke-16. Hal. 17-22. [Online]. Tersedia di DOI:10.1145/2393132.2393137

Huotari, K., Hamari, J. (2011). *Gamification From The Perspective of Service Marketing.* ACM Conference on Human Factors in Computing Systems

Indonesia Survey Center. 2020. *Laporan Survei Internet APJII 2019-2020 (Q2)*

Innovation Factory dan Ravenry. (2020). *i360 Report Edutech Industry in Indonesia.* [Online]. Tersedia di dari https://theravenry.com/wp-content/uploads/2020/08/i360-ReportEdutech-Industry-in-Indonesia.pdf

Instagram Pahamify (@pahamify). (2018, 1 September). Tersedia di https://www.instagram.com/Pahamify/

Instagram Pahamify (@pahamify). (2021, 8 September). Tersedia di https://www.instagram.com/Pahamify/

Jamun, Yohannes Maryono. 2018. *Dampak Teknologi terhadap Pendidikan.* Jurnal Pendidikan dan Kebudayaan MiSSio, 10 (1), P. 1-136. Tersedia di http://unikastpaulus.ac.id/jurnal/index.php/jpkm/article/view/54

Januszewski, A., Molenda, M. 2008. *Educational Technology: A Definition with Commentary.* New York: Routledge

Januszewski, Alan., Molenda Michael. 2008. *Education Technology A Definition with Commentary.* Lawrence Erlbaum Associates Taylor & Francis Group. New York

Kankanhalli, A., Taher, M., Cavusoglu, H., Kim, S. H. (2012). *Gamification: A new Paradigm for Online User Engagement* dalam *International Conference on Information Systems*, ICIS, 2012, Vol.4, pp. 3573-3582

Kapp, Karl M. 2012. *Games, Gamification, and the Quest for Learner Engagement*. Talent Development, 66 (6)

Kapp, Karl. 2014. *Gamification: Separating Fact From Fiction.* [Online]. Tersedia di https://people.potsdam.edu/betrusak/625/Gamification%20%20Separating%20Fact %20from%20Fiction%20(Mar%2014).pdf

Karać, J., Stabauer, M. 2017. *Gamification in E-Commerce*. Nah, FH., Tan, CH. (Peyunting). Diambil dari *HCI in Business, Government and Organizations. Supporting Business.* Lecture Notes in Computer Science, vol 10294. Springer, Cham. DOI: 10.1007/978-3-319-58484-3_4

UNIVERSITAS
GADJAH MADA
**Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna
Aplikasi Belajar Digital Pahamify**
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

Kementerian Pendidikan dan Kebudayaan. 2018. *Model Gamifikasi dalam Peningkatan Motivasi Belajar Peserta Didik pada Pendidikan Kesetaraan Program Paket C Daring.*

Kinasih, Ayunda Pininta. 2020. Siswa SMA, Kemendikbud-Rencanamu Hadirkan Layanan Gratis Siap Kuliah. [Online]. Tersedia di https://www.kompas.com/edu/read/2020/10/14/135212371/siswa-sma-kemendikbud-rencanamu-hadirkan-layanan-gratis-siap-kuliah?page=all

Kotler, P., Armstrong G., 2008. *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga

Kotler, Philip., Gerald Zaltman. 1971. *Social Marketing: An Approach to Planned Social Change.* Journal of Marketing, 35 (3), pp. 3-12

Landers, R. N., & Callan, R. C. (2011). *Casual social games as serious games: The psy-chology of gamification in undergraduate education and employee training.* M. Ma, A. Oikonomou, & L. C. Jain (Penyunting). Serious Games and Edutainment aApplications (pp. 399-424). Surrey, UK: Springer

Largo, Faraón Lloren., et al. 2016. *Gamification of The Learning Process: Lessons Learned.* Dalam *IEEE Revista Iberoamericana de Tecnologias del Aprendizaje,* 11 (4), pp. 227-234. DOI:: 10.1109/RITA.2016.2619138

Lee, J.J., J.Hammer. 2011. *Gamification in Education :What, How,Why Bother? What : Definitions and Uses.* Acad. Exch. Q., vol. 15, pp. 1–5

Lee, Jung-Yong., Chang-Hyun Jin. 2019. *The Role of Gamification in Brand App Experience: The Moderating Effects of the 4Rs of App Marketing.* Cogent Psychology 6(1). DOI: 10.1080/23311908.2019.1576388

Legaki, Nikoletta-Zampeta., et al. 2020. *The Effect of Challenge-Based Gamification on Learning: An Experiment in the Context of Statistics Education*. Jurnal Internasional mengenai Kajian Manusia-Komputer. Vol. 144. [Online]. DOI: 10.1016/j.ijhcs.2020.102496

UNIVERSITAS GADJAH MADA
Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna Aplikasi Belajar Digital Pahamify
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

Li, Ling Hin., Ka Shing Cheung, dan Wing Sze Tse. 2021. *Understanding The Shoppers' Perception in Retail Shopping Malls: A Self-Determination Theory Perspective*. Journal of Strategic Marketing. DOI: 10.1080/0965254X.2020.1870046

Liu, Y., & Shrum, L. J. (2002). *What is Interactivity and is It Always such a Good Thing? Implications of Definition, Person, and Situation for The Influence of Interactivity on Advertising Effectiveness.* Journal of Advertising,31(4), 53–64. DOI: 10.1080/00913367.2002.10673685

Lu, J., dan Law, N. 2012. *Online Peer Assessment: Effects of Cognitive and Affective Feedback.* Instructional Science. Vol. 40. [Online]. DOI: 10.1007/s11251-011-9177-2

Luppiccini, Rocci. 2005. *A Systems Definition of Educational Technology in Society.* Educational Technology & Society 8(3)

Manzano-León, A., Camacho-Lazarraga, P., Guerrero, M. A., Guerrero-Puerta, L., Aguilar-Parra, J. M., Trigueros, R., & Alias, A. 2021. Between Level Up and Game Over: A Systematic Literature Review of Gamification in Education. Sustainability, Vol. 13, Issue 4. DOI: 10.3390/su13042247

Maslac, Karmela Aleksic., Branko Sinkovic., Philip Vranesic. 2017. *Influence of Gamification on Student Engagement in Education.* International Journal of Education and Learning Systems, Vol.2. ISSN: 2367-8933

McGonigal, Jane. (2011). *Reality is Broken: Why Games Make Us Better and How They Can Change The World.* New York: Penguin.

Mekler, Elisa D., et al. 2013. *Disassembling Gamification: TheEffects of Points and Meaning onUser Motivation and Performance.* (pp.1137-1142). DOI: 10.1145/2468356.2468559

Merchant.id. *Menggunakan Gamification Sebagai Content Marketing untuk Bisnis Anda*. [Online]. Tersedia di https://merchant.id/content/menggunakan-gamification-sebagaicontent-marketing-anda/

Mollen, Anne., Hugh Wilson. 2010. *Engagement, Telepresence and Interactivity in Online Consumer Experience: Reconciling Scholastic and Managerial.* Journal of Business Research, Special Issue on Internet Customer Behavior, 63, (9-10), pp. 919-925.

Mollen, Anne., Hugh Wilson. 2010. *Engagement, Telepresence and Interactivity in Online Consumer Experience: Reconciling Scholastic and Managerial.* Journal of Business Research, Special Issue on Internet Customer Behavior 63 (9-10), pp. 919-925

Muhson, Ali. (2012). *Pelatihan Analisis Statistik dengan SPSS.* Yogyakarta: Fakultas Ekonomi UNY

Nabila, Marsya. (2019, 19 Juli). *Startup Edtech Pahamify Resmi Hadir, Tawarkan Konten Edukasi*

Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna
Aplikasi Belajar Digital Pahamify
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

untuk Pelajar SMA. [Online]. Tersedia di https://dailysocial.id/post/startup-edtech-pahamify-edukasi-pelajar-sma

Nysveen, H., P.E Pedersen, H. Thorbjørnsen. 2005. *Intentions to Use Mobile Services: Antecedents and Cross-Service Comparisons.* JAMS 33, 330. DOI: 10.1177/0092070305276149

Pahamify. 2021. *Gamification 101: What is Fun Learning.* [Online]. Tersedia di https://www.linkedin.com/posts/pahamify_pahaminsight-gamification-101activity6813380094472552448WqgR?utm_source=linkedin_share&utm_medium=mem ber_desktop_web

Pahamify. *Tentang Pahamify.* [Online]. Tersedia di https://pahamify.com/about-us/

Palomino, P.T., et al,. 2019. *Narrative for Gamification in Education: Why Should you Care?*. Dalam *2019 IEEE 19th International Conference on Advanced Learning Technologies* (ICALT), 2161-377X, 97-99.

Patterson., Paul., Ting Yu., and Ko de Ruyter. 2006. *Understanding Customer Engagement in Services.* Advancing Theory, Maintaining Relevance, Proceedings of ANZMAC 2006 Conference, Brisbane, 4-6 December

Pemerintah Indonesia. Undang-Undang Nomor 20 Tahun 2003 tentang Sistem Pendidikan Nasional. Lembaran Negara RI Tahun 2003 Nomor 78, Tambahan Lembaran RI Nomor 4301. Sekretariat Negara. Jakarta.

Perkins, Laura. 2015. *The Community Manager's Playbook: How to Build Brand Awareness and Customer Engagement.* Apress. ISBN 1430249951, 9781430249955

Poornikoo, Mehdi. 2014. *Gamification: A Platform for Transitioning from Goods-Dominant Logic to Service-Dominant Logic.* Thesis dari Norwegian School of Economics

Raharjo, Said. 2019. *Cara Uji Korelasi Parsial dengan SPSS Serta Interpretasi Lengkap.* [Online]. Tersedia di https://www.spssindonesia.com/2019/01/cara-uji-korelasi-parsial-dengan-spss.html

Rahma, Ellyta. (2021, 7 Mei). *Pahamify Jadikan Storytelling untuk Bersaing di Industri EdTech.* [Online]. Tersedia di https://www.marketeers.com/pahamify-jadikan-storytelling-untuk-bersaing-di-industri-edtech/\

Riduwan., Engkos Achmad Kuncoro. 2017. *Cara Menggunakan dan Memakai Path Analysis (Analisis Jalur).* Bandung: Alfabeta

Roberts, Kevin. 2015. *Brand Loyalty Reloaded.* New York.

Rustaman, N. (2001). *Ilmu dan Aplikasi Pendidikan.* Bandung: Imperial Bhakti Utama

Ryan, Richard M. 1995. *Psychological Needs and the Facilitation of Integrative Processes.* Journal of Personality, 63 (3), pp. 397-427. DOI: 10.1111/j.1467-6494.1995.tb00501.x

UNIVERSITAS
GADJAH MADA
**Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna
Aplikasi Belajar Digital Pahamify**
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

Ryan, Richard M., Edward L. Deci. 2000. *Self-Determination Theory and the Facilitation of Intrinsic Motivation, Social Development, and Well-Being.* American Psychological Association, 55 (1), pp. 68-78. DOI: 10.1037110003-066X.55.1.68

Salen, K., Michael E. Zimmerman. 2004. *Rules of Play.* Cambridge. M.A: MIT Press

Sanmugam, Mageswaran., et al. 2015. *Gamification as an Educational Technology Tool in Engaging and Motivating Students; An Analyses Review.* Advanced Science Letters, 21 (10). American Scientific Publisher. DOI: 10.1166/asl.2015.6489

Sashi, C. M. 2012. *Customer Engagement, Buyer-Seller Relationships, and Social Media.* Management Decision, 50 (2), pp. 253-272. DOI: 10.1108/00251741211203551

Seaborn, Katie., Deborah I. Fels. 2015. *Gamification in Theory And Action: A Survey.* International Journal of Human-Computer Studies, 72, p.14-31. DOI: 10.1016/j.ijhcs.2014.09.00

Sekaran, U., Bougie, R. (2013). *Research Methods for Business. In A Skill-Building Approach*. (Edisi Ketujuh). Chichester: Wiley

Setiawan, Ade. (2021, 16 November). *Ukuran Pemusatan Data: Mean - Median – Mode.* [Online]. Tersedia di https://www.smartstat.info/materi/statistika/statistik-deskriptif/ukuran-pemusatan-data-mean-median-mode.html

Sever, N. Sedar., Goknil Nur Sever., Salar Kuhzady. 2015. *The Evaluation of Potentials of Gamification in Tourism Marketing Communication*. International Journal of Academic Research in Business and Social Sciences, 5(10). ISSN: 2222-6990

Sheldon, Lee. 2020. *The Multiplayer Classroom: Designing Coursework as a Game.* [Online]. DOI: 10.1201/9780429285035. ISBN: 9780429285035

Shi, Victor Guang et al. 2017. *Using gamification to transform the adoption of servitization.* Industrial Marketing Management, 63. DOI: 10.1016/j.indmarman.2016.12.005. ISSN 0019-8501

Sicilia, Maria., et al. 2005. *Effects of Interactivity in a Web Site: The Moderating Effect of Need for Cognition.* Journal of Advertising 34 (3). DOI: 10.1080/00913367.2005.10639202

Silverman, R.E. (2011, 10 Oktober). *Latest Game Theory: Mixing Work and Play*. [Online]. Tersedia di https://www.wsj.com/articles/SB10001424052970204294504576615371783795248

Sprott, David Eric., Sandor Czellar., Eric R. Spangenberg. 2009. *The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale.* Journal of Marketing Research 46 (1), pp. 92-104. DOI:10.1509/jmkr.46.1.92

Stott, A.M., dan Neustaedter, C. 2013. *Analysis of Gamification in Education*. [Online]. Tersedia di http://clab.iat.sfu.ca/pubs/Stott-Gamification.pdf

UNIVERSITAS GADJAH MADA
Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna Aplikasi Belajar Digital Pahamify
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

Strebler, M., M Thompson., P. Hero. 1997. *Skills, Competencies, and Gender: Issues for Pay and Training.* Institute Employment. ISBN 1-85184-262-4

Sudarmanto, R. Gunawan, 2005. *Analisis Regresi Linier Ganda dengan SPSS.* Yogyakarta: Ghalia Ilmu Sudjana, Sudjana. (2005). *Metode Statistika.* Bandung: Tarsito.

Sugiyono, Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D.* Bandung: Alfabeta Sugiyono, Sugiyono. 2010. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D.* Bandung: Alfabeta

Sugiyono, Sugiyono. 2019. *Metode Penelitian Kuantitatif Kualitatif dan R&D.* Bandung: CV. ALFABETA Swastha, Basu., Irawan. 2001. *Manajemen Pemasaran Modern*. Yogyakarta : Liberty Yogyakarta Tang, Jian ., Yuxiang (Chris) Zhao., Tianmei Wang., Zhiyuan Zeng. 2021. *Examining the Effects of Feedback-giving as a Gamification Mechanic in Crowd Rating Systems*. Jurnal Internasional Interaksi Manusia-Kompiter. Vol. 37. [Online]. DOI: 10.1080/10447318.2021.1917866

Tribunnews. (2021, 22 Juli). *Back to School, Pahamify Beri Akses Video Gratis dan Diskon Sadis untuk Paket Persiapan SBMPTN!.* [Online]. Tersedia di https://www.tribunnews.com/pendidikan/2021/07/22/back-to-school-pahamify-beri - akses-video-gratis-dan-diskon-sadis-untuk-paket-persiapan-sbmptn

Tuma, Faiz., Jafar Aljazeeri. 2021. *Asynchronous group learning in learn from the learner approach: A Learning Object That Enhances and Facilitates Distance Self and Shared Learning.* Annals of Medicine and Surgery, 67, 102535. ISSN 2049-0801. DOI: 10.1016/j.amsu.2021.102535

Van Doorn, Jenny., et al. 2010. *Customer Engagement Behavior: Theoretical Foundations and Research Directions.* Journal of Service Research, 13 (3), pp. 253-266. DOI: 10.1177%2F1094670510375599

Veltsos, J. R. 2017. *Gamification in the Business Communication Course*. Vol. 80, DOI: 10.1177%2F2329490616676576

Venkatesh, V., dan Michael G. Moris. (2000). *Why Don't Men Ever Stop to Ask for Directions? Gender, Social Influence, and Their Role in Technology Acceptance and Usage Behavior*. MIS Quarterly, 24(1), pp. 115-139. DOI:10.2307/3250981

Vivek, Shiri D., E., Sharon E. Beatty., Vivek Dalela., Robert M. Morgan. 2014. *A Generalized Multidimensional Scale for Measuring Engagement.* Journal of Marketing Theory and Practice, 22, p. 401-420. DOI: 10.2753/MTP1069-6679220404

Vivek, Shiri D., Sharon E. Beatty., Robertt M, Morgan. 2012. *Customer Engagement: Exploring Customer Relationships Beyond Purchase*. The Journal of Marketing Theory and Practice

UNIVERSITAS
GADJAH MADA
**Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna
Aplikasi Belajar Digital Pahamify**
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/
20 (2): 127-145. DOI: 10.2307/2324381120910966255

Sanmugam, Mageswaran., et al. 2015. *Gamification as an Educational Technology Tool in Engaging and Motivating Students; An Analyses Review.* Advanced Science Letters, 21 (10). American Scientific Publisher. DOI: 10.1166/asl.2015.6489

Sashi, C. M. 2012. *Customer Engagement, Buyer-Seller Relationships, and Social Media.* Management Decision, 50 (2), pp. 253-272. DOI: 10.1108/00251741211203551

Seaborn, Katie., Deborah I. Fels. 2015. *Gamification in Theory And Action: A Survey.* International Journal of Human-Computer Studies, 72, p.14-31. DOI: 10.1016/j.ijhcs.2014.09.00

Sekaran, U., Bougie, R. (2013). *Research Methods for Business. In A Skill-Building Approach*. (Edisi Ketujuh). Chichester: Wiley

Setiawan, Ade. (2021, 16 November). *Ukuran Pemusatan Data: Mean - Median – Mode.* [Online]. Tersedia di https://www.smartstat.info/materi/statistika/statistik-deskriptif/ukuran-pemusatan-data-mean-median-mode.html

Sever, N. Sedar., Goknil Nur Sever., Salar Kuhzady. 2015. *The Evaluation of Potentials of Gamification in Tourism Marketing Communication*. International Journal of Academic Research in Business and Social Sciences, 5(10). ISSN: 2222-6990

Sheldon, Lee. 2020. *The Multiplayer Classroom: Designing Coursework as a Game.* [Online]. DOI: 10.1201/9780429285035. ISBN: 9780429285035

Shi, Victor Guang et al. 2017. *Using gamification to transform the adoption of servitization.* Industrial Marketing Management, 63. DOI: 10.1016/j.indmarman.2016.12.005. ISSN 0019-8501

Sicilia, Maria., et al. 2005. *Effects of Interactivity in a Web Site: The Moderating Effect of Need for Cognition.* Journal of Advertising 34 (3). DOI: 10.1080/00913367.2005.10639202

Silverman, R.E. (2011, 10 Oktober). *Latest Game Theory: Mixing Work and Play*. [Online]. Tersedia di https://www.wsj.com/articles/SB10001424052970204294504576615371783795248

Sprott, David Eric., Sandor Czellar., Eric R. Spangenberg. 2009. *The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale.* Journal of Marketing Research 46 (1), pp. 92-104. DOI:10.1509/jmkr.46.1.92

Stott, A.M., dan Neustaedter, C. 2013. *Analysis of Gamification in Education*. [Online]. Tersedia di http://clab.iat.sfu.ca/pubs/Stott-Gamification.pdf

Strebler, M., M Thompson., P. Hero. 1997. *Skills, Competencies, and Gender: Issues for Pay and Training.* Institute Employment. ISBN 1-85184-262-4

Sudarmanto, R. Gunawan, 2005. *Analisis Regresi Linier Ganda dengan SPSS.* Yogyakarta: Ghalia

UNIVERSITAS GADJAH MADA
Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna Aplikasi Belajar Digital Pahamify
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

Ilmu Sudjana, Sudjana. (2005). *Metode Statistika.* Bandung: Tarsito.

Walfajri, Maizal. (2021, 4 Agustus). *Tahun Ajaran Baru, ShopeePay Bidik Transaksi di Start Up pendidikan Pahamify.* [Online]. Tersedia di https://keuangan.kontan.co.id/news/tahun-ajaran-baru-shopeepay-bidik-transaksi-di-start-up-pendidikan-pahamify

Walgito, Bimo. 2010. *Pengantar Psikologi Umum*. Yogyakarta: CV Andi

We are Social and Hootsuite. 2020. *Digital 2020: Global Digital Overview. "Essential Insights Into How People Around The World Use The Internet, Mobile Devices, Social Media, And Ecommerce".* [Online]. Tersedia di https://wearesocial.com/digital-2020

Werbach, K. (2014). *(Re)Defining Gamification: A Process Approach.* Spagnolli, A., Chittaro, L., Gamberini, L. (Penyunting). Persuasive Technology. Lecture Notes in Computer Science, vol 8462. Springer, Cham. DOI: 10.1007/978-3-319-07127-5_23

Werbach, Kevin., Dan Hunter. 2012. *For The Win: How Game Thingking Can Revolutionize Your Business*. Philadelphia: Wharton Digital Press.

Werbach, Kevin., Dan Hunter. 2015. *The Gamification Toolkit "Dynamics, Mechanics, and Components for The Win".* Philadelphia: Wharton Digital Press. Ebook ISBN: 978-161363-068-

Widarjono, Agus. 2015. *Analisis Multivariat Terapan.* Yogyakarta: Penerbit UPP. STIM.

Widodo, Widodo. 2008. *Metode Penelitian.* Raja Grafindo Pustaka. ISBN: 9786024250881

Widyaningtyas, Hesti. (2019, 03 Agustus). *Supaya Jadi Anak Twitter yang Kafah, Kudu Tahu 12 Istilah Ini.* [Online]. Tersedia di https://kumparan.com/millennial/supaya-jadi-anak-twitter-yang-kafah-kudu-tahu-12-istilah-ini-1raRhamiIUo/full

Wiyanto, Wiyanto. (2021, 26 Oktober). *Pahamify Dukung Orang Tua Dampingi Anak Berprestasi di Tengah Pandemi.* [Online]. Tersedia di https://www.industry.co.id/read/96011/pahamify-dukung-orang-tua-dampingi-anak-berprestasi-di-tengah-pandemi\

Wright, Sewall. 1934. *The Method of Path Coefficients.* Ann. Math. Statist. 5(3): 161-215 (September, 1934). DOI: 10.1214/aoms/1177732676

Wu, Guohua. 2006. *Conceptualizing and Measuring the Perceived Interactivity of Websites.* Journal of Current Issues & Research in Advertising 28 (1). DOI: 10.1080/10641734.2006.10505193

Xi, Nannan., dan Juho, Hamari. 2019. *Does Gamification Satisfy Needs? A Study on The*

UNIVERSITAS
GADJAH MADA
**Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna
Aplikasi Belajar Digital Pahamify**
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

Relationship Between Gamification Features and Intrinsic Need Satisfaction. Jurnal Internasional Manajemen Informasi. Vol. 46, hal. 210-221. [Online]. DOI: 10.1016/j.ijinfomgt.2018.12.002

UNIVERSITAS
GADJAH MADA
**Pengaruh Gamifikasi terhadap Customer Engagement pada Educatinal Technology: Survei pada Pengguna
Aplikasi Belajar Digital Pahamify**
SEPTIANA NOOR M, Lidwina Mutia Sadasri, S.I.P., M.A.
Universitas Gadjah Mada, 2022 | Diunduh dari http://etd.repository.ugm.ac.id/

Yang, Yang., Yousra Asaad., Yogesh Dwivedi. 2017. *Examining The Impact of Gamification on Intention of Engagement and Brand Attitude in The Marketing Context.* Journal Computers in Human Behavior, 73. DOI: 10.1016/j.chb.2017.03.066

Yount, William R. 2006. *Research Design and Statistical Analysis for Christian Ministry* (Edisi Keempat). https://books.google.co.id/books?id=7vLfngEACAAJ

Zahedi, Leila., et al. 2021. *Gamification in Education: A Mixed-Methods Study of Gender on Computer Science Students' Academic Performance and Identity Development.* Journal of Computing in Higher Education, 33 (2), pp. 441-474. ISSN: ISSN-1042-1726

Zichermann, Gabe., Joselin Linder. 2010. *Game-Based Marketing: Inspire Customer Loyalty Through Rewards, Challenges, and Contests.* John Wiley & Sons. ISBN: 978-0-470-61869-1

Zuriah, Nurul. (2006). *Metodologi Penelitian Sosial dan Pendidikan Teori-. Aplikasi.* Jakarta: Bumi Aksara