THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN
FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

References

Anderson, Chris. *Free: How today's smartest businesses profit by giving something for nothing*. Random House, 2013.

Ajzen, I., & Fishbein, M. (2002). *Understanding attitudes and predicting social behavior*. Prentice-Hall.

Acharya, A. S., Prakash, A., Saxena, P., & Nigam, A. (2013). Sampling: Why and how of it? *Indian Journal of Medical Specialities*, *4*(2). https://doi.org/10.7713/ijms.2013.0032

Akkaya, Murat. "Understanding the Impacts of Lifestyle Segmentation & Perceived Value on Brand Purchase Intention: An Empirical Study in Different Product Categories." *European Research on Management and Business Economics* 27, no. 3 (2021): 100155. https://doi.org/10.1016/j.iedeen.2021.100155.

Alexander, J. T., Sear, J., & Oikonomou, A. (2012, September 26). *An investigation of the effects of game difficulty on player enjoyment*. Entertainment Computing. Retrieved June 10, 2022, from https://www.sciencedirect.com/science/article/pii/S1875952112000134

Aydin Gokgoz, Z., Ataman, M. B., & van Bruggen, G. H. (2021). There's an app for that! understanding the drivers of mobile application downloads. *Journal of Business Research*, *123*, 423–437. https://doi.org/10.1016/j.jbusres.2020.10.006

Alzahrani, A. I., Al-Samarraie, H., Eldenfria, A., Dodoo, J. E., & Alalwan, N. (2022). Users' intention to continue using mHealth services: A DEMATEL approach during the COVID-19 pandemic. *Technology in Society*, *68*, 101862. https://doi.org/10.1016/j.techsoc.2022.101862

Anderson, James C., and David W. Gerbing. "Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach." *Psychological Bulletin* 103, no. 3 (1988): 411–23. https://doi.org/10.1037/0033-2909.103.3.411.

Alha, K., Koskinen, E., Paavilainen, J., Hamari, J., & Kinnunen, J. (2014). Free-to-Play games: Professionals' perspective. *Proceedings of DiGRA Nordic 2014*

UNIVERSITAS
GADJAH MADA
THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN
FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

Akram, U., Junaid, M., Zafar, A. U., Li, Z., & Fan, M. (2021). Online purchase intention in Chinese social commerce platforms: Being emotional or rational? *Journal of Retailing and Consumer Services*, *63*, 102669. https://doi.org/10.1016/j.jretconser.2021.102669

Biraglia, A., Bowen, K. T., Gerrath, M. H. E. E., & Musarra, G. (2022). How need for closure and deal proneness shape consumers' freemium versus premium price choices. *Journal of Business Research*, *143*, 157–170. https://doi.org/10.1016/j.jbusres.2022.01.064

Cheung, C. M., & Lee, M. K. (2001). Trust in internet shopping. *Journal of Global Information Management*, *9*(3), 23–35. https://doi.org/10.4018/jgim.2001070103

Chou, Chao-Wei, Jiann-Horng Lin, and Rong Jeng. "Markov Chain and Adaptive Parameter Selection on Particle Swarm Optimizer." *International Journal on Soft Computing* 4, no. 2 (2013): 1–15. https://doi.org/10.5121/ijsc.2013.4201.

Consonni, V., Ballabio, D., & Todeschini, R. (2010). Evaluation of model predictive ability by external validation techniques. *Journal of Chemometrics*, *24*(3-4), 194–201. https://doi.org/10.1002/cem.1290

Close, James, Stuart Spicer, Laura Louise Nicklin, Maria Uther, Joanne Lloyd, and Helen Lloyd. "Secondary Analysis of Loot Box Data: Are High-Spending 'Whales' Wealthy Gamers or Problem Gamblers?," 2020. https://doi.org/10.31234/osf.io/fvdrx.

Dash, Ganesh, Kip Kiefer, and Justin Paul. "Marketing-to-Millennials: Marketing 4.0, Customer Satisfaction and Purchase Intention." *Journal of Business Research* 122 (2021): 608–20. https://doi.org/10.1016/j.jbusres.2020.10.016.

David T. Kollat, Roger D. Blackwell, and James F. Engel (1972) ,"The Current Status of Consumer Behavior Research: Developments During the 1968-1972 Period", in SV - Proceedings of the Third Annual Conference of the Association for Consumer Research, eds. M. Venkatesan, Chicago, IL : Association for Consumer Research, Pages: 576-585

Demetrovics, Z., Urbán, R., Nagygyörgy, K., Farkas, J., Zilahy, D., Mervó, B., Reindl, A., Ágoston, C., Kertész, A., & Harmath, E. (2011). Why do you play? the development of

THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN
FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

the motives for online gaming questionnaire (MOGQ). *Behavior Research Methods*, *43*(3), 814–825. https://doi.org/10.3758/s13428-011-0091-y

Deni, D. (2021, December 27). *Why are gacha games so addictive*. The Video Ink. Retrieved December 12, 2022, from https://thevideoink.com/why-are-gacha-games-so-addictive/#:~:text=The%20deals%20of%20Gacha%20games%20are%20one%20of,source%20of%20entertainment%20and%20keep%20the%20audience%20engaged.

Ercan, I., Yazici, B., Sigirli, D., Ediz, B., & Kan, I. (2007). Examining Cronbach Alpha, Theta, omega reliability coefficients according to sample size. *Journal of Modern Applied Statistical Methods*, *6*(1), 291–303. https://doi.org/10.22237/jmasm/1177993560

Ericska, R. A., Maureen Nelloh, L. A., & Pratama, S. (2022). Purchase intention and behavioral use of freemium mobile games during covid-19 outbreak in Indonesia. *Procedia Computer Science*, *197*, 403–409. https://doi.org/10.1016/j.procs.2021.12.156

Esteves, J., Valogianni, K., & Greenhill, A. (2021). Online social games: The effect of social comparison elements on continuance behavior. *Information & Management*, *58*(4), 103452. https://doi.org/10.1016/j.im.2021.103452

Fang, B., Zheng, Z. (E., Ye, Q., & Goes, P. B. (2019). Social influence and monetization of freemium social games. *Journal of Management Information Systems*, *36*(3), 730–754. https://doi.org/10.1080/07421222.2019.1628878

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39. https://doi.org/10.2307/3151312

Fox, J., Gilbert, M., & Tang, W. Y. (2018). Player experiences in a massively multiplayer online game: A diary study of performance, Motivation, and social interaction. *New Media & Society*, *20*(11), 4056–4073. https://doi.org/10.1177/1461444818767102

Gainsbury, S. M., King, D. L., Russell, A. M. T., & Delfabbro, P. (2016). Who pays to play Freemium games? the profiles and motivations of players who make purchases within

THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN
FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

Social Casino Games. *Journal of Behavioral Addictions*, *5*(2), 221–230. https://doi.org/10.1556/2006.5.2016.031

Gunn, H. (2002). Web-based surveys: Changing the survey process. *First Monday*, *7*(12). https://doi.org/10.5210/fm.v7i12.1014

Guo, Yue, and Stuart Barnes. "Virtual Item Purchase Behavior in Virtual Worlds: An Exploratory Investigation." *Electronic Commerce Research* 9, no. 1-2 (2009): 77–96. https://doi.org/10.1007/s10660-009-9032-6.

Guo, Yue, and Stuart Barnes. "Purchase Behavior in Virtual Worlds: An Empirical Investigation in Second Life." *Information & Management* 48, no. 7 (2011): 303–12. https://doi.org/10.1016/j.im.2011.07.004.

Hamari, Juho, Nicolai Hanner, and Jonna Koivisto. "'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* 51 (2020): 102040. https://doi.org/10.1016/j.ijinfomgt.2019.102040.

Hamari, J. (2015). Why do people buy virtual goods? attitude toward virtual good purchases versus game enjoyment. *International Journal of Information Management*, *35*(3), 299–308. https://doi.org/10.1016/j.ijinfomgt.2015.01.007

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, 37(1), 1449-1459. https://doi.org/10.1016/j.ijinfomgt.2016.09.004

Hamari, J., Malik, A., Koski, J., & Johri, A. (2018). Uses and gratifications of pokémon go: Why do people play mobile location-based Augmented Reality Games? *International Journal of Human–Computer Interaction*, *35*(9), 804–819. https://doi.org/10.1080/10447318.2018.1497115

UNIVERSITAS
GADJAH MADA
THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN
FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

Hamari, J., Alha, K., Järvelä, S., Kivikangas, J. M., Koivisto, J., & Paavilainen, J. (2017). Why do players buy in-game content? an empirical study on concrete purchase motivations. *Computers in Human Behavior*, *68*, 538–546. https://doi.org/10.1016/j.chb.2016.11.045

Haberlin, Karin A., and David J. Atkin. "Mobile Gaming and Internet Addiction: When Is Playing No Longer Just Fun and Games?" *Computers in Human Behavior* 126 (2022): 106989. https://doi.org/10.1016/j.chb.2021.106989.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance. *Long range planning*, *46*(1-2), 1-12.

Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., Ketchen, D. J., Hair, J. F., Hult, G. T., & Calantone, R. J. (2014). Common beliefs and reality about PLS. *Organizational Research Methods*, *17*(2), 182–209. https://doi.org/10.1177/1094428114526928

Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in International Marketing. *Advances in International Marketing*, 277–319. https://doi.org/10.1108/s1474-7979(2009)0000020014

Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, *6*(1), 1–55. https://doi.org/10.1080/10705519909540118

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*, *16*, 18–29. https://doi.org/10.1016/j.elerap.2016.01.001

Homburg, C., Totzek, D., & Krämer, M. (2014). How price complexity takes its toll: The neglected role of a simplicity bias and fairness in price evaluations. Journal Of Business Research, 67(6), 1114-1122. https://doi.org/10.1016/j.jbusres.2013.05.049

UNIVERSITAS
GADJAH MADA
THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN
FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

James R. Bettman, Michel A. Zins, Information Format and Choice Task Effects in Decision Making, Journal of Consumer Research, Volume 6, Issue 2, September 1979, Pages 141–153,

Jager, J., Putnick, D. L., & Bornstein, M. H. (2017). II. more than just convenient: The scientific merits of homogeneous convenience samples. *Monographs of the Society for Research in Child Development*, *82*(2), 13–30. https://doi.org/10.1111/mono.12296

Joia, L. A., & Altieri, D. (2018). Antecedents of continued use intention of e-hailing apps from the passengers' perspective. *The Journal of High Technology Management Research*, *29*(2), 204–215. https://doi.org/10.1016/j.hitech.2018.09.006

Ji, Zeran, and Richard C. Hanna. "Gamers First – How Consumer Preferences Impact Esports Media Offerings." *International Journal on Media Management* 22, no. 1 (2020): 13–29. https://doi.org/10.1080/14241277.2020.1731514.

Karimi, Sahar, Christopher P. Holland, and K. Nadia Papamichail. "The Impact of Consumer Archetypes on Online Purchase Decision-Making Processes and Outcomes: A Behavioural Process Perspective." *Journal of Business Research* 91 (2018): 71–82. https://doi.org/10.1016/j.jbusres.2018.05.038.

Karishma Rajaratnam Head of Growth @KarishmaTweets, Rajaratnam, K., & Growth, H. of. (2020, October 9). *Freemium: Playing The long game*. ChartMogul. Retrieved April 27, 2022, from https://chartmogul.com/blog/freemium-business-model/

Kim, Hee-Woong, Sumeet Gupta, and Joon Koh. "Investigating the intention to purchase digital items in social networking communities: A customer value perspective." *Information & Management* 48, no. 6 (2011): 228-234.

Kim, K.-J., Jeong, I.-J., Park, J.-C., Park, Y.-J., Kim, C.-G., & Kim, T.-H. (2007). The impact of network service performance on customer satisfaction and loyalty: High-speed internet service case in Korea. *Expert Systems with Applications*, *32*(3), 822–831. https://doi.org/10.1016/j.eswa.2006.01.022

UNIVERSITAS
GADJAH MADA
THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN
FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

King, D. L., Russell, A. M. T., Delfabbro, P. H., & Polisena, D. (2020). Fortnite microtransaction spending was associated with peers' purchasing behaviors but not gaming disorder symptoms. *Addictive Behaviors*, *104*, 106311. https://doi.org/10.1016/j.addbeh.2020.106311

Kock, N., & Hadaya, P. (2016). Minimum sample size estimation in PLS-sem: The inverse square root and gamma-exponential methods. *Information Systems Journal*, *28*(1), 227–261. https://doi.org/10.1111/isj.12131

Kemp, S. (2021, February 4). *Digital 2020: Indonesia - DataReportal – global digital insights*. DataReportal. Retrieved December 15, 2022, from https://datareportal.com/reports/digital-2020-indonesia

Lefever, S., Dal, M., & Matthíasdóttir, Á. (2007). Online data collection in academic research: Advantages and limitations. *British Journal of Educational Technology*, *38*(4), 574–582. https://doi.org/10.1111/j.1467-8535.2006.00638.x

Landers, R., Bauer, K., & Callan, R. (2017). Gamification of task performance with leaderboards: A goal setting experiment. Computers In Human Behavior, 71, 508-515. https://doi.org/10.1016/j.chb.2015.08.008

Lehdonvirta, Vili. "Virtual Item Sales as a Revenue Model: Identifying Attributes That Drive Purchase Decisions." *Electronic Commerce Research* 9, no. 1-2 (2009): 97–113. https://doi.org/10.1007/s10660-009-9028-2.

Lehdonvirta, Vili, and Edward Castronova. *Virtual economies: Design and analysis*. MIT Press, 2014.

Liao, Gen-Yih, Fan-Chen Tseng, T.C.E. Cheng, and Ching-I Teng. "Impact of Gaming Habits on Motivation to Attain Gaming Goals, Perceived Price Fairness, and Online Gamer Loyalty: Perspective of Consistency Principle." *Telematics and Informatics* 49 (2020): 101367. https://doi.org/10.1016/j.tele.2020.101367.

THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN
FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

Liao, Shu-Hsien, Da-Chian Hu, Yu-Chun Chung, and An-Pu Huang. "Risk and Opportunity for Online Purchase Intention – a Moderated Mediation Model Investigation." *Telematics and Informatics* 62 (2021): 101621. https://doi.org/10.1016/j.tele.2021.101621.

Macey, Joseph, Ville Tyrväinen, Henri Pirkkalainen, and Juho Hamari. "Does Esports Spectating Influence Game Consumption?" *Behaviour & Information Technology*, 2020, 1–17. https://doi.org/10.1080/0144929x.2020.1797876.

Model fit. SmartPLS. (n.d.). Retrieved October 17, 2022, from https://www.smartpls.com/documentation/algorithms-and-techniques/model-fit/

Murphy, C., & Team, J. L. (n.d.). *Internet speeds and how they can affect your gaming experience*. JustLuxe. Retrieved December 15, 2022, from https://www.justluxe.com/community/internet-speeds-and-how-they-can-affect-your-gaming-experien_a_1935669.php

Moore, D. S. (2009). *The basic practice of statistics*. W.H. Freeman.

Montano, D. E., & Kasprzyk, D. (2015). Theory of reasoned action, theory of planned behavior, and the integrated behavioral model. *Health behavior: Theory, research and practice*, *70*(4), 231.

Ozkara, B. Y., Ozmen, M., & Kim, J. W. (2017). Examining the effect of flow experience on online purchase: A Novel Approach to the flow theory based on hedonic and utilitarian value. *Journal of Retailing and Consumer Services*, *37*, 119–131. https://doi.org/10.1016/j.jretconser.2017.04.001

Oestreicher-Singer, Gal, and Lior Zalmanson. "Content or Community? A Digital Business Strategy for Content Providers in the Social Age." *MIS Quarterly* 37, no. 2 (2013): 591–616. https://doi.org/10.25300/misq/2013/37.2.12.

Poyar, K. (2021, May 6). *Freemium isn't a trend - it's the future of SAAS*. TechCrunch. Retrieved April 27, 2022, from https://techcrunch.com/2021/05/06/freemium-isnt-a-trend-its-the-future-of-saas/

THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN
FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

Pavlou, Paul A., Huigang Liang, and Yajiong Xue. "Understanding and Mitigating Uncertainty in Online Exchange Relationships: A Principal-Agent Perspective." *MIS Quarterly* 31, no. 1 (2007): 105–36. https://doi.org/10.2307/25148783.

Przybylski, A. K., Rigby, C. S., & Ryan, R. M. (2010). A motivational model of video game engagement. *Review of General Psychology*, *14*(2), 154–166. https://doi.org/10.1037/a0019440

Published by J. Clausnitzer, & 1, D. (2022, December 1). *Finland: High-speed fixed broadband households by region 2021*. Statista. Retrieved December 15, 2022, from https://www.statista.com/statistics/591518/high-speed-fixed-broadband-connection-availability-in-finland/#:~:text=As%20of%202020%2C%2065%20percent%20of%20households%20in,Ostrobothnia%20%2876%20percent%29%2C%20and%20North%20Ostrobothnia%20%2876%20percent%29.

Parker, L. (2013). *Adolescents in Contemporary Indonesia*.

Partial least square structural equation modeling (PLS-SEM) in Marketing Research. (2021). *Handbook of Research Methods for Marketing Management*. https://doi.org/10.4337/9781788976954.00013

Published by Hanadian Nurhayati-Wolff, & 19, J. (2022, July 19). *Indonesia: Online games popularity by payment structure 2022*. Statista. Retrieved October 17, 2022, from https://www.statista.com/statistics/1116568/indonesia-online-games-popularity-by-payment-structure/

Research with minors. Research with Minors | Research Compliance and Integrity. (n.d.). Retrieved October 16, 2022, from https://rci.ucmerced.edu/irb/researchers/research-vulnerable-populations/research-minors

Ringle, C. M., Sarstedt, M., & Becker, J.-M. (n.d.). *Model Fit*. SmartPLS. Retrieved October 17, 2022, from https://www.smartpls.com/documentation/algorithms-and-techniques/model-fit/

THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN
FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

ROGER, S. E. K. A. R. A. N. U. M. A. B. O. U. G. I. E. (2020). *Research methods for business: A skill building approach*. JOHN WILEY & Sons.

Richter, F. (2020, January 3). *Infographic: Cashing in on free-to-play games*. Statista Infographics. Retrieved July 5, 2022, from https://www.statista.com/chart/20395/worldwide-revenue-generated-with-free-to-play-video-games/

Richter, F. (2020). Cxia: Cashing in on Free-to-Play games. SuperData. https://www.statista.com/chart/20395/worldwide-revenue-generated-with-free-toplay-video-games/.

Sandall, J. (1998). Research Methods Qualitative Research Design: An interactive approach 1996 Joseph A Maxwell Applied Social Research Methods Series Volume 41 , Sage Publications ISBN 803973292 £ 16.50. *British Journal of Midwifery*, *6*(8), 540–540. https://doi.org/10.12968/bjom.1998.6.8.540b

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*, *47*(3), 154–160. https://doi.org/10.1016/j.lrp.2014.02.007

Segal, T. (2021) Freemium. https://www.investopedia.com/terms/f/freemium.asp.

Shu-Ling Wu, Chiu-Ping Hsu. (2018) Role of authenticity in massively multiplayer online role playing games (MMORPGs): Determinants of virtual item purchase intention, Journal of Business Research, Volume 92, 2018, Pages 242-249,

Services, Research. “Two-Thirds of Gen Z Males Say Gaming Is a Core Component of Who They Are.” 4A's, September 9, 2019. https://www.aaaa.org/gen-z-males-say-gaming-core-component-who-they-are/#:~:text=With%20such%20drastic%20innovation%20in%20the%20gaming%20space%2C,gaming%20is%20an%20important%20part%20of%20their%20identity.

THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN
FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

Sweeney, Jillian C, and Geoffrey N Soutar. "Consumer Perceived Value: The Development of a Multiple Item Scale." *Journal of Retailing* 77, no. 2 (2001): 203–20. https://doi.org/10.1016/s0022-4359(01)00041-0.

Sánchez-Fernández, Raquel, and M. Ángeles Iniesta-Bonillo. "The Concept of Perceived Value: A Systematic Review of the Research." *Marketing Theory* 7, no. 4 (2007): 427–51. https://doi.org/10.1177/1470593107083165.

Shmueli, G., & Koppius, O. (2010). Predictive analytics in information systems research. *SSRN Electronic Journal*, 553–572. https://doi.org/10.2139/ssrn.1606674

Shi, S. W., Xia, M., & Huang, Y. (2015). From minnows to whales: An empirical study of purchase behavior in Freemium Social Games. *International Journal of Electronic Commerce*, *20*(2), 177–207. https://doi.org/10.1080/10864415.2016.1087820

Shmueli, G., Ray, S., Velasquez Estrada, J. M., & Chatla, S. (2015). The elephant in the room: Evaluating the predictive performance of partial least squares (PLS) path models. *SSRN Electronic Journal*. https://doi.org/10.2139/ssrn.2659233

Streukens, S., & Leroi-Werelds, S. (2015). FAC-SEM using PLS-SEM: An empirical illustration in a customer value measurement context. *Proceedings of the 2nd International Symposium on Partial Least Squares Path Modeling: The Conference for PLS Users*. https://doi.org/10.3990/2.356

Siekpe, J. S. (2005). An examination of the multidimensionality of flow construct in a computer-mediated environment. *Journal of Electronic Commerce Research*, *6*(1), 31.

Taber, K. S. (2017). The use of Cronbach's alpha when developing and Reporting Research Instruments in science education. *Research in Science Education*, *48*(6), 1273–1296. https://doi.org/10.1007/s11165-016-9602-2

Taherdoost, H. (2016). Sampling methods in research methodology; how to choose a sampling technique for research. *SSRN Electronic Journal*. https://doi.org/10.2139/ssrn.3205035

UNIVERSITAS
GADJAH MADA
THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN
FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

"Virtual Goods." *Mobile & Social Game Design*, 2014, 189–202. https://doi.org/10.1201/b16478-11.

van der Heijden, H. (2003). Factors influencing the usage of websites: The case of a generic portal in the Netherlands. *Information & Management*, *40*(6), 541–549. https://doi.org/10.1016/s0378-7206(02)00079-4

Wang, C., & Yu, G. (2017). The Relationship between Player's Value Systems and Their In-Game Behavior in a Massively Multiplayer Online Role-Playing Game. International Journal Of Computer Games Technology, 2017, 6 -- 10. https://doi.org/10.1155/2017/6531404

Wibowo, D., & Simanjuntak, D. (2020). Factors Affecting Repurchase Intention of Digital Products on Online Games in Indonesia. International Journal Of Management And Humanities, 4(10), 14-23. https://doi.org/10.35940/ijmh.g0681.0641020

Wu, Shu-Ling, and Chiu-Ping Hsu. "Role of Authenticity in Massively Multiplayer Online Role Playing Games (Mmorpgs): Determinants of Virtual Item Purchase Intention." *Journal of Business Research* 92 (2018): 242–49. https://doi.org/10.1016/j.jbusres.2018.07.035.

What is the continuance intention? IGI Global. (n.d.). Retrieved June 27, 2022, from http://www.igi-global.com/dictionary/explaining-and-predicting-users-continuance-usage-intention-toward-e-filing-utilizing-technology-continuance-theory/45124

Xia, L., & Kukar-Kinney, M. (2014). For our valued customers only: Examining consumer responses to preferential treatment practices. Journal of Business Research, 67(11), 2368-2375.

Xia, L., Kukar-Kinney, M., & Monroe, K. (2010). Effects of Consumers' Efforts on Price and Promotion Fairness Perceptions. Journal of Retailing, 86(1), 1–10.

Yu, Na, and Yi-Ting Huang. "Why Do People Play Games on Mobile Commerce Platforms? an Empirical Study on the Influence of Gamification on Purchase Intention." *Computers in Human Behavior* 126 (n.d.). https://doi.org/10.1016/j.chb.2021.106991.

UNIVERSITAS
GADJAH MADA
THE IMPACT OF PERCEIVED VALUE ON CONTINUED USE INTENTION AND PURCHASE INTENTION OF DIGITAL ITEMS IN FREEMIUM ONLINE GAMES.
RYANDANA RAFIF A, Widya Paramita, S.E., M.Sc., Ph.D.
Universitas Gadjah Mada, 2023 | Diunduh dari http://etd.repository.ugm.ac.id/

Zendle, David, Nick Ballou, and Rachel Meyer. "The Changing Face of Desktop Video Game Monetisation: An Exploration of Trends in Loot Boxes, Pay to Win, and Cosmetic Microtransactions in the Most-Played Steam Games of 2010-2019," 2019. https://doi.org/10.31234/osf.io/u35kt.

Zhang, Ning, Rong Liu, Xiao-Yang Zhang, and Zhi-Liang Pang. "The Impact of Consumer Perceived Value on Repeat Purchase Intention Based on Online Reviews: By the Method of Text Mining." *Data Science and Management* 3 (2021): 22–32. https://doi.org/10.1016/j.dsm.2021.09.001.

Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, *48*, 151-160.