

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*

- 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 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>
- Ericaska, 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

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>

- 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](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>

- 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>

- 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>.

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/>

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/>

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-to-play-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.>

- 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](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>



“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](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.