

DAFTAR PUSTAKA

- Aaker, D.A. (1995), *Strategic Market Management*, 4th edition, New York: John Wiley and Sons, Inc.
- Abelson, R. P., Kinder, D. R., Peters, M. D., & Fiske, S. T. (1982), "Affective and semantic components in political person perception", *Journal of Personality and Social Psychology*, Vol.42, No. 4, 619–630. Diakses pada 9 Februari 2022. <https://doi.org/10.1037/0022-3514.42.4.619>.
- Adaji, Ifeoma & Vassileva, Julita. (2017), "Perceived Effectiveness, Credibility and Continuance Intention in E-commerce: A Study of Amazon", *Lecture Notes in Computer Sciences*, Vol. 10171, 293-306. Diakses pada 26 April 2022 https://doi.org/10.1007/978-3-319-55134-0_23.
- Ajzen, I., & M. Fishbein. 1980. *Understanding Attitudes and Predicting Social Behavior*. Englewood Cliffs, NJ: Prentice Hall.
- Ajzen, Icek. (1991), "The Theory of Planned Behavior. Organizational Behavior and Human Decision Processes", *Organizational Behavior and Human Decision Processes*, Vol. 50, 179-211. Diakses pada 3 Januari 2022 [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Albuquerque, Paulo and Nevskaya, Yulia, (2012), "The Impact of Innovation on Product Usage: A Dynamic Model with Progression in Content Consumption", *Simon School Working Paper*, No. FR 10-37. Diakses pada 3 Maret 2022 <http://dx.doi.org/10.2139/ssrn.1960020> [10.2139/ssrn.1960020](http://dx.doi.org/10.2139/ssrn.1960020).
- Ang, S.H., Cheng, P.S., Lim, E.A.C. & Tambyah, S.K. (2001), "Spot the Difference: Consumer Responses towards Counterfeits". *Journal of Consumer Marketing*, Vol. 18, 219-235. Diakses pada 12 Desember 2021 <http://dx.doi.org/10.1108/07363760110392967>
- Anand, C. (2023). "Why betting on Gen Z and Millennials in Indonesia is rewarding," Deal Street Asia Online. Available at: <https://www.dealstreetasia.com/partner-content/why-betting-on-gen-z-and-millennials-in-indonesia-is-rewarding>, Diakses pada 16 Mei 2023
- Aparicio, M., Costa, C. J., & Moises, R. (2021), "Gamification and reputation: Key determinants of e-commerce usage and repurchase intention". *Heliyon*, Vol. 7, No.3. Diakses pada 26 Desember 2021 <http://dx.doi.org/10.1016/j.heliyon.2021.e06383>
- Aroean, L. (2012), "Friend or foe: In enjoying playfulness, do innovative consumers tend to switch brand?", *Journal of Consumer Behavior*, Vol. 11, No. 1, 67-80. Diakses pada 13 Januari 2022 <https://doi.org/10.1002/cb.370>
- Aydinliyurt E.T., Taskin N., Scahill S., & Aysegul, T. (2021), "Continuance intention in gamified mobile applications: A study of behavioral inhibition and activation systems", *International Journal of Information Management*, Vol. 61, No. C. Diakses pada 26 November 2021 <http://dx.doi.org/10.1016/j.ijinfomgt.2021.102414>
- Baard, P. P., Deci, E. L., & Ryan, R. M. (2004), "Intrinsic Need Satisfaction: A Motivational Basis of Performance and Well-Being in Two Work Settings", *Journal of Applied Social Psychology*, Vol. 34, No. 10, 2045–2068. Diakses pada 3 Maret 2022 <https://doi.org/10.1111/j.1559-1816.2004.tb02690.x>

- Bagozzi, R. P., Baumgartner, J., & Yi, Y. (1989), "An investigation into the role of intentions as mediators of the attitude-behavior relationship", *Journal of Economic Psychology*, Vol. 10, No. 1, 35–62. Diakses pada 3 Januari 2022 [https://doi.org/10.1016/0167-4870\(89\)90056-1](https://doi.org/10.1016/0167-4870(89)90056-1)
- Baker, Paul & Gabrielatos, Costas & McEnery, Tony. (2013), "Discourse Analysis and Media Attitudes: The Representation of Islam in the British Press" *Journal of Language and Politics*, Vol. 15, No. 2, 237-240. Diakses pada 4 April 2022 <https://doi.org/10.1075/jlp.15.2.06sal>
- Barnett, S. M., & Ceci, S. J. (2002), "When and where do we apply what we learn?: A taxonomy for far transfer", *Psychological Bulletin*, Vol. 128, No. 4, 612–637. Diakses pada 26 Desember 2021 <https://doi.org/10.1037/0033-2909.128.4.612>
- Baruch, Y., & Holtom, B.C. (2008), "Survey response rate levels and trends in organizational research", *Human Relations*, Vol. 61, No.8, 1139-1160. Diakses pada 1 April 2022 <https://doi.org/10.1177/0018726708094863>
- Bauer, R.A. (1960), "Consumer Behavior as Risk Taking", In: Hancock, R.S., Ed., "Dynamic Marketing for a Changing World", Proceedings of the 43rd. Conference of the American Marketing Association, 389-398.
- Bell, J. & Waters, S. (2014), *Doing Your Research Project: A Guide for First-Time Researchers*, McGraw-Hill Education, Maidenhead.
- Bendapudi, N. & Berry, L.L. (1997), "Customers Motivations for Maintaining Relationships with Service Providers", *Journal of Retailing*, Vol. 73, 15-37. Diakses pada 2 Januari 2022 [http://dx.doi.org/10.1016/S0022-4359\(97\)90013-0](http://dx.doi.org/10.1016/S0022-4359(97)90013-0)
- Bennett, R. and Rundle-Thiele, S. (2002), "A Comparison of Attitudinal Loyalty Measurement Approaches", *Journal of Brand Management*, Vol. 9, 193-209. Diakses pada 28 Desember 2021 <https://doi.org/10.1057/palgrave.bm.2540069>
- Bentler, P. M., & Speckart, G. (1979), "Models of attitude-behavior relations", *Psychological Review*, Vol. 86, No. 5, 452–464. Diakses pada 28 Desember 2021 <https://doi.org/10.1037/0033-295X.86.5.452>
- Bitrián Arcas, Paula & Buil, Isabel & Catalán, Sara. (2021), "Enhancing user engagement: The role of gamification in mobile apps", *Journal of Business Research*. Vol. 132, 170-185. Diakses pada 28 Desember 2021 <https://doi.org/10.1016/j.jbusres.2021.04.028>
- Blohm, I., & Leimeister, J. M. (2013), "Design of IT-Based Enhancing Services for Motivational Support and Behavioral Change", *Business & Information Systems Engineering*, Vol. 5, 275-278. Diakses pada 27 Desember 2021 <http://dx.doi.org/10.1007/s12599-013-0273-5>
- Bowen, John & Shoemaker, Stowe. (2003), "Loyalty: A Strategic Commitment. Cornell Hospitality Quarterly", *Cornell Hospitality Quality*. Vol. 44. 31-46. Diakses pada 27 Desember 2021 <http://dx.doi.org/10.1177/001088040304400505>
- Boulding, William & Kalra, Ajay & Staelin, Richard & Zeithaml, Valarie. (1993), "A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions", *Journal of marketing research* Vol. 30, 7-27. <http://dx.doi.org/10.2307/3172510>
- Burnham, Thomas & Frels, Judy & Mahajan, Vijay. (2003), "Consumer Switching Costs: A Typology, Antecedents, and Consequences", *Journal of the Academy of Marketing Science*, Vol. 31. No. 2, <http://dx.doi.org/10.1177/0092070302250897>
- Campbell, D. T. (1963), "Social Attitudes and Other Acquired Behavioral Dispositions. In S. Koch, *Psychology: A study of a science* study II Empirical substructure and

relations with other sciences. Vol. 6. Investigations of man as *socius*: Their place in psychology and the social sciences (pp. 94–172). McGraw-Hill. Diakses pada 23 Januari 2022 <https://doi.org/10.1037/10590-003>

Chang, Chi-Cheng & Tseng, Kuo-Hung & Liang, Chaoyun & Yan, Chi-Fang. (2013), “The influence of perceived convenience and curiosity on continuance intention in mobile English learning for high school students using PDAs”, *Technology*, Vol. 22, 373-386. Diakses pada 9 Februari 2023 10.1080/1475939X.2013.802991.

Childers, Terry & Carr, Christopher, Peck, Joann & Carson, Stephen. (2001), “Hedonic and Utilitarian Motivations for Online Retail Shopping Behavior”. *Journal of Retailing*. Vol. 77, 511-535. Diakses pada 15 Februari 2022 [https://doi.org/10.1016/S0022-4359\(01\)00056-2](https://doi.org/10.1016/S0022-4359(01)00056-2)

Chiou, Jyh-Shen & Droke, Cornelia & Hanvanich, Som. (2002), “Does Customer Knowledge Affect How Loyalty Is Formed?”, *Journal of Service Research*, Vol. 5, 113-124. Diakses pada 15 Februari 2022 <https://doi.org/10.1177/109467002237494>

Cho, C.-H., Kang, J. and Cheon, H.J. (2006), “Online shopping hesitation”, *CyberPsychology & Behavior*, Vol. 9 No. 3, 261-274. Diakses pada 16 Maret 2022 <https://doi.org/10.1089/cpb.2006.9.261>

Cunningham, R.M. (1956), “Brand Loyalty-What, Where, How Much”, *Harvard Business Review*, Vol. 34, 116-128. Diakses pada 16 Maret 2022 <https://www.econbiz.de/Record/brand-loyalty-what-where-how-much-cunningham-ross/10002044854>

Currim, I. S., & Schneider, L. G. (1991), “A Taxonomy of Consumer Purchase Strategies in a Promotion Intensive Environment”, *Marketing Science*, Vol. 10, No. 2, 91–110. Diakses pada 16 Maret 2022 <http://www.jstor.org/stable/183800>

Davis, Fred & Davis, Fred. (1989), “Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology”, *MIS Quarterly*. Vol. 13, 319-. Diakses pada 16 Maret 2022 <https://doi.org/10.2307/249008>

Davis, F.D., Bagozzi, R.P. & Warshaw, P.R. (1992), “Extrinsic and Intrinsic Motivation to Use Computers in the Workplace”, *Journal of Applied Social Psychology*, Vol. 22, 1111-1132. Diakses pada 16 Januari 2022, <https://doi.org/10.1111/j.1559-1816.1992.tb00945.x>

Deci, Edward & Vansteenkiste, Maarten. (2004), “Self-determination theory and basic need satisfaction: Understanding human development in positive psychology”, *Ricerche di Psicologia*, Vol. 27, 23-40. Diakses pada 16 Januari 2022 https://selfdeterminationtheory.org/SDT/documents/2004_DeciVansteenkiste_SD_TandBasicNeedSatisfaction.pdf

Deci EL, Koestner R, Ryan RM. (1999), “A meta-analytic review of experiments examining the effects of extrinsic rewards on intrinsic motivation”, *Psychol Bull*, Vol. 125, No. 6 627-700. Diakses pada 16 Januari doi: 10.1037/0033-2950.125.6.627. PMID: 10589297.

Delone, William & McLean, Ephraim. (2003), “The DeLone and McLean Model of Information Systems Success: A Ten-Year Update”, *Journal of Management Information Systems*, Vol. 19, 9-30. Diakses pada 15 Desember 2021 10.1080/07421222.2003.11045748.

Denny, Paul. (2013), “The effect of virtual achievements on student engagement”, *Proceedings of the SIGCHI conference on human factors in computing systems*, 763-772. Diakses pada 10 Desember 2021 10.1145/2470654.2470763.

- Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011), “From game design elements to gamefulness: defining gamification”, *In Proceedings of the 15th international academic MindTrek conference: Envisioning future media environments Tampere, Finland, September 28–30, 2011*, (pp. 9–15).
- de Vaus, D. (2014), *Surveys in Social Research* (6th ed.). Routledge/Taylor & Francis Group. Diakses pada 16 Maret 2022 <https://psycnet.apa.org/record/2013-43042-000>
- Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014), *Internet, phone, mail, and mixed mode surveys: The tailored design method* (4th ed.). John Wiley & Sons Inc.
- Eason, C. C., Bing, M. N., & Smothers, J. (2015), “Reward me, charity, or both? The impact of fees and benefits in loyalty programs”, *Journal of Retailing and Consumer Services*, Vol. 25, 71–80. Diakses pada 15 Desember 2021 <https://ideas.repec.org/a/eee/joreco/v25y2015icp71-80.html>
- Edwards, M. (2002), “Is there a ‘future positive’ for development studies”, *Journal International Dev.*, Vol. 14, 737-741. Diakses pada 10 Januari 2022 <https://doi.org/10.1002/jid.920>
- Eppmann, René & Bekk, Magdalena & Klein, Kristina. (2018), “Gameful Experience in Gamification: Construction and Validation of a Gameful Experience Scale [GAMEX]”, *Journal of Interactive Marketing*, Vol. 43, 98-115. Diakses pada 10 Februari 2022 [10.1016/j.intmar.2018.03.002](https://doi.org/10.1016/j.intmar.2018.03.002).
- Fishbein, M. & Ajzen, Icek. (1975). Belief, attitude, intention and behaviour: An introduction to theory and research.
- Freimer, Marshall & Horsky, Dan. (2008). Try It, You Will Like It - Does Consumer Learning Lead to Competitive Price Promotions?. *Marketing Science*. 27. 796-810. [10.1287/mksc.1080.0368](https://doi.org/10.1287/mksc.1080.0368).
- Fullerton, G. (2003), “When Does Commitment Lead to Loyalty?”, *Journal of Service Research*, Vol. 5, 333-344. Diakses pada 10 Januari 2022 <https://doi.org/10.1177/1094670503005004005>
- Gatautis, R., Vitkauskaite, E., Gadeikiene, A., & Piligrimiene, Z. (2016), “Gamification as a mean of driving online consumer behavior: Sor model perspective”, *Engineering Economics*, Vol. 27, No. 1, 90–97. Diakses pada 15 Desember 2021 DOI:[10.5755/j01.ee.27.1.13198](https://doi.org/10.5755/j01.ee.27.1.13198)
- Gefen, David. (2002), “Customer Loyalty in E-Commerce”, *Journal of the Association for Information Systems*, Vol. 3, 27-51. Diakses pada 10 Januari 2022 [10.17705/1jais.00022](https://doi.org/10.17705/1jais.00022).
- Ghozali, Imam & Latan, Hengky. (2014), *Partial Least Squares Konsep, Metode dan Aplikasi Menggunakan Program WARPPLS 4.0*.
- Guo, Yue & Barnes, Stuart. (2011), “Purchase behavior in virtual worlds: An empirical investigation in Second Life”, *Information & Management*, Vol. 48. 303-312. Diakses pada 15 Desember 2021 [10.1016/j.im.2011.07.004](https://doi.org/10.1016/j.im.2011.07.004).
- Hagger, Martin & Chatzisarantis, Nikos & Harris, Jemma. (2006), “The Process by Which Relative Autonomous Motivation Affects Intentional Behavior: Comparing Effects Across Dieting and Exercise Behaviors Motivation and Emotion, 30. 306-320. Diakses pada 10 Desember 2021 [10.1007/s11031-006-9046-5](https://doi.org/10.1007/s11031-006-9046-5).
- Hair, Joe & Sarstedt, Marko & Hopkins, Lucas & Kuppelwieser, Volker. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool for Business Research. *European Business Review*. 26. 106-121. [10.1108/EBR-10-2013-0128](https://doi.org/10.1108/EBR-10-2013-0128).

- Hamari, Juho dan Jonna Koivisto. (2015). Why do people use gamification services?. *International Journal of Information Management*. Vol. 35, Issue 4, p. 419-431. <https://doi.org/10.1016/j.ijinfomgt.2015.04.006>
- Hamari, Juho & Koivisto, Jonna & Sarsa, Harri. (2014), "Does Gamification Work? — A Literature Review of Empirical Studies on Gamification", *Proceedings of the Annual Hawaii International Conference on System Sciences*. Diakses pada 16 Agustus 2021 10.1109/HICSS.2014.377.
- Hamari, Juho & Tuunanen, Janne. (2014), "Player Types: A Meta-synthesis. Transactions of the Digital Games Research Association", Vol. 1, 29-53. Diakses pada 16 Agustus 2021 10.26503/todigra.v1i2.13.
- Hartman, Jonathan & Shim, Soyeon & Barber, Bonnie & O'Brien, Matthew. (2006), "Adolescents' utilitarian and hedonic Web consumption behavior: Hierarchical influence of personal values and innovativeness", *Psychology and Marketing*, Vol. 23, 813 - 839. Diakses pada 15 Desember 2021 10.1002/mar.20135.
- Harwood, Tracy & Garry, Tony. (2003), "An Overview of Content Analysis", *The Marketing Review*, Vol. 3, 479-498. Diakses pada 13 Februari 2022 10.1362/146934703771910080.
- Hassan, Lobna & Dias, Antonio & Hamari, Juho. (2019), "How motivational feedback increases user's benefits and continued use: A study on gamification, quantified-self and social networking", *International Journal of Information Management*, Vol. 46, 151-162. Diakses pada 12 Desember 2022 10.1016/j.ijinfomgt.2018.12.004.
- Hassan, L., Xi, N., Gurkan, B., Koivisto, J., & Hamari, J. (2020), "Gameful Self-Regulation: A Study on How Gamified Self-Tracking Features Evoke Gameful Experiences", *Proceedings of the 53rd Hawaii International Conference on System Sciences*, January.
- Hellier, Phillip & Geursen, Gus & Carr, Rodney & Rickard, John. (2003), "Customer Repurchase Intention: A General Structural Equation Model", *European Journal of Marketing*, Vol. 37, 1762-1800. Diakses pada 10 Februari 2022 10.1108/03090560310495456.
- Hausman, A.V. and Siekpe, J.S. (2009), "The Effect of Web Interface Features on Consumer Online Purchase Intentions", *Journal of Business Research*, Vol. 62, 5-13. Diakses pada 10 Mei 2022 <https://doi.org/10.5267/j.msl.2015.5.002>
- Helgesen, Øyvind. (2006), "Are Loyal Customers Profitable? Customer Satisfaction, Customer (Action) Loyalty and Customer Profitability at the Individual Level", *Journal of Marketing Management*, Vol. 22, 245-266. Diakses pada 10 Desember 2021 10.1362/026725706776861226.
- Heijden, Hans. (2004), "User Acceptance of Hedonic Information System", *MIS Quarterly*, Vol. 28, 695-704. Diakses pada 2 Februari 2022 10.2307/25148660.
- Hirschman, E. C., & Holbrook, M. B. (1982), "Hedonic consumption: Emerging concepts, methods and propositions", *Journal of Marketing*, Vol. 46, No. 3, 92–101. Diakses pada 10 Desember 2021 <https://doi.org/10.2307/1251707>
- Hofacker, Charles & de ruyter, ko & Lurie, Nicholas & Manchanda, Puneet & Donaldson, Jeff. (2016), "Gamification and Mobile Marketing Effectiveness", *Journal of Interactive Marketing*, Vol. 34. Diakses pada 10 Desember 2021 10.1016/j.intmar.2016.03.001.
- Homans, G. C. (1961). Social behavior: Its elementary forms. Harcourt, Brace.

- Homburg, Christian & Giering, Annette. (2001), "Personal characteristics as moderators of the relationship between customer satisfaction and loyalty - An empirical analysis", *Psychology and Marketing*, Vol. 18, 43 - 66. Diakses pada 10 Februari 2022 10.1002/1520-6793(200101)18:1<43::AID-MAR3>3.0.CO;2-I.
- Hollebeek, Linda. (2011), "Demystifying Customer Brand Engagement: Exploring the Loyalty Nexus", *Journal of Marketing Management*, Vol. 27, 785-807. Diakses pada 10 Februari 2022 10.1080/0267257X.2010.500132.
- Homans, George Caspar. (1961). Social Behavior: Its Elementary Forms. New York: Harcourt, Brace & World.
- Howard, John A. and Jagdish, N. Sheth. (1969), *The Theory of Buyer Behavior*. New York: John Wiley & Sons, Inc.
- Hsu, Chia-Lin & Chen, Mu-Chen, (2018). "How does gamification improve user experience? An empirical investigation on the antecedences and consequences of user experience and its mediating role," *Technological Forecasting and Social Change*, Elsevier, Vol. 132, C, 118-129. Diakses pada 10 Februari 2022 DOI: 10.1016/j.techfore.2018.01.023
- Hsu, Li-Tzang & Lee, Jinsoo. (2009), "Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers' eco-friendly decision-making process", *International Journal of Hospitality Management*, Vol. 28, 519-528. Diakses pada 10 Februari 2022 10.1016/j.ijhm.2009.02.004.
- Huang, Z. Y., & Cappel, J. J. (2005), "Assessment of a Web-Based Learning Game in an Information Systems Course", *Journal of Computer Information Systems*, Vol. 45, 42-49.
- Hübner, A. H., Kuhn, H., Wollenburg, J., Towers, N., & Kotzab, H. (2016), "Last Mile Fulfillment and Distribution in Omnichannel Grocery Retailing: A Strategic Planning Framework", *International Journal of Retail & Distribution Management*, 44, 228-247. <https://doi.org/10.1108/IJRDM-11-2014-0154>
- Hunt, H. Keith. (1977), *CS/D—Overview and Future Directions in Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction*, Massachusetts: Marketing Science Institute.
- Huotari, K., & Hamari, J. (2017), "A definition for gamification: Anchoring gamification in the service marketing literature", *Electronic Markets*, Vol. 27, No. 1, 21–31. Diakses pada 10 Februari 2022 10.1007/s12525-015-0212-z
- Hwang, J., & Choi, L. (2020), "Having fun while receiving rewards? Exploration of gamification in loyalty programs for consumer loyalty", *Journal of Business Research*, 106, 365–376. Diakses pada 15 November 2022 <https://ideas.repec.org/a/eee/jbrese/v106y2020icp365-376.html>
- Jacoby, J. and Chestnut, R.W. (1978) *Brand Loyalty Measurement and Management*. John Wiley and Sons: New York.
- Johnson, Joseph and Tellis, Gerard J. and Ip, Edward. (2013), "To Whom, When, and How Much to Discount? A Constrained Optimization of Customized Temporal Discounts". Diakses pada 10 Februari 2022 <http://dx.doi.org/10.2139/ssrn.2332270>
- Kang, J., Alejandro, T. B., & Groza, M. D. (2015), "Customer-company identification and the effectiveness of loyalty programs", *Journal of Business Research*, Vol. 68, No. 2, 464–471. Diakses pada 10 Februari 2022 <https://ideas.repec.org/a/eee/jbrese/v68y2015i2p464-471.html>

- Kim, H.-W., Xu, Y. and Gupta, S. (2012), "Which is more important in internet shopping, perceived price or trust?", *Electronic Commerce Research and Applications*, Vol. 11 No. 3, pp. 241-252. Diakses pada 10 Januari 2022 DOI:10.1016/j.elerap.2011.06.003
- Kim, D.J., Ferrin, D.L. and Rao, H.R. (2009), "Trust and satisfaction, two stepping stones for successful e-commerce relationships: a longitudinal exploration", *Information Systems Research*, Vol. 20 No. 2, pp. 237-257. Diakses pada 23 Desember 2021 <https://doi.org/10.1287/isre.1080.0188>
- Kim, Yunhi and Cho, Myung-hwan. (2014). Testing the Model of Hotel Chain Frequency Program Members' Loyalty Intentions. *Asia Pacific Journal of Tourism Research*. 19. Diakses pada 10 Januari 2022 10.1080/10941665.2012.724019.
- Kim, Kyongseok & Ahn, Sun Joo-Grace. (2017), "Rewards That Undermine Customer Loyalty? A Motivational Approach to Loyalty Programs", *Psychology and Marketing*. Vol. 34. Diakses pada 15 Desember 2021 10.1002/mar.21026.
- Koo, Dong-Mo. (2009), "The moderating role of locus of control on the links between experiential motives and intention to play online games", *Computers in Human Behavior*, Vol. 25, 466-474. Diakses pada 10 Januari 2022 10.1016/j.chb.2008.10.010.
- Kumar, V. & Pansari, Anita. (2017), "Customer Engagement - The Construct, Antecedents and Consequences", *Journal of the Academy of Marketing Science*, Vol. 45. Diakses pada 10 Januari 2022 10.1007/s11747-016-0485-6.
- Kwiatek, P., Morgan, Z. and Thanasi-Boçe, M. (2020), "The role of relationship quality and loyalty programs in building customer loyalty", *Journal of Business & Industrial Marketing*, Vol. 35 No. 11, pp. 1645-1657. <https://doi.org/10.1108/JBIM-02-2019-0093>
- Laudon, K. C., & Laudon, J. P. (2009), *Essentials of Management Information Systems, Eighth Edition*. Upper Saddle River, NJ: Pearson Education.
- Laudon, K. C., & Laudon, J. P. (2012), *Management Information Systems Managing in the Digital Firm (12th ed.)*. London: Person education.
- Leclercq, T., Poncin, I., & Hammedi, W. (2017), "The engagement process during value cocreation: Gamification in new product-development platforms", *International Journal of Electronic Commerce*, 21(4), 454–488.
- Lee, J. J., Capella, M. L., Taylor, C. R., & Gabler, C. B. (2014), "The financial impact of loyalty programs in the hotel industry: A social exchange theory perspective", *Journal of Business Research*, Vol. 67, No. 10, 2139–2146. Diakses pada 10 Januari 2022 DOI : 10.1016/j.jbusres.2014.04.023
- Lee, M.K.O., Cheung, C.M.K. and Chen, Z.H. (2005), "Internet-Based Learning Medium: The Role of Extrinsic and Intrinsic Motivation", *Information & Management*, Vol. 42, 1095-1104. Diakses pada 10 Januari 2022 <http://dx.doi.org/10.1016/j.im.2003.10.007>
- Lehdonvirta, Vili. (2009), "Virtual item sales as a revenue model: Identifying attributes that drive purchase decisions", *Electronic Commerce Research*, Vol. 9, 97-113. 10.1007/s10660-009-9028-2.
- Li, C. (2014), "Evaluation of a theoretical model for gamification in workplace is context", *Doctoral dissertation*. University of British Columbia.
- Lichtenstein, D.R., Netemeyer, R.G. and Burton, S. (1990), "Distinguishing coupon proneness from value consciousness: an acquisition-transaction utility theory

- perspective”, *Journal of Marketing*, Vol. 54 No. 3, 54-67. Diakses pada 15 Desember 2022 <https://doi.org/10.2307/1251816>
- Li, Yung-Ming & Liou, Jyh Hwa & Ni, Ching-Yuan. (2018), “Diffusing mobile coupons with social endorsing mechanism”, *Decision Support Systems*. Diakses pada 10 Januari 2022 117. 10.1016/j.dss.2018.11.002.
- Lou, H., Chau, P. Y., dan Li, D. 2005. The quality of online social relationships. Communications of the Understanding individual adoption of instant messaging: An empirical investigation. *Journal of the Association ACM*. 45(7). 103-108. for Information Systems. 6(4).
- Kevin Wise, Paul D. Bolls, Hyo Kim, Arun Venkataraman & Ryan Meyer (2008), “Enjoyment of Advergames and Brand Attitudes”, *Journal of Interactive Advertising*, Vol. 9, No. 1, 27-36. Diakses pada 12 Maret 2022 DOI: 10.1080/15252019.2008.10722145
- Koufaris, Marios. (2002), “Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior”. *Information Systems Research*. Vol. 13, 205-223. Diakses pada 22 Februari 2022 10.1287/isre.13.2.205.83.
- Mäntymäki, M., & Salo, J. (2015), “Why do teens spend real money in virtual worlds? A consumption values and developmental psychology perspective on virtual consumption”, *International Journal of Information Management*, Vol. 35, No. 1,124-134. Diakses pada 1 Januari 2022
- McCall, Michael & Voorhees, Clay. (2010), “The Drivers of Loyalty Program Success”, *Cornell Hospitality Quarterly*, Vol. 51, 35-52. Diakses pada 1 April 2022 10.1177/1938965509355395.
- Manuela Aparicio and José Leopoldo Nhampossa. (2011), “Audit of e-commerce process. In Proceedings of the 2011 Workshop on Open Source and Design of Communication (OSDOC '11)”. *Association for Computing Machinery*, New York, NY, USA, 35–36. Diakses pada 10 Mei 2022 <https://doi.org/10.1145/2016716.2016725>
- Mattila, Anna. (2006), “How Affective Commitment Boosts Guest Loyalty (and Promotes Frequent-guest Programs)”, *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 47, 174-181. Diakses pada 10 Januari 2022 10.1177/0010880405283943.
- Mintel. (2023). "Delivering 'fun' will be more highly valued by Indonesian consumers in 2023," Mintel Online. Available at: <https://www.mintel.com/press-centre/delivering-fun-will-be-more-highly-valued-by-indonesian-consumers-in-2023/>, Diakses pada 16 Mei 2023
- Mitchell, G. (1996), Problems and Fundamentals of Sustainable Development Indicators”, *Sustainable Development*, Vol. 4, 1-11. [https://doi.org/10.1002/\(SICI\)1099-1719\(199603\)4:1<1::AID SD24>3.0.CO;2-N](https://doi.org/10.1002/(SICI)1099-1719(199603)4:1<1::AID SD24>3.0.CO;2-N)
- Moore, Michael & Fresco, David & Segal, Zindel & Brown, Timothy. (2014), “An Exploratory Analysis of the Factor Structure of the Dysfunctional Attitude Scale-Form A (DAS)”, *Assessment*, Vol. 21. Diakses pada 3 Mei 2022 10.1177/1073191114524272.
- Morwitz, Vicki. (2012), “Consumers’ Purchase Intentions and their Behavior”, *Foundations and Trends® in Marketing*, Vol. 7, 181-230. 10.1561/1700000036.
- Mou, Shandong & Robb, David & DeHoratius, Nicole. (2017), “Retail Store Operations: Literature Review and Research Directions”, *European Journal of Operational Research*, Vol. 265. Diakses pada 3 Mei 2022 10.1016/j.ejor.2017.07.003.

- O'Brien, Heather & Cairns, Paul & Hall, Mark. (2018), "A Practical Approach to Measuring User Engagement with the Refined User Engagement Scale (UES) and New UES Short Form", *International Journal of Human-Computer Studies*, Vol. 112. Diakses pada 10 Maret 2022 10.1016/j.ijhcs.2018.01.004.
- Oliver RL. (1980), "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions", *Journal of Marketing Research*. Vol. 17, No. 4, 460-469. Diakses pada 7 Februari 2022 doi:10.1177/002224378001700405
- Oliver, Riscrd L, (1997), *Satisfaction A Behavioral Perspective on The Consumer*. McGraw-Hill Education, Singapore
- Oly Ndubisi, N. (2007), "Relationship marketing and customer loyalty", *Marketing Intelligence & Planning*, Vol. 25 No. 1, pp. 98-106. Diakses pada 10 Desember 2021 <https://doi.org/10.1108/02634500710722425>
- Palmer, D., Lunceford, S., & Patton, A. J. (2012), "The engagement economy: How gamification is reshaping businesses", *Deloitte Review*, Vol. 11, 52–69. Diakses pada 6 Juni 2022 <https://drrobertdavis.com/2012/11/14/the-engagement-economy-how-gamification-is-reshaping-businesses-by-deloitte-review-by-doug-palmer-steve-lunceford-and-aaron-j-patton/>
- Patton, M. Q. (2015), *Qualitative Evaluation and Research Methods*. Thousand Oaks, CA: Sage.
- Pillai, K.G. and Kumar, V. (2012), "Differential effects of value consciousness and coupon proneness on consumers' persuasion knowledge of pricing tactics", *Journal of Retailing*, Vol. 88 No. 1, pp. 20-33. Diakses pada 10 Januari 2022 10.1016/j.jretai.2011.03.002
- Uncles, M. D., Dowling, G. R., & Hammond, K. (2003), "Customer loyalty and customer loyalty programs", *Journal of Consumer Marketing*, 20(4), 294–316. Diakses pada 3 Maret 2022 <https://doi.org/10.1108/07363760310483676>
- Raj, S. P. (1985), "Striking a Balance between Brand "Popularity" and Brand Loyalty", *Journal of Marketing*, Vol. 49, No. 1, 53-59 <https://doi.org/10.1177/002224298504900105>
- Ramaswamy, V. and Srinivasan, S.S. (1998), "Coupon characteristics and redemption intentions: A segment-level analysis", *Psychology & Marketing*, No. 15, 59-80. Diakses pada 10 Desember 2021 [https://doi.org/10.1002/\(SICI\)1520-6793\(199801\)15:1<59::AID-MAR5>3.0.CO;2-M](https://doi.org/10.1002/(SICI)1520-6793(199801)15:1<59::AID-MAR5>3.0.CO;2-M)
- Reichheld, F.F. (1993), "Loyalty-Based Management", *Harvard Business Review*, Vol. 2, 64-73. Diakses pada 14 Maret 2022
- Reichheld, F.F. and Sasser, E. (1990), "Zero Defections: Quality Comes to Services", *Harvard Business Review*, Vol. 68, 105-111.
- Rigby, S., & Ryan, R. M. (2011), "Glued to games: How video games draw us in and hold us spellbound", *Praeger ABC-CLIO*.
- Robson, Colin & McCartan, Kieran. (2017). *Real World Research*, 4th Edition.
- Rothschild, M. L., & Gaidis, W. C. (1981), "Behavioral learning theory: Its relevance to marketing and promotions", *Journal of Marketing*, 45(2), 70–78. Diakses pada 5 Februari 2022 <https://doi.org/10.2307/1251666>
- Ryan, Richard & Rigby, C. & Przybylski, Andrew. (2006), "The Motivational Pull of Video Games: A Self-Determination Theory Approach", *Motivation and Emotion*, Vol. 30, 344-360. Diakses pada 10 Desember 2021 <https://doi.org/10.1007/s11031-006-9051-8>.

- Ryan, R. M., & Deci, E. L. (2000), "Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being", *American Psychologist*, Vol. 55, No. 1, 68–78. Diakses pada 10 Desember 2021 <https://doi.org/10.1037/0003-066X.55.1.68>
- Ryu, K., Han, H. and Kim, T.H. (2008), "The Relationships among Overall Quick-Casual Restaurant Image, Perceived Value, Customer Satisfaction and Behavioural Intentions", *International Journal of Hospitality Management*, 27, 459-469. Diakses pada 10 Desember 2021 <http://dx.doi.org/10.1016/j.ijhm.2007.11.001>
- Sahni, Navdeep S. and Zou, Dan and Chintagunta, Pradeep K., (2015), "Do Targeted Discount Offers Serve as Advertising? Evidence from 70 Field Experiments (November 25, 2015)", *Stanford University Graduate School of Business Research Paper*, No. 3331, Accesed on 25th December 2021 Available at SSRN: <https://ssrn.com/abstract=2530290>or <http://dx.doi.org/10.2139/ssrn.2530290>
- Sailer, Michael & Hense, Jan & Mandl, Heinz & Klevers, Markus. (2013). Psychological Perspectives on Motivation through Gamification. *Interaction Design and Architecture(s) Journal*. 19. 18-37.
- Sailer, Michael & Hense, Jan & Mayr, Sarah & Mandl, Heinz. (2017). How gamification motivates: An experimental study of the effects of specific game design elements on psychological need satisfaction. *Computers in Human Behavior*. 69. 371-380. [10.1016/j.chb.2016.12.033](https://doi.org/10.1016/j.chb.2016.12.033).
- Seaborn, Katie & Fels, Deborah. (2015), "Gamification in Theory and Action: A Survey", *International Journal of Human-Computer Studies*, Vol. 74, 14-31. Diakses pada 10 Januari 2022 [10.1016/j.ijhcs.2014.09.006](https://doi.org/10.1016/j.ijhcs.2014.09.006)
- Saunders, Mark, Lewis, P., Thornhill, A., & Bristow, A. (2019) *Research Methods for Business Students* Chapter 4: Understanding research philosophy and approaches to theory development.
- Shaffer, Greg & Zhang, Z. (2000), "Pay to Switch or Pay to Stay: Preference-Based Price Discrimination in Markets with Switching Costs", *Journal of Economics & Management Strategy*, Vol. 9, 397-424. Diakses pada 6 April 2022 [10.1111/j.1430-9134.2000.00397.x](https://doi.org/10.1111/j.1430-9134.2000.00397.x).
- Sharma, Neeru & Patterson, Paul. (2000), "Switching costs, alternative attractiveness and experience as moderators of relationship commitment in professional, consumer services", *International Journal of Service Industry Management*. Diakses pada 6 Januari 2022 <https://doi.org/10.1108/09564230010360182>
- Sheldon, K. M., & Schüler, J. (2011). Wanting, having, and needing: Integrating motive disposition theory and self-determination theory. *Journal of Personality and Social Psychology*, 101(5), 1106–1123. Diakses pada 9 Februari 2023 <https://doi.org/10.1037/a0024952>
- Sherman, S. J., & Fazio, R. H. (1983), "Parallels between attitudes and traits as predictors of behavior", *Journal of Personality*, Vol. 51, No. 3, 308–345. Diakses pada 6 April 2022 <https://doi.org/10.1111/j.1467-6494.1983.tb00336.x>
- Shimp, T. A., & Kavas, A. (1984), "The theory of reasoned action applied to coupon usage", *Journal of Consumer Research*, Vol. 11, No. 3, 795–809. Diakses pada 6 April 2022 <https://doi.org/10.1086/209015>
- Sondoh Jr, Stephen & Omar, Maznah & Wahid, Nabsiah & Ishak, Ismail & Harun, Amran. (2007), "The effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic", *Asian Academy of Management Journal*, Vol. 12. Diakses pada 14 Januari 2022

<https://www.ingentaconnect.com/content/doaj/13942603/2007/00000012/00000001/art00006>

- Standage, Martyn & Duda, Joan & Ntoumanis, Nikos. (2005), "A test of self-determination theory in school physical education", *The British journal of educational psychology*, Vol. 75, 411-33. Diakses pada 7 Januari 2022 10.1348/000709904X22359.
- Susan Hart, Andrew Smith, Leigh Sparks & Nikolaos Tzokas (1999), "Are Loyalty Schemes a Manifestation of Relationship Marketing?", *Journal of Marketing Management*, Vol. 15, No. 6, 541-562. Diakses pada 7 Januari 2022 DOI: 10.1362/026725799785045842
- Swan, J. E., & Trawick, I. F. (1981), "Disconfirmation of expectations and satisfaction with a retail service", *Journal of Retailing*, Vol. 57, No. 3, 49–67. Diakses pada 20 Desember 2022 <https://psycnet.apa.org/record/1984-10999-001>
- Tanuwidjaja, Y. (2022), "Indonesia E-Commerce Sectors," Trade Gov Online. Available at: <https://www.trade.gov/market-intelligence/indonesia-e-commerce-sectors>, Diakses pada 15 Mei 2023
- Thaler, R. (1985), "Mental accounting and consumer choice", *Marketing Science*, Vol. 4 No. 3, pp. 199-214.
- Trinidad, M., M. Ruiz and A. Calderón. (2021), "A Bibliometric Analysis of Gamification Research," *IEEE Access*, Vol. 9, 46505-46544. Diakses pada 5 Februari 2022 doi: 10.1109/ACCESS.2021.3063986
- Todd, Peter & Benbasat, Izak. (1999), "Evaluating the Impact of DSS, Cognitive Effort, and Incentives on Strategy Selection", *Information Systems Research*. Diakses pada 15 Januari 2022, 10. 356-374. 10.1287/isre.10.4.356.
- Tom, G., Garibaldi, B., Zeng, Y. and Pilcher, J. (1998), "Consumer demand for counterfeit goods", *Psychology & Marketing*, Vol. 15, 405-421. Diakses pada 15 Januari 2022 [https://doi.org/10.1002/\(SICI\)1520-6793\(199808\)15:5<405::AID-MAR1>3.0.CO;2-B](https://doi.org/10.1002/(SICI)1520-6793(199808)15:5<405::AID-MAR1>3.0.CO;2-B)
- Urbany, J.E., Bearden, W.O., Kaicker, A. and Smith-de Borrero, M. (1997), "Transaction utility effects when quality is uncertain", *Journal of the Academy of Marketing Science*, Vol. 25, No. 1, pp. 45-55. Diakses pada 17 Desember 2021 10.1007/BF02894508
- Vallerand, Robert. (1997), "Toward A Hierarchical Model of Intrinsic and Extrinsic Motivation. Advances in Experimental Social Psychology", - *ADVAN EXP SOC PSYCHOL*, Vol. 29, 271-360. Diakses pada 18 Februari 2022 10.1016/S0065-2601(08)60019-2.
- van den Broeck, Anja & Vansteenkiste, Maarten & De Witte, Hans & Soenens, Bart & Lens, Willy. (2010), "Capturing autonomy, competence, and relatedness at work: Construction and initial validation of the Work-Related Basic Need Satisfaction Scale", Vol. 83, 1-22. Diakses pada 3 Maret 2022 10.1348/096317909X481382.
- van Roy, Rob & Zaman, Bieke. (2018), "Need-supporting gamification in education: An assessment of motivational effects over time", *Computers & Education*, Vol. 127. Diakses pada 15 Maret 2022 10.1016/j.compedu.2018.08.018.
- van Tonder, Estelle & Petzer, Daniël. (2018), "The interrelationships between relationship marketing constructs and customer engagement dimensions", *The Service Industries Journal*, Vol 1, No. 26. Diakses pada 21 Januari 2022 10.1080/02642069.2018.1425398.

- Venkatesh, Viswanath & Morris, Michael & Davis, Gordon & Davis, Fred. (2003), "User Acceptance of Information Technology: Toward a Unified View", *MIS Quarterly*, Vol. 27, 425-478. Diakses pada 23 Februari 2022 10.2307/30036540.
- Verhoef, Peter & Donkers, Bas & Langerak, Fred & Leeflang, Peter & Lemon, Loren. (2003), "Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development", *Journal of Marketing*, Vol. 67, 30-45. Diakses pada 18 Februari 2022 10.1509/jmkg.67.4.30.18685.
- Vicdan, Handan & Chapa, Sindy & Santos, Gilberto. (2007), "Understanding Compulsive Buyers' Online Shopping Incidence: A Closer Look at the Effects of Sales Promotions and Bargains on Hispanic Americans", *Journal of Customer Behaviour*, Vol. 6, 57-74. Diakses pada 18 Februari 2022 10.1362/147539207X198374.
- Vitkauskaitė, Elena & Gatautis, Rimantas. (2018), "Points for Posts and Badges to Brand Advocates: The Role of Gamification in Consumer Brand Engagement". Diakses pada 18 Desember 2022 10.24251/HICSS.2018.143.
- Werbach, K., & Hunter, D. (2012), *For the win: How game thinking can revolutionize your business*. Philadelphia: Wharton Digital Press.
- White, R. W. (1959), "Motivation reconsidered: The concept of competence", *Psychological Review*, Vol. 66, No. 5, 297–333. Diakses pada 18 Desember 2021 <https://doi.org/10.1037/h0040934>
- Wirtz, J., Mattila, A. S., & Oo Lwin, M. (2007), "How Effective Are Loyalty Reward Programs in Driving Share of Wallet?", *Journal of Service Research*, Vol. 9, No. 4, 327–334. Diakses pada 16 Januari 2022 <https://doi.org/10.1177/1094670506295853>
- Wunderlich, N., V., Gustafsson, A., Hamari, J., Parvinen, P., & Haff, A. (2020), "The great game of business: Advancing knowledge on gamification in business contexts", *Journal of Business Research*, Vol. 106, 273-276. Diakses pada 29 Desember 2021 <https://doi.org/10.1016/j.jbusres.2019.10.062>
- Xi, Nannan, Juho Hamari. (2019), "Does gamification satisfy needs? A study on the relationship between gamification features and intrinsic need satisfaction", *International Journal of Information Management*, Volume 46, Pages 210-221, ISSN 0268-4012. Diakses pada 25 Agustus 2021 <https://doi.org/10.1016/j.ijinfomgt.2018.12.002>.
- Yannakakis, G. N., & Hallam, J. (2007), "Towards optimizing entertainment in computer games", *Applied Artificial Intelligence*, 21, 933-971. Diakses pada 15 Januari 2022 <https://doi.org/10.1080/08839510701527580>
- Yang Yang, Yousra Asaad, Yogesh Dwivedi. (2017), "Examining the impact of gamification on intention of engagement and brand attitude in the marketing context", *Computers in Human Behavior*, Vol. 73, 459-469, ISSN 0747-5632. Diakses pada 15 Januari 2022 <https://doi.org/10.1016/j.chb.2017.03.066>.
- Yi, Youjae & Jeon, Hoseong. (2003), "Effects of Loyalty Programs on Value Perception, Program Loyalty, and Brand Loyalty", *Journal of The Academy of Marketing Science*, Vol. 31, 229-240. Diakses pada 25 Desember 2021 31. 10.1177/0092070303031003002.
- Yi, M.Y. and Hwang, Y. (2003), "Predicting the Use of Web-Based Information Systems: Self-Efficacy, Enjoyment, Learning Goal Orientation, and the Technology Acceptance Model", *International Journal of Human Computer Studies*, Vol. 59,

431-449. Diakses pada 25 Desember 2021 [http://dx.doi.org/10.1016/S1071-5819\(03\)00114-9](http://dx.doi.org/10.1016/S1071-5819(03)00114-9)

Yoon, Kanghyun & Tran, Thanh. (2011), "Revisiting the Relationship Between Consumer Loyalty and Price Sensitivity: The Moderating Role of Deal-Proneness". *The Journal of Marketing Theory and Practice*, Vol. 19, 293-306. 10.2753/MTP1069-6679190303.

Zheng, X., Lee, M. and Cheung, C.M.K. (2017), "Examining e-loyalty towards online shopping platforms: The role of coupon proneness and value consciousness", *Internet Research*, Vol. 27 No. 3, pp. 709-726. Diakses pada 25 Desember 2021 <https://doi.org/10.1108/IntR-01-2016-0002>

Zeithaml, Valarie. (1988). Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*. 52. 2-22. Diakses pada 25 Desember 2021 10.1177/002224298805200302.

Zichermann, G., & Cunningham, C. (2011), *Gamification by Design: Implementing Game Mechanics in Web and Mobile Apps*, Sebastopol, CA: O'Reill