

DAFTAR PUSTAKA

- Bidin, S. A. H., & Lokman, A. M., 2018, Enriching the comfortability emotion on website interface design using Kansei engineering approach. In *Proceedings of the 7th International Conference on Kansei Engineering and Emotion Research 2018: KEER 2018, 19-22 March 2018, Kuching, Sarawak, Malaysia* (pp. 792-800). Springer Singapore.
- Cheng, J., Ye, J., Yang, C., Yao, L., Ma, Z., & Li, T., 2018, Study on innovative design of urban intelligent lighting appliance (UILA) based on kansei engineering. In *Distributed, Ambient and Pervasive Interactions: Understanding Humans: 6th International Conference, DAPI 2018, Held as Part of HCI International 2018, Las Vegas, NV, USA, July 15–20, 2018, Proceedings, Part I 6* (pp. 214-222). Springer International Publishing.
- Dahlgaard, J. J., & Nagamachi, M., 2008, Perspectives and the new trend of Kansei/affective engineering. *The TQM Journal*, 20(4), 290–298. <https://doi.org/10.1108/17542730810881285>
- Elmqvist, J., & Thorell, J., 2015, Nudge Marketing: How to influence decisions by changing the choice architecture (Dissertation). Retrieved from <https://urn.kb.se/resolve?urn=urn:nbn:se:hh:diva-28418>
- Grebitus, C., Roscoe, R. D., van Loo, E. J., & Kula, I., 2020, Sustainable bottled water: How nudging and Internet Search affect consumers' choices. *Journal of Cleaner Production*, 267. <https://doi.org/10.1016/j.jclepro.2020.121930>
- Hosany, S., & Martin, D., 2012, Self-image congruence in consumer behavior. *Journal of Business Research*, 65(5), 685–691. doi:10.1016/j.jbusres.2011.03.015
- Hou, W., Jiang, Z., Liao, X., 2019, A New Method of Smartphone Appearance Evaluation Based on Kansei Engineering. In: Marcus, A., Wang, W. (eds) Design, User Experience, and Usability. Design Philosophy and Theory. HCII 2019. *Lecture Notes in Computer Science()*, vol 11583. Springer, Cham. https://doi.org/10.1007/978-3-030-23570-3_32
- Hummel, D., & Maedche, A., 2019, *How effective is nudging? A quantitative review on the effect sizes and limits of empirical nudging studies*. <https://doi.org/10.1016/j.socec.2019.03.005>
- IBM, 2017, Uniquely Generation Z. Retrived July 1, 2024 from https://cdn.nrf.com/sites/default/files/2018-10/Uniquely-Gen-Z_Jan2017.pdf.
- International Data Corporation (IDC), 2023, Indonesia's Smartphone Market Declined 11.9% YoY in 1Q23 Despite Early Ramadan, IDC Reports – IDC in press. Retrieved October 30, 2023 from <https://www.idc.com/getdoc.jsp?containerId=prAP50768723>
- John, P., Smith, G., Stoker, G., 2009, Nudge Nudge, Think Think: Two ways for changing civic behaviour. *The Political Quarterly*, Volume 80, Issue 3.
- Johnson, E. Shu, S B. Dellaert, B. Fox, C. Goldstein, D G. Haubl, G. Larrick, R P. Payne, J W. Peters, E. Schkade, D. Wansink, B. & Weber, E U., 2012, Beyond the Nudge: Tools of a choice architecture. *Springer Science+ Business Media, LLC 2012. page 488*.

- Kay, E., Kemps, E., Prichard, I., & Tiggemann, M. (2023). Instagram-based priming to nudge drink choices: Subtlety is not the answer. *Appetite*, 180. <https://doi.org/10.1016/j.appet.2022.106337>
- Kim, J., Lee, H., & Lee, J., 2019, *Smartphone preferences and brand loyalty: A discrete choice model reflecting the reference point and peer effect*. <https://doi.org/10.1016/j.jretconser.2019.101907>
- Kees, J., Burton, S., & Tangari, A. H. 2010, The Impact of Regulatory Focus, Temporal Orientation, and Fit on Consumer Responses to Health-Related Advertising. *Journal of Advertising*, 39(1), 19–34. <https://doi.org/10.2753/JOA0091-3367390102>
- Kominfo, 2017, Survey Penggunaan TIK 2017 serta Implikasinya terhadap Aspek Sosial Budaya Masyarakat. https://bpsdm.kominfo.go.id/publikasi_360_3_187 (Accessed December 2023)
- López, Ó., Murillo, C., & González, A., 2021, State of the Art Analysis of Emotional Design Methodologies and Their Demonstrated Results. In *Advances in Industrial Design: Proceedings of the AHFE 2021 Virtual Conferences on Design for Inclusion, Affective and Pleasurable Design, Interdisciplinary Practice in Industrial Design, Kansei Engineering, and Human Factors for Apparel and Textile Engineering, July 25-29, 2021, USA* (pp. 943-951). Springer International Publishing.
- Maleki, S., Amiri Aghdaie, S. F., Shahin, A., and Ansari, A., 2020, Investigating the relationship among the Kansei-based design of chocolate packaging, consumer perception, and willingness to buy. *Journal of Marketing Communications*, Vol.26, No.8, pp.836–855.
- Nagamachi, M., 1995, Kansei engineering: A new consumer-oriented technology for product development, *Occupational Ergonomics: Design and Management of Work Systems*, 15, 25-1-25–14.
- Nagamachi, M. (1999). Kansei engineering; the implication and applications to product development. *Proceedings of the IEEE International Conference on Systems, Man and Cybernetics*, 6. <https://doi.org/10.1109/icsmc.1999.816563>
- Nasution, S., Hidayati, J., Nissa, N.A. and Agustiara, S.M., 2021, Redesign packaging on Aloe Vera bottle product based on Kansei Engineering. In *IOP Conference Series: Materials Science and Engineering* (Vol. 1122, No. 1, p. 012117). IOP Publishing.
- Newzoo, 2023, Number of smartphone users by leading countries in 2022 (in millions) – Statista in press. Retrieved October 30, 2023 from <https://www.statista.com/statistics/748053/worldwide-top-countries-smartphone-users/>
- Nijssen, S. R. R., Pijs, M., van Ewijk, A., & Müller, B. C. N., 2023, Towards more sustainable online consumption: The impact of default and informational nudging on consumers' choice of delivery mode. *Cleaner and Responsible Consumption*, 11. <https://doi.org/10.1016/j.clrc.2023.100135>
- Oey, E., Ngudjiharto, B., Cyntia, W., Natasha, M., & Hansopaheluwakan, S., 2020, Driving process improvement from customer preference with Kansei engineering, SIPA and QFD methods-a case study in an instant concrete

- manufacturer. *International Journal of Productivity and Quality Management*, 31(1), 28-48.
- Ouvrard, B., Abildtrup, J., & Stenger, A., 2020, Nudging Acceptability for Wood Ash Recycling in Forests: A Choice Experiment. *Ecological Economics*, 177. <https://doi.org/10.1016/j.ecolecon.2020.106748>
- Pradipto, A. H., 2022, ANALISIS PENGGUNAAN KATA KANSEI SEBAGAI PREFERENSI KONSUMEN TERHADAP EFEKTIVITAS STRATEGI PEMASARAN NUDGING UNTUK PRODUK SEPATU SNEAKERS (Tugas Akhir, Universitas Gadjah Mada).
- Statista, 2023, Number of smartphone users worldwide from 2013 to 2028 (in millions) – Statista in press. Retrieved October 30, 2023 from <https://www.statista.com/forecasts/1143723/smartphone-users-in-the-world>
- Thaler, R. H. and Sunstein, C. R., 2008, Nudge : improving decisions about health, wealth, and happiness.
- Top Brand, 2022, TOP Brand Index.
- Vieira, J., Ososrio, J.M.A., Mouta, S., Delgado, P., Portinha, A., Meireles, J.P., dan Santos, J.A., 2017, Kansei Engineering As a Tool for the Design Of In-Vehicle Rubber Keypads, *Applied Ergonomics*, Vol.61, pp. 1–11.
- Wongprawmas, R., Andreani, G., Franchini, C., Biasini, B., Rosi, A., Dolgoplova, I., Roosen, J., Menozzi, D., Gómez, M. I., Scazzina, F., Mora, C., & Sogari, G., 2023, Nudging Italian university students towards healthy and sustainable food choices: An online experiment. *Food Quality and Preference*, 111. <https://doi.org/10.1016/j.foodqual.2023.104971>
- Yeh, C. H., Wang, Y. S., & Yieh, K., 2016, Predicting smartphone brand loyalty: Consumer value and consumer-brand identification perspectives. *International Journal of Information Management*, 36(3), 245–257. <https://doi.org/10.1016/j.ijinfomgt.2015.11.013>