

DAFTAR PUSTAKA

- Chang, T.-S., Ku, C.-Y., & Fu, H.-P. (2013). Grey theory analysis of online population and online game industry revenue in Taiwan. *Technological Forecasting and Social Change*, 80(1), 175–185. <https://doi.org/10.1016/j.techfore.2012.06.009>
- Deterding, S., Sicart, M., Nacke, L., O'Hara, K., & Dixon, D. (2011). *Gamification. Using game-design elements in non-gaming contexts*.
- Ericaska, R. A., Maureen Nelloh, L. A., & Pratama, S. (2022). Purchase intention and behavioural 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>
- Guo, C., Chen, X., Goes, P., & Zhang, C. (2022). Multiplex social influence in a freemium context: Evidence from online social games. *Decision Support Systems*, 155, 113711. <https://doi.org/10.1016/j.dss.2021.113711>
- Hootsuite, I. (2022). *Hootsuite*. <https://www.hootsuite.com>
- Kick Starter. (2017, August 4). *Pale Blue—Monstrous 2D Side Scrolling Action Adventure*. Kickstarter. <https://www.kickstarter.com/projects/tinkergames/pale-blue-monstrous-2d-side-scrolling-action-adven>
- Kick Starter. (2020, September 7). *Celestian Tales: Old North ♦ Redefining the Classic RPG*. Kickstarter. <https://www.kickstarter.com/projects/ekuatorgames/celestian-tales-old-north-redefining-the-classic-r>
- Kominfo. (2021). *Kominfo: Kebanyakan Developer Game Lokal Pakai Dana Sendiri | Hybrid*. <https://hybrid.co.id/post/developer-game-lokal>
- Muzandi, R. (2022, January 5). *Fenomena Game Online dan Milenial, Menelaah Potensi Pajaknya*. PAJAK.COM. <https://www.pajak.com/pwf/fenomena-game-online-dan-milenial-menelaah-potensi-pajaknya/>

Nurhanisah, Y. (2023). *Orang Indonesia Makin Melek Internet | Indonesia Baik.*

<https://indonesiabaik.id/infografis/orang-indonesia-makin-melek-internet>

Setyowati, D. (2021, November 22). *Pasar Gim Indonesia Rp 24 Triliun, Game Lokal Hanya*

Kuasai

0,5%—Startup

Katadata.co.id.

<https://katadata.co.id/desysetyowati/digital/619b2ce710dae/pasar-gim-indonesia-rp-24-triliun-game-lokal-hanya-kuasai-0-5>

Victoria, A. O. (2021, April 27). *Game Online Topang Pertumbuhan Ekonomi Kreatif di*

Tengah

Pandemi—Industri

Katadata.co.id.

<https://katadata.co.id/yuliawati/berita/6087e83f5ba4b/game-online-topang-pertumbuhan-ekonomi-kreatif-di-tengah-pandemi>

Yuwono, A. I. (2021). *EKSISTENSI DEVELOPER GAME INDEPENDEN INDONESIA (Studi*

Kasus Eksistensi Developer Game Independen Agate Studio, Creacle Studio, dan Digital Happiness Dalam Perspektif Ekonomi Politik Komunikasi).

<https://jurnal.ugm.ac.id/jmki/article/download/63054/pdf>

Zhang, L., Shao, Z., Li, X., & Feng, Y. (2021). Gamification and online impulse buying: The

moderating effect of gender and age. *International Journal of Information Management*, 61, 102267. <https://doi.org/10.1016/j.ijinfomgt.2020.102267>

Khalidi, A., Bouzidi, R., & Nader, F. (2023). Gamification of e-learning in higher education: A

systematic literature review. *Smart Learning Environments*, 10(1), 10.

<https://doi.org/10.1186/s40561-023-00227-z>

Tobon, Sandra & José L, Ruiz-Alba Robledo & Garcia-Madariaga, Jesus. (2019). Gamification

in marketing: reality or fiction?.

- Noorbehbahani, F., Salehi, F., & Zadeh, R. J. (2019). A systematic mapping study on gamification applied to e-marketing. *Journal of Research in Interactive Marketing*, 13(3), 392–410. <https://doi.org/10.1108/JRIM-08-2018-0103>
- Suh, A., Cheung, Christy M.K., Ahuja, Manju, & Wagner, C. (2017). Gamification in the Workplace: The Central Role of the Aesthetic Experience. *Journal of Management Information Systems*, 34(1), 268–305. <https://doi.org/10.1080/07421222.2017.1297642>
- Morschheuser, B., Ternier, S., & Hamari, J. (2022). Gamification is working, but which one exactly? Results from an experiment with four game design elements. *International Journal of Human–Computer Interaction*, 38(14), 1342–1358. <https://doi.org/10.1080/10447318.2022.2041909>
- Zhang, J., Kong, X., & Yu, P. S. (2016). *Badge System Analysis and Design* (No. arXiv:1607.00537). arXiv. <https://doi.org/10.48550/arXiv.1607.00537>
- Hwang, J., & Choi, J. (2020). Having fun while receiving rewards? Exploration of gamification in loyalty programs for consumer loyalty. *Journal of Business Research*, 106, 365–376. <https://doi.org/10.1016/j.jbusres.2018.12.025>
- Xi, N., & Hamari, J. (2019). The relationship between gamification, brand engagement and brand equity. Proceedings of the 52nd Hawaii international conference on system sciences, 812–821.
- Sekaran, U., & Bougie, R. (2017). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Stern, H. (1962). The significance of impulse buying today. *Journal of Marketing*, 26(2), 59–62. <https://doi.org/10.1177/002224296202600212>
- Habib, H. M. H., Hidayat, K., & Mawardi, M. K. (2023). The Gamification Influence as Marketing Medium on Intrinsic Motivation, Positive Emotion, Customer

- Engagement and Repurchase Intention. *Profit: Jurnal Administrasi Bisnis*, 17(2), 253–266. <https://doi.org/10.21776/ub.profit.2023.017.02.9>
- Fajri, C. (2012). Tantangan Industri Kreatif-Game Online di Indonesia. *Jurnal ASPIKOM*, 1(5), Article 5. <https://doi.org/10.24329/aspikom.v1i5.47>
- Pratiwi, A. (2018, September 17). *Kurang Modal, Pengembang Gim Lokal Tak Bisa Saingi Asing*. *kompas.id*. <https://www.kompas.id/baca/utama/2018/09/17/kurang-modal-pengembang-gim-lokal-tak-bisa-saingi-asing>
- Simões, J., Redondo, R. D., & Vilas, A. F. (2013). A social gamification framework for a K-6 learning platform. *Computers in Human Behavior*, 29(2), 345–353. <https://doi.org/10.1016/j.chb.2012.06.007>
- Hassan, L., & Hamari, J. (2019). *Gamification of E-Participation: A Literature Review*. <http://hdl.handle.net/10125/59744>
- Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016). *Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction—ScienceDirect*. <https://www.sciencedirect.com/science/article/abs/pii/S0268401215001036>
- Setiadi, E. M., & Kolip, U. (2011). *Pengantar Sosiologi: Pemahaman Fakta dan Gejala Permasalahan Sosial: Teori, Aplikasi, dan Pemecahannya*. <https://id.scribd.com/document/632486631/pengantar-sosiologi-pdf>
- Almaudina, M., Ramdan, A. M., Jhoansyah, D., & Deli, M. M. (2023). The Effectiveness of Perceived Enjoyment and Brand Engagement in Correlating Gamification Marketing with Online Repurchase Intention in Shopee Game Users. *International Journal of Economics Development Research (IJEDR)*, 4(1), Article 1. <https://doi.org/10.37385/ijedr.v4i2.2266>

- Huotari, K., & Hamari, J. (2017). A definition for gamification: Anchoring gamification in the service marketing literature. *Electronic Markets*, 27(1), 21–31. <https://doi.org/10.1007/s12525-015-0212-z>
- Yang, Y., Asaad, Y., & Dwivedi, Y. (2017). Examining the impact of gamification on intention of engagement and brand attitude in the marketing context. *Computers in Human Behavior*, 73, 459–469. <https://doi.org/10.1016/j.chb.2017.03.066>
- Hair, J. F., Ringle, Christian M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Shao, Z., Zhang, L., Zhang, R., & Pan, Z. (2019). Impact of Gamification on Consumers' Online Impulse Purchase: The Mediating Effect of Affect Reaction and Social Interaction. *PACIS 2019 Proceedings*. <https://aisel.aisnet.org/pacis2019/21>
- Rook, D. W. (1987). The Buying Impulse. *Journal of Consumer Research*, 14(2), 189–199. <https://doi.org/10.1086/209105>
- Angmo, P., & Mahajan, R. (2024, May 9). *Virtual influencer marketing: A study of millennials and gen Z consumer behaviour | Qualitative Market Research | Emerald Publishing*. <https://www.emerald.com/qmr/article-abstract/27/2/280/1237784/Virtual-influencer-marketing-a-study-of?redirectedFrom=fulltext>
- Akromi, E. N. A. A. (2024). The Influence of Digital Marketing on Brand Perception among Millennials and Gen Z. *Journal of Digital Marketing and Search Engine Optimization*, 1(1), 14–19. <https://doi.org/10.59261/jseo.v1i1.4>
- Gupta, P., Prashar, S., & Parsad, C. (2024). Pure and suggestive impulse buying in mobile shopping app: Shopping pattern of young consumers. *Young Consumers: Insight and Ideas for Responsible Marketers*, 25(6), 824–850. <https://doi.org/10.1108/YC-11-2023-1911>



UNIVERSITAS
GADJAH MADA

**ANALISIS STRATEGI GAMIFIKASI PADA PERILAKU IMPULSIVE BUYING PEMAIN GAME ONLINE
FREEMIUM DI INDONESIA**

Kenneth Adriel Gondomulyono, Dr. Ina Melati, S.E., M.M.

Universitas Gadjah Mada, 2026 | Diunduh dari <http://etd.repository.ugm.ac.id/>