

- Adams, Ernest. 2013. *Fundamentals of Game Design. Design.* <https://doi.org/10.1017/CBO9781107415324.004>.
- Anderson, Craig a, dan Karen E Dill. 2000. "Video Games and Aggressive Thoughts, Feelings, and Behavior in the Laboratory and in Life." *Journal of Personality and Social Psychology* 78 (4): 772–90. <https://doi.org/10.1037//O022-3514.78.4.772>.
- APJII. 2017. "Survey Internet Asosiasi Penyelenggara Jasa Internet Indonesia 2017". *Asosiasi Penyelenggara Jasa Internet Indonesia*. Diakses pada 24 Juli 2018. <https://apjii.or.id/survei2017/download/OEWWh0jrQIg4MoGkVZdIA85HcBLqiDm>
- Balakrishnan, Janarthanan, dan Mark D. Griffiths. 2018. "Loyalty towards online games, gaming addiction, and purchase intention towards online mobile in-game features." *Computers in Human Behavior* 87. Elsevier B.V.: 238–46. <https://doi.org/10.1016/j.chb.2018.06.002>.
- Bose, Indranil, dan Xinwei Yang. 2011. "Enter the Dragon : Khillwar ' s Foray into the Mobile Gaming Market of China." *Communications of the Association for Information Systems Volume 29* (29).
- Burstein, Daniel. 2011. "Marketing Optimization: How to Determine the Proper Sample Size". *MarketingExperiments.com*. Diakses pada 25 Oktober 2018
- Cagiltay, Nergiz Ercil, Erol Ozcelik, dan Nese Sahin Ozcelik. 2015. "The effect of competition on learning in games." *Computers and Education* 87. Elsevier Ltd: 35–41. <https://doi.org/10.1016/j.compedu.2015.04.001>.
- Cao, Yiwei, Anna Glukhova, Ralf Klamma, dan Dominik Renzel. 2009. "A community success model for gaming communities." *Journal of Multimedia* 4 (2): 87–93. <https://doi.org/10.4304/jmm.4.2.87-93>.
- Chory, Rebecca M., dan Alan K. Goodboy. 2011. "Is Basic Personality Related to Violent and Non-Violent Video Game Play and Preferences?" *Cyberpsychology, Behavior, and Social Networking* 14 (4): 191–98. <https://doi.org/10.1089/cyber.2010.0076>.
- Chou, C. M., dan A Kimsuwan. 2013. "Factors affecting purchase intention of online game prepayment card – Evidence from Thailand". *Journal of Internet Banking and Commerce*, 18(3), 1–13.
- Cohen, Elizabeth L. 2014. "What makes good games go viral? the role of technology use, efficacy, emotion and enjoyment in players' decision to share a prosocial digital game." *Computers in Human Behavior* 33. Elsevier Ltd: 321–29. <https://doi.org/10.1016/j.chb.2013.07.013>.
- EJOLT. 2014. "Needs". *Environmental Justice Organisations, Liabilities and Trade*. Diakses pada 24 Oktober 2018. <http://www.ejolt.org/2012/12/needs/>

- Garris, Rosemary, Robert Ahlers, dan James E. Driskell. 2002. "Games, motivation, and learning: A research and practice model." *Simulation and Gaming* 33 (4): 441–67. <https://doi.org/10.1177/1046878102238607>.
- Ghozland, D. 2010. *Designing for motivation*. pp. 1–9. Gamasutra. Diakses pada 16 Juli 2018. [http://www.gamasutra.com/view/feature/1419/designing\\_for\\_motivation.php](http://www.gamasutra.com/view/feature/1419/designing_for_motivation.php)
- Ghuman, Davinder, dan Mark D. Griffiths. 2012. "A cross-genre study of online gaming: Player demographics, motivation for play, and social interactions among players." *International Journal of Cyber Behavior, Psychology and Learning* 2 (1): 13–29. <https://doi.org/10.4018/jcbpl.2012010102>.
- Giammarco, Erica A., Travis J. Schneider, Julie J. Carswell, dan William S. Knipe. 2015. "Video game preferences and their relation to career interests." *Personality and Individual Differences* 73. Elsevier Ltd: 98–104. <https://doi.org/10.1016/j.paid.2014.09.036>.
- Goffman, Erving. 1955. "On Face-Work." *Psychiatry* 18 (3): 213–31. <https://doi.org/10.1080/00332747.1955.11023008>.
- Google Play. 2018. "Mobile Legends: Bang Bang". *Google Play*. Diakses pada 6 Juli 2018. <https://play.google.com/store/apps/details?id=com.mobile.legends&hl=en>
- Grizzard, Matthew, Ron Tamborini, John L. Sherry, René Weber, Sujay Prabhu, Lindsay Hahn, dan Patrick Idzik. 2015. "The Thrill Is Gone, but You Might Not Know: Habituation and Generalization of Biophysiological and Self-reported Arousal Responses to Video Games." *Communication Monographs* 82 (1): 64–87. <https://doi.org/10.1080/03637751.2014.971418>.
- Hair, JR., Joseph F., William C. Black, Barry J. Babin, dan Rolph E. Anderson. 2010. *Multivariate Data Analysis*, 7th edition, New Jersey: Pearson Education
- Hopp, Toby, Scott Parrott, dan Yuan Wang. 2018. "Use of military-themed first-person shooter games and militarism: An investigation of two potential facilitating mechanisms." *Computers in Human Behavior* 78. Elsevier B.V.: 192–99. <https://doi.org/10.1016/j.chb.2017.09.035>.
- Hsiao, Kuo Lun, dan Chia Chen Chen. 2016. "What drives in-app purchase intention for mobile games? An examination of perceived values and loyalty." *Electronic Commerce Research and Applications* 16. Elsevier B.V.: 18–29. <https://doi.org/10.1016/j.elerap.2016.01.001>.
- Hunicke, Robin, dan Vernell Chapman. 2004. "AI for dynamic difficulty adjustment in games." *Challenges in Game Artificial Intelligence AAAI ...*, 91–96. <https://doi.org/10.1145/1178477.1178573>.



UNIVERSITAS  
GADJAH MADA

**Perilaku Pengguna Aplikasi Mobile Legends Bang Bang: Studi mengenai Niat Bermain dan Niat Pembelian**

**Ulang Diamond dalam Aplikasi Mobile Legends Bang Bang**

NIKMATULLAH, Yulia Arisnani Widyarningsih, M.B.A., Ph.D.

Universitas Gadjah Mada, 2018 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Hunicke, Robin, Marc LeBlanc, dan Robert Zubek. 2004. "MDA: A Formal Approach to Game Design and Game Research." *Workshop on Challenges in Game AI*, 1–4. <https://doi.org/10.1.1.79.4561>.

Isaac, S., & Michael, W. B. (1995). "Handbook in Research and Evaluation". San Diego, CA: Educational and Industrial Testing Services.

Jin, Chang Hyun. 2014. "The role of users' motivations in generating social capital building and subjective well-being: The case of social network games." *Computers in Human Behavior* 39. Elsevier Ltd: 29–38. <https://doi.org/10.1016/j.chb.2014.06.022>.

Kahn, Adam S., Cuihua Shen, Li Lu, Rabindra A. Ratan, Sean Coary, Jinghui Hou, Jingbo Meng, Joseph Osborn, dan Dmitri Williams. 2015. "The Trojan Player Typology: A cross-genre, cross-cultural, behaviorally validated scale of video game play motivations." *Computers in Human Behavior* 49: 354–61. <https://doi.org/10.1016/j.chb.2015.03.018>.

Kapp, Karl. 2011. "A Proposed Definition of Game". *Kapp Notes*. Diakses pada 24 Oktober 2018. <http://karlkapp.com/a-proposed-definition-of-game/>

Kuittinen, Jussi, Annakaisa Kultima, Johannes Niemelä, dan Janne Paavilainen. 2007. "Casual games discussion." *Proceedings of the 2007 conference on Future Play - Future Play '07*, 105. <https://doi.org/10.1145/1328202.1328221>.

Kwak, Haewoon, Jeremy Blackburn, dan Seungyeop Han. 2015. "Exploring Cyberbullying and Other Toxic Behavior in Team Competition Online Games," 3739–48. <https://doi.org/10.1145/2702123.2702529>.

Linkedin. 2018. "Shanghai Moonton Technology". *Linkedin*. Diakses pada 6 Juli 2018. <https://www.linkedin.com/company/shanghai-moonton-technology-co-ltd/>

Liu, Yanni, Dongsheng Liu, Yufei Yuan, dan Norm Archer. 2018. "Examining situational continuous mobile game play behavior from the perspectives of diversion and flow experience." *Information Technology & People*, ITP-02-2016-0042. <https://doi.org/10.1108/ITP-02-2016-0042>.

Max-neef, Manfred a., Martin Hopenhayn, dan Sven Hamrell. 1992. *Human Scale Development: Conception, Application and Further Reflections, Volume 1*. [http://www.area-net.org/fileadmin/user\\_upload/papers/Max-neef\\_Human\\_Scale\\_development.pdf](http://www.area-net.org/fileadmin/user_upload/papers/Max-neef_Human_Scale_development.pdf).

Mitchell, Gina. 2018. "Arousal in Psychology: Definition". *Study.com*. Diakses pada 24 Oktober 2018. <https://study.com/academy/lesson/arousal-in-psychology-definition.html>

MMOS.com. 2018. "Mobile Legends". *MMOs.com*. Diakses pada 6 Juli 2018. <https://mmos.com/review/mobile-legends>

Mora-Cantallops, Marçal, dan Miguel Ángel Sicilia. 2018. "MOBA games: A literature review." *Entertainment Computing* 26 (February): 128–38. <https://doi.org/10.1016/j.entcom.2018.02.005>.



UNIVERSITAS  
GADJAH MADA

**Perilaku Pengguna Aplikasi Mobile Legends Bang Bang: Studi mengenai Niat Bermain dan Niat Pembelian**

**Ulang Diamond dalam Aplikasi Mobile Legends Bang Bang**

NIKMATULLAH, Yulia Arisnani Widyarningsih, M.B.A., Ph.D.

Universitas Gadjah Mada, 2018 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Murray, Liam dan John Maher. 2011. "The Role of Fantasy in Video Games: A Reappraisal."

*Eludamos Journal for Computer Game Culture* 5(1): 45–47.

<http://www.eludamos.org/index.php/eludamos/article/view/vol5no1-4/html4>

Murray, Trent. 2018. "In Wake of Recent Lawsuit Loss, Mobile Legends Exceeds \$200M in Revenue Worldwide". *The Esports Observer*. Diakses pada 6 Juli 2018.

<https://esportsoobserver.com/mobile-legends-200m/>

Osmanovic, S., dan L. Pecchioni. 2016. "Beyond Entertainment: Motivations and Outcomes of Video Game Playing by Older Adults and Their Younger Family Members." *Games and Culture* 11 (1–2): 130–49. <https://doi.org/10.1177/1555412015602819>.

Park, Bong Won, dan Kun Chang Lee. 2011. "Exploring the value of purchasing online game items." *Computers in Human Behavior* 27 (6). Elsevier Ltd: 2178–85.

<https://doi.org/10.1016/j.chb.2011.06.013>.

Pe-Than, Ei Pa Pa, Dion Hoe Lian Goh, dan Chei Sian Lee. 2014. "Making work fun: Investigating antecedents of perceived enjoyment in human computation games for information sharing." *Computers in Human Behavior* 39. Elsevier Ltd: 88–99.

<https://doi.org/10.1016/j.chb.2014.06.023>.

Reich, Sabine, dan Peter Vorderer. 2015. "Online Games, Player Experiences in." *The International Encyclopedia of Digital Communication and Society*, 1–12.

<https://doi.org/10.1002/9781118767771.wbiedcs064>.

Sekaran, Uma., dan Roger Bougie. 2016. *Research Methods for Business*, 7th edition, West Sussex: Wiley

Sethy, Harshit, Amit Patel, dan Vineet Padmanabhan. 2015. "Real Time Strategy Games: A Reinforcement Learning Approach." *Procedia Computer Science* 54. Elsevier Masson SAS: 257–64. <https://doi.org/10.1016/j.procs.2015.06.030>.

Shelton, Ashleigh K. 2010. "Defining the lines between virtual and real world purchases: Second Life sells, but who's buying?" *Computers in Human Behavior* 26 (6). Elsevier Ltd: 1223–27. <https://doi.org/10.1016/j.chb.2010.03.019>.

Sherry, John L, Bradley S Greenberg, dan Ken Lachlan. 2006. "Video game uses and gratifications as predictors of use and game preference". *Playing video games: Motives, responses, and consequences* (Vol 24): 213-224

Souza, Lucas Lopes Ferreira de, dan Ana Augusta Ferreira de Freitas. 2017. "Consumer behavior of electronic games' players: a study on the intentions to play and to pay." *Revista de Administração* 52 (4). Departamento de Administração, Faculdade de Economia, Administração e Contabilidade da Universidade de São Paulo - FEA/USP: 419–30. <https://doi.org/10.1016/j.rausp.2017.08.004>.

Statista. 2018. "Mobile Gaming Revenue in Selected Countries in Southeast Asia in 2016". *Statista*. Diakses pada 4 Juli 2018. <https://www.statista.com/statistics/658596/southeast-asia-mobile-games-revenue-country/>



Stavropoulos, Vasilis, Daria J. Kuss, Mark D. Griffiths, Peter Wilson, dan Frosso Motti-Stefanidi. 2017. "MMORPG gaming and hostility predict Internet Addiction symptoms in adolescents: An empirical multilevel longitudinal study." *Addictive Behaviors* 64: 294–300. <https://doi.org/10.1016/j.addbeh.2015.09.001>.

Stefany, Sisca. 2014. "The Effect of Motivation on Purchasing Intention of Online Games and Virtual Items Provided By Online Game Provider." *International Journal of Communication & Information Technology (CommIT)* 8 (1): 22–27. <http://msi.binus.ac.id/commit/>.

Stenros, Jaakko, Janne Paavilainen, dan Frans Mayra. 2011. "Social interaction in games." *International Journal of Arts and Technology* 4 (3): 342. <https://doi.org/10.1504/IJART.2011.041486>.

Sweetser, Penelope dan Peta Wyeth. 2005. "GameFlow: a Model for Evaluating Player Enjoyment in Games." *Computers in Entertainment – Theoretical and Practical Computer Applications in Entertainment* 3 (3): 3. <https://doi.org/10.1145/1077246.1077253>

Velleman, J David. 2014. "Philosophical Review Intention , Plans , and Practical Reason oleh Michael E . Bratman" 100 (2): 277–84.

Wei, Pei Shan, dan Hsi Peng Lu. 2014. "Why do people play mobile social games? An examination of network externalities and of uses and gratifications." *Internet Research* 24 (3): 313–31. <https://doi.org/10.1108/IntR-04-2013-0082>.

Wijman, Tom. 2018. "Mobile Revenues Account for More Than 50% of the Global Games Market as It Reaches \$137.9 Billion in 2018." *Newzoo*. Diakses pada 4 Juli 2018. <https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>

Yoo, Jae Mee. 2015. "Perceived value of game items and purchase intention." *Indian Journal of Science and Technology* 8 (19). <https://doi.org/10.17485/ijst/2015v8i19/77148>.