

## DAFTAR PUSTAKA

- Anoraga, Pandji. *Manajemen Bisnis*. Jakarta, 2000.
- Bastian. “Pengaruh Kompetensi Karakter, Nilai Virtual Item, dan Kepuasan Game Terhadap Intensi Pembelian Virtual Item Dalam Game Online DOTA II.” 2015.
- CH Ho, TY Wu. “Factors affecting intent to purchase virtual goods in online games.” 2012.
- EtalasePustaka. *Pengertian & Indikator Kepuasan Pelanggan Menurut Para Ahli*. Agustus 2016. [etalasepustaka.blogspot.com](http://etalasepustaka.blogspot.com).
- Hartoko, Alfa. Dalam *You Won*. Yogyakarta, 2010.
- J Wu, P Li, S Rao. “Journal Electronic Commerce Research.” *Why They Enjoy Virtual Game Worlds*, 2008.
- Juho Hamari, Vili Lehdonvirta. “Game design as marketing: How Game mechanic create demand for virtual goods.” *Journal of Business Science and Applied Management*, 2010.
- Kuncoro, Mudrajad. *Metode Riset untuk Bisnis & Ekonomi*. Jakarta: Erlangga, 2003.
- Lee, Bong-Won Park & Ku Chang. “Exploring The Value of Purchasing Online Games Item.” 2011.
- Leon G Schiffman, Leslie Lazar Kanuk. *Perilaku Konsumen*. Jakarta, 2007.
- Lunardy, Hetty Kurnia Tunjungsari & Denis. “Pengaruh Persepsi Nilai pada Intensi Pembelian Produk Virtual yang Dimediasi oleh Kepuasan.” 2016.
- P, Curtis. “Mudding: Social phenomena in text-based virtual realities.” Dalam *Proceeding of Directions and Implications of Advanced Computing*. Berkeley, 1992.
- Park, B.W and Lee, K.C. “Exploring the value of purchasing online game items.” *Computer in Human Behavior*, 2011.
- Pendidikan, Ilmu. *Definisi Intensi*. 01 April 2016. <http://belajarilmukomputerdaninternet.blogspot.com>.

- Peter, J. P. D. & Olson, J. C. *Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran*. Jakarta: Erlangga, 2010.
- Prabowo, Muhammad Bayu Aji. "Analisis Peluang Kepuasan Dalam Membeli Cash Game Online." 2018.
- Rachmawati, Ai Rika. *Gamer Indonesia Diprediksi Capai 34 Juta Orang*. 06 Agustus 2018. <https://www.pikiran-rakyat.com>.
- Rumus-rumus Pengambilan Sampel Penelitian*. Desember 2009. [tesisdisertasi.blogspot.com](https://tesisdisertasi.blogspot.com).
- Sekaran, Uma. *Research Methods for Business Edisi 1 dan 2*. Jakarta, 2011.
- Soderlund, M and Ohman, N. "Behavioral Intentions in Satisfaction Research Revisited." *Journal of Consumer Satisfaction, Dissatisfaction and Complaining*, 2003.
- Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Afabeta, 2011.
- Tjiptono, Fandy. *Perspektif Manajemen dan Pemasaran Kontemporer*. Yogyakarta: Andi, 2004.
- Tony Tripodi, Philip Fellin, Meyer J Henry. *The Assessment of Social Research*. 1996.
- Walker. "Managing Customer Dissatisfaction Through Effective Complaint Management System." 2001.
- Yoon, Gunwoo. "Real Money Trading in MMORPG Items From a Legal and Policy Perspective." 2008.
- Zhaohui, Li. "Motivation of Virtual Goods Transaction Based on the Theory of Gaming Motivations." *Journal of Theoretical and Applied Information Technology*, 2012.