

DAFTAR PUSTAKA

- Aaker, D. A., dan Keller, K. L. 1990. "Consumer Evaluations of Brand Extensions." *Journal of Marketing* 54 no. 1: 27. Diakses pada 1 November 2020. <https://doi.org/10.2307/1252171>
- Anderton, Kevin. 2019. "Research Report Shows How Much Time We Spend Gaming." Science, 21 Maret. Diakses pada 3 Mei 2021. <https://www.forbes.com/sites/kevinanderton/2019/03/21/research-report-shows-how-much-time-we-spend-gaming-infographic/?sh=166912b63e07>
- Camarero, C., San Jose, R., Jimenez, N., Martin, Sonia San. 2021. "The Effect of Use, Overuse, and Appeal of Mobile Game App on Add-Ons Purchases and Players Recruitment". *Journal of Organizational and End User Computing* 33, no. 2. Diakses pada 7 Mei 2020. <https://www.igi-global.com/pdf.aspx?tid=269374&ptid=253894&ctid=4&oa=true&isxn=9781799859055>
- Calvo-Porrall, C., Martínez-Fernández, V.-A., Juanatey-Boga, O., Calvo-Porrall, C., Martínez-Fernández, V.-A., dan Juanatey-Boga, O. 2016. "Influence of Manufacturer Signature on Store Brand's Loyalty and Purchase I65." *Revista de Administração de Empresas* 56, no. 1: 29–42. Diakses pada 20 Desember 2020. <https://doi.org/10.1590/S0034-759020160104>
- Chang, H.H., Chen, S.W., 2009. "Consumer perception of interface quality, security, and loyalty in electronic commerce." *Information & Management* 46, no.7: 411–417. Diakses pada 5 November 2020. <https://www.sciencedirect.com/science/article/abs/pii/S0378720609000901>
- Chu, C.W., dan Lu, H.P., 2007. "Factors influencing daring music purchase intention in Taiwan: an empirical study based on the value-intention framework." *Internet Research* 17, no.2: 139–155. Diakses pada 6 November 2020. <https://www.emerald.com/insight/content/doi/10.1108/10662240710737004/full/html>
- Colwell, J. 2007. "Needs met through computer game play among adolescents." *Personality and Individual Differences* 43, no.8: 2072–2082. Diakses pada 2 November 2020. <https://www.sciencedirect.com/science/article/abs/pii/S019188690700219X>
- Cyr, D., Head, M., dan Ivanov, A. 2006. "Design aesthetics leading to m-loyalty in mobile commerce." *Information & Volume* 43, no.8: 950–963. Diakses pada 9 November 2020 <https://www.sciencedirect.com/science/article/abs/pii/S0378720606000899>
- Das, G. 2014. "Linkages of retailer personality, perceived quality and purchase intention with retailer loyalty: A study of Indian non-food retailing." *Journal of Retailing and Consumer Services* 21, no.3: 407–414. Diakses pada 2 November 2020. <https://doi.org/10.1016/j.jretconser.2013.11.001>
- Febriana. 2012. "Dampak Permainan Game Online Terhadap Siswa". Skripsi Gelar Sarjana. Universitas Negeri Yogyakarta. Diakses pada 30 November 2020. <https://eprints.uny.ac.id/8590/2/BAB%201%20-%2008413244048.pdf>

- Feijoo, C., Gomez-Barroso, J.L., Aguado, J.M., Ramos, S. 2012. "Mobile gaming: industry challenges and policy implications." *Telecommunications Policy* 36, no.3: 212–221. Diakses pada 2 November 2020.
<https://www.sciencedirect.com/science/article/abs/pii/S0308596111002242>
- Fields, T., Cotton, B. 2011. *Social Game Design: Monetization Methods and Mechanics*. Elsevier Science. Waltham, MA. Diakses pada 1 November 2020. <https://www.sciencedirect.com/book/9780240817668/social-game-design>
- Flavian, C., Guinalí'u, M., Gurrea, R. 2006. "The role played by perceived usability, satisfaction and consumer trust on website loyalty." *Information & Management* 43, no.1: 1–14. Diakses pada 6 November 2020.
<https://www.sciencedirect.com/science/article/abs/pii/S0378720605000169>
- Fornell, C. 1992. "A National Customer Satisfaction Barometer: The Swedish Experience." *Journal of Marketing* 56, no.1: 6. Diakses pada 16 November 2020. <https://doi.org/10.2307/1252129>
- Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro: Semarang
- Grieve, R., Indian, M., Witteveen, K., Tolan, G.A., dan Marrington, J. 2013. "Face-to-face or Facebook: can social keterikatan sosial be derived daring?" *Computers in Human Behavior* 29, no.3: 604–609. Diakses pada 7 November 2020.
<https://www.sciencedirect.com/science/article/abs/pii/S0747563212003226>
- Gu, R., Oh, L. B., dan Wang, K. 2016. "Developing user loyalty for social networking sites: A relational perspective.: *Journal of Electronic Commerce Research* 17, no.1. Diakses pada 1 Januari 2021.
<https://web.csulb.edu/journals/jecr/issues/20161/Paper1.pdf>
- Guo, Y., & Barnes, S. 2011. "Purchase Behavior in Virtual World: An Empirical Investigation in Second Life." *Information & Management* 48 no. 7: 303–312. Diakses pada 11 Mei 2021. <https://doi.org/10.1016/J.IM.2011.07.004>
- Hair.Jr., J. F., Black., W. C., Babin., B. J., Anderson., R. E., dan L.Tatham., R. 2006. *Multivariant Data Analysis*. New Jersey: Pearson International Edition
- Hsiao, K.L.. 2013. "Android smartphone adoption and intention to pay for mobile internet: perspectives from software, hardware, design, and value." *Library Hi Tech* 31, no.2: 216–235. Diakses pada 3 November 2020.
<https://www.emerald.com/insight/content/doi/10.1108/07378831311329022/full/html>
- Hsiao, K.-L., dan Chen, C.-C. 2016. "What drives in-app purchase intention for mobile games? An examination of perceived values and loyalty." *Electronic Commerce Research and Applications* 16: 18–29. Diakses pada 1 November 2020. <https://doi.org/10.1016/j.elerap.2016.01.001>
- Hsu, C.L., dan Lin, C.C. 2015. "What drives purchase intention for paid mobile apps? – An expectation confirmation model with perceived value." *Electronic Commerce Research and Applications* 14: 46–57. Diakses pada 4 November 2020.
<https://www.sciencedirect.com/science/article/abs/pii/S1567422314000878>

- Kim, B., Choi, M., dan Han, I., 2009. "User behaviors toward mobile data services: the role of perceived fee and prior experience." *Expert Systems with Applications* 36, no.4: 8528–8536. Diakses pada 17 November 2020. <https://www.sciencedirect.com/science/article/abs/pii/S0957417408007550>
- Kim, H.-W., Gupta, S., dan Koh, J. 2011. "Investigating the intention to purchase digital items in social networking communities: A customer value perspective." *Information & Management* 48, no.6: 228–234. Diakses pada 2 November 2020. <https://doi.org/10.1016/j.im.2011.05.004>
- Lee, D., Moon, J., Kim, Y. J., dan Mun, Y. Y. 2015. "Antecedents and consequences of mobile phone usability: Linking simplicity and interactivity to satisfaction, trust, and brand loyalty." *Information & Management* 52, no.3: 295–304. Diakses pada 20 Desember 2020. <https://www.sciencedirect.com/science/article/abs/pii/S0378720614001463>
- Lin, J.C.-C. 2007. "Online stickiness: its antecedents and effect on purchasing intention." *Behaviour & Information Technology* 26, no.6: 507–516. Diakses pada 20 November 2020. <https://www.tandfonline.com/doi/abs/10.1080/01449290600740843>
- Lin, H.H., dan Wang, Y.H.. 2006. "An examination of the determinants of customer loyalty in mobile commerce contexts." *Information & Management* 43, no.3: 271–282. Diakses pada 2 November 2020. <https://www.sciencedirect.com/science/article/abs/pii/S0378720605000637>
- Lovelock, C., dan Wirtz, J. 2011. *Services Marketing: People, Technology, Strategy*. Prentice Hall, Upper Saddle River, NJ.
- Lu, H.P., dan Hsiao, K.L., 2010. "The influence of extro/introversion on the intention to pay for social networking sites." *Information & Management* 47, no.3: 150–157. Diakses pada 1 November 2020. <https://www.sciencedirect.com/science/article/abs/pii/S0378720610000042>
- Ma, Q., Pearson, J.M., dan Tadisina, S. 2005. "An exploratory study into factors of service quality for application service providers." *Information & Management* 42, no.8: 1067–1080. Diakses Pada 7 November 2020. <https://www.sciencedirect.com/science/article/abs/pii/S0378720604001594>
- Nayak, J. K., dan Singh, P. 2015. *Fundamentals of research methodology: problems and prospects*. New Delhi: Dalyaganj
- Oliver, R. L. 1999. "Whence consumer loyalty?" *Journal of Marketing* 63: 33–44. Diakses pada 15 November 2020. <https://doi.org/10.2307/1252099>
- Parasuraman, A. and Grewal, Dhruv. 2000. "The Impact of Technology on the Quality Value-Loyalty Chain: A Research Agenda". *Journal of the Academy of Marketing Science* 28, no. 1: 168-174. Diakses pada 1 Maret 2021. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.1074.1781&rep=rep1&type=pdf>
- Paul, J., Modi, A., dan Patel, J. 2016. "Predicting green product consumption using theory of planned behavior and reasoned action." *Journal of Retailing and Consumer Services* 29: 123–134. Diakses pada 14 November 2020. <https://www.sciencedirect.com/science/article/abs/pii/S0969698915301181>
- Purnami, L.D., dan Agus, A.A. 2021. "The Effect of Perceived Value and Mobile Game Loyalty on In-app Purchase Intention in Mobile Game in Indonesia

- (Case Study: Mobile Legend and Love Nikki).” *ASEAN Marketing Journal* 12, no.1: 9-19. Diakses pada 11 Mei 2021.
<http://www.ijil.ui.ac.id/index.php/amj/article/view/12887/67546821>
- Peng, Lifang, dan Liang, Shuyi. 2013. ”The effect of consumer perceived value on purchase intention in e-commerce platform: a time-limited promotion perspective”. *ICEB 2013 Proceedings*:10. Diakses pada 28 Januari 2021.
<https://aisel.aisnet.org/iceb2013/10>
- Radoff, J. 2011. *Game On: Energize Your Business with Social Media Games*. Wiley Publishing Inc.
- Sekaran, U. dan Bougie, R. 2013. *Research Methods for Business A Skill-Building Approach. 6th Edition*. New York: Wiley.
- Sensortower. 2021. ”Lokapala : Anantarupa Stidios.” Diakses pada 26 Februari 2021. <https://sensortower.com/android/US/oolean-games/app/lokapala/com.AnantarupaStudios.Lokapala/overview>
- Sensortower. 2021. ”Mobile Legends : Bang Bang.” Diakses pada 26 Februari 2021. <https://sensortower.com/android/US/moonton/app/mobile-legends-bang-bang/com.mobile.legends/overview>
- Sensortower. 2021. ”League of Legends : Wild Rift.” Diakses pada 26 Februari 2021. <https://sensortower.com/android/US/riot-games-inc/app/league-of-legends-wild-rift/com.riotgames.league.wildrift/overview>
- Souiden, N. dan Pons, F. 2009. ”Product recall crisis management: the impact on manufacturer’s image, consumer loyalty and purchase intention.” *Journal of Product & Brand Management* 18, no.2: 106–114. Diakses pada 20 November 2020. <https://doi.org/10.1108/10610420910949004>
- Sweeney, J. C. dan Soutar, G. N. 2001. ”Consumer perceived value: The development of a multiple item scale.” *Journal of Retailing* 77, no.2: 203–220. Diakses pada 3 November 2020. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Statistica. 2016. ”Worldwide mobile app store revenues in 2015. 2016 and 2020 (in billion U.S. dollars).” Diakses pada 1 November 2020.
<https://www.statista.com/statistics/220186/total-global-in-app-revenue-forecast/>
- Su, Y. S., Chiang, W. L., Lee, C. T. J., dan Chang, H. C. 2016. ”The effect of flow experience on player loyalty in mobile game application.” *Computers in Human Behavior* 63: 240–248. Diakses pada 20 Januari 2021.
<https://www.sciencedirect.com/science/article/abs/pii/S0747563216303764>
- Turel, O., Serenko, A., dan Bontis, N. 2007. ”User acceptance of wireless short messaging services: deconstructing perceived value.” *Information & Management* 44, no.1: 63–73. Diakses pada 4 November 2020)
<https://www.sciencedirect.com/science/article/abs/pii/S0378720606001121>
- Wei, P.S., dan Lu, H.P. 2014. ”Why do people play mobile social games? An examination of network externalities and of uses and gratifications.” *Internet Research* 24, no.3: 313–331. Diakses pada 1 November 2020.
<https://doi.org/10.1108/IntR-04-2013-0082>
- Yang, Z., dan Peterson, R.T. 2004. ”Customer perceived value, satisfaction, and loyalty: the role of switching costs.” *Psychology & Marketing* 21, no.10:

- 799–822. Diakses pada 10 November 2020.
<https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.20030>
- Yi, Y. dan Jeon, H. 2003. “Effects of loyalty programs on value perception, program loyalty, and brand loyalty.” *Journal of the Academy of Marketing Science* 31, no.3: 229–240. Diakses pada 5 Februari 2021.
https://www.researchgate.net/profile/Youjae-Yi/publication/228787148_Effects_of_Loyalty_Programs_on_Value_Perception_Program_Loyalty_and_Brand_Loyalty/links/0046352ce35bab911c000000/Effects-of-Loyalty-Programs-on-Value-Perception-Program-Loyalty-and-Brand-Loyalty.pdf
- Zhao, L., dan Lu, Y. 2012. “Enhancing perceived interactivity through network externalities: An empirical study on micro-blogging service satisfaction and continuance intention.” *Decision Support Systems* 53, no.4: 825–834.
Diakses pada 10 November 2020. <https://doi.org/10.1016/j.dss.2012.05.019>
- Zeithaml, Valarie A. dan Bitner, Mary Jo. 1996. *Services Marketing*. TheMcGraw- Hill Companies, Inc., New York