

DAFTAR PUSTAKA

- Aaker, J., Fournier, S., & Brasel, S. A. (2004). When Good Brands Do Bad. *Journal of Consumer Research*, 31(6).
- Ahluwalia, R., Burnkrant, R. E. and Unnava, H. R. (2000), Consumer response to negative publicity: The moderating role of commitment, *Journal of Marketing Research*, 37(2), p.203-214.
- Ahuvia, A. (1993). I Love It! Towards a unifying theory of love across diverse love objects.
- Ahuvia, A. C. (2005a). Beyond the Extended Self: Loved Objects and Consumers' Identity Narratives. *Journal of Consumer Research*, 32(1), 171–184. <https://doi.org/10.1086/429607>
- Ahuvia, A.C. (2005b). "The love prototype revisited: A qualitative exploration of contemporary folk psychology." Working paper.
- Ailawadi, K. L., Neslin, S. A., & Gedenk, K. (2001). Pursuing the Value-Conscious Consumer: Store Brands Versus National Brand Promotion. *Journal of Marketing*, 65(1), 71–89.
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research*, 25(5). <https://doi.org/10.1108/IntR-05-2014-0146>
- Albert, Noel, & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258–266. <https://doi.org/10.1108/07363761311328928>
- Albert, Noël, Merunka, D., & Valette-florence, P. (2008). When consumers love their brands : Exploring the concept and its dimensions. *Journal of Business Research*, 61, 1062–1075. <https://doi.org/10.1016/j.jbusres.2007.09.014>
- Algharabat, R. S. (2017). Linking social media marketing activities with brand love The mediating role of self-expressive brands. *Kybernetes*, 46(10), 1801–1819. <https://doi.org/10.1108/K-04-2017-0130>
- Annur, Cindy Mutia (19 Agustus 2020). Katadata "Jumlah Penjual di Bukalapak & Tokopedia Melonjak 3,5 Juta Imbas Corona". Tersedia pada <https://katadata.co.id/desysetyowati/digital/5f3beb5cca640/jumlah-penjual-di-bukalapak-tokopedia-melonjak-3-5-juta-imbas-corona>. Diakses 28 Mei 2021.
- Ardyan, E., Retnawati, B. B., & Farida, N. (2018). E-WOM attractiveness , e-brand community trust , e-brand community experience and brand loyalty : a study on

- XIAOMI electronic brand community in Indonesia. *Journal of Business and Retail Management Research*, 12(3), 231–241.
- Aro, K., Suomi, K., & Saraniemi, S. (2018). *Antecedents and consequences of destination brand love d A case study from Finnish Lapland*. 67.
- Auh, S., Bell, S. J., Mcleod, C. S., & Shih, E. (2007). Co-production and customer loyalty in financial services. *Journal of Retailing*, 83(3), 359–370. <https://doi.org/10.1016/j.jretai.2007.03.001>
- Australian Trade and Austrade. 2018. E-Commerce in Indonesia: A Guide for Australian Business. Australian Trade and Austrade
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20(4), 644–657.
- Bachdar, Saviq (26 Juni 2018). Marketeers.com "Lima Kota Indonesia dengan Jumlah Pembelanja Online Terbesar". Tersedia pada <https://marketeers.com/lima-kota-indonesia-dengan-jumlah-pembelanja-online-terbesar/>. Diakses pada 25 Mei 2021
- Bagozzi, R. P., Batra, R., & Ahuvia, A. (2017). *Brand love : development and validation of a practical scale*. 28, 1–14. <https://doi.org/10.1007/s11002-016-9406-1>
- Bairrada, C. M., Coelho, A., & Lizanets, V. (2019). The impact of brand personality on consumer behavior : the role of brand love. *Journal of Fashion Marketing and Management*, 23(1), 30–47. <https://doi.org/10.1108/JFMM-07-2018-0091>
- Bairrada, C. M., Coelho, F., & Coelho, A. (2018). Antecedents and outcomes of brand love : utilitarian and symbolic brand qualities. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-02-2016-0081>
- Batra, R., Ahuvia, A., & Bagozzi, R. P. R. (2012). Brand Love. *Journal of Marketing*, 76(2), 1–16. <https://doi.org/10.1509/jm.09.0339> M4 - Citavi
- Bayu, Dimas Jarot (10 Februari 2021). Katadata "10 E-commerce dengan Pengunjung Terbesar pada Kuartal IV 2020". Tersedia pada <https://databoks.katadata.co.id/datapublish/2021/02/11/10-e-commerce-dengan-pengunjung-terbesar-pada-kuartal-iv-2020>. Diakses 24 Mei 2021.
- Bergkvist, L., & Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management*, 17(7), 504–518. <https://doi.org/10.1057/bm.2010.6>
- Bhat, S., & Reddy, S. K. (1998). *Symbolic and functional positioning of brands*. 15(1), 32–43.

- Bhatnagar, A., & Ghose, S. (2004). A latent class segmentation analysis of e-shoppers. *Journal of Business Research*, 57, 758–767. [https://doi.org/10.1016/S0148-2963\(02\)00357-0](https://doi.org/10.1016/S0148-2963(02)00357-0)
- Bhattacharya, C. ., & Sankar, S. (2003). Consumer-Company Identification: A Framework fo Understanding with Consumers ' Relationships Companies. *Journal of Marketing*, 67(2), 76–88.
- Bianchi, M. (1998). Consuming novelty: Strategies for producing novelty in consumption. In *Journal of Medieval and Early Modern Studies* (Vol. 28, Issue 1).
- Bıçakcıoğlu, N., İpek, İ., & Bayraktaroğlu, G. (2018). Antecedents and outcomes of brand love: the mediating role of brand loyalty. *Journal of Matketing Communications*, 24(8), 863–877. <https://doi.org/10.1080/13527266.2016.1244108>
- Bloemer, J. M. M., & Kasper, H. D. P. (1995). The complex relationship between consumer satisfaction and brand loyalty. *Journal of Economic Psychology*, 16, 311–329.
- Blohm, I., & Leimeister, M. (2013). Gamification: Design of IT-Based Enchancing Services for Motivational Support and Behavioral Change. *Business & Information*, 275–278. <https://doi.org/10.1007/s12599-013-0273-5>
- Brown, J. J., & Reingen, P. H. (1987). Social Ties and Word-of-Mouth Referral Behavior *. *Journal of Consumer Research*, 14(December), 350–362.
- Brown, T. J., Barry, T. E., Dacin, P. A., & Gunst, R. F. (2005). Spreading the Word : Investigating Antecedents of Consumers ' Positive Word-of-Mouth Intentions and Behaviors in a Retailing Context. *Journal of the Academy of Marketing Science*, 33(2), 123–138. <https://doi.org/10.1177/0092070304268417>
- Brucks, M., Zeithaml, V. A., & Naylor, G. (1994). Price and Brand Name as Indicators of Quality Dimensions for Consumer Durables. *Journal of the Academy of Marketing Science*, 28(3), 359–374.
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89. <https://doi.org/10.1007/s11002-006-4219-2>
- Chan, K. W., Kin, C., Yim, B., & Lam, S. S. K. (2010). Is Customer Participation in Value Creation a Double-Edged Sword? Evidence from Professional Financial Service Across Cultures. *Journal of Marketing*, 74(5), 48–64.
- Chandon, P., Wansink, B., & Laurent, G. (2000). A Benefit Congruency Framework of Sales Promotion Effectiveness. *Journal of Marketing*, 64(10), 65–81.
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance : The Role of Brand Loyalty. *Journal of Marketing*, 65(April), 81–93.

- Chelune, G. J., & Waring, E. M. (1984). Nature and assessment of intimacy. In P. McReynolds, & G. J. Chelune (Eds.). *Advances in psychological assessment* (pp. 277– 311). San Francisco, CA: Jossey-Bass.
- Chetioui, Y., Lebdaoui, H., & Chetioui, H. (2020). Factors influencing consumer attitudes toward online shopping: the mediating effect of trust. *EuroMed Journal of Business*. <https://doi.org/10.1108/EMJB-05-2020-0046>
- Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, 77, 511– 535. [https://doi.org/10.1016/S0022-4359\(01\)00056-2](https://doi.org/10.1016/S0022-4359(01)00056-2)
- Cho, E., & Fiore, A. M. (2015). Conceptualization of a holistic brand image measure for fashion-related brands. *Journal of Consumer Marketing*, 32(4). <https://doi.org/http://dx.doi.org/10.1108/JCM-07-2014-1063> Downloaded
- CNNIndonesia, (19 Februari 2021). "Manajemen Pastikan Penjual 'Mr Hu' Hanya 0,1 persen di Shopee". Tersedia pada <https://www.cnnindonesia.com/ekonomi/20210219103953-92-608264/manajemen-pastikan-penjual-mr-hu-hanya-01-persen-di-shopee>. Diakses pada 1 Maret 2021.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (13th ed.). McGraw-Hill.
- Cowley, B., Charles, D., & Black, M. (2008). Toward an Understanding of Flow in Video Games. *Computers in Entertainment*, 6(2). <https://doi.org/http://doi.acm.org/10.1145/1371216.1371223>
- Cramer, L., & Antonides, G. (2011). Endowment effects for hedonic and utilitarian food products. *Food Quality and Preference*, 22, 3–10. <https://doi.org/10.1016/j.foodqual.2010.05.020>
- Csikszentmihalyi, M. (2014). *Play and Intrinsic Rewards*. 15(3), 135–152. <https://doi.org/10.1007/978-94-017-9088-8>
- Dahmiri, Indrawijaya, S., Bhayangkari, S. K. W., Isnaeni, N., & Putra, W. E. (2019). Effect of Utilitarian Value and Hedonic Value on The Jambi Batik Purchase Decision. *Advanced of Marketing Studies Journal*, 23(3).
- Datareportal (18 Februari 2020). "Digital 2020: Indonesia". Tersedia pada <https://datareportal.com/reports/digital-2020-indonesia>. Diakses 24 April 2021.
- Deci, E. L., & Ryan, R. M. (1985). The General Causality Orientations Scale: Self-Determination in Personality. *Journal of Research in Personality*, 19, 109–134.
- Deci, E. L., & Ryan, R. M. (2000). The " What " and " Why " of Goal Pursuits : Human Needs and the Self-Determination of Behavior. *Psychological Inquiry*, 11(4),

227–268.

Delgado-ballester, E., & Munuera-alema, Â. L. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35(11), 1238–1258.

Delgado-ballester, E., & Munuera-alema, L. (2005). Does brand trust matter to brand equity? *Journal of Product & Brand Management*, 14(3), 187–196.
<https://doi.org/10.1108/10610420510601058>

Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011). From Game Design Elements to Gamefulness: Defining “Gamification.” *Proceedings of the 15th International Academic MindTrek Conference: Envisioning Future Media Environments, MindTrek 2011*.

Dhar, R., & Wertenbroch, K. (2000). Consumer Choice Between Hedonic and Utilitarian Goods. *Journal of Marketing Research*, 37(2), 60–71.

Dichter, Ernest A. (1966), "How Word of Mouth Advertising Works," *Harvard Business Review*, 44 (November-December), 147-57.

Dick, A. S., & Basu, K. (1994). Customer Loyalty : Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.

Dubois, D. J., & Tamburrelli, G. (2013). *Understanding gamification mechanisms for software development*. <https://doi.org/10.1145/2491411.2494589>

East, R., Hammond, K., & Lomax, W. (2008). Measuring the impact of positive and negative word of mouth on brand purchase probability. *International Journal of Research in Marketing*, 25(3), 215–224.
<https://doi.org/10.1016/j.ijresmar.2008.04.001>

Eisingerich, A. B., Rubera, G., Seifert, M., & Bhardwaj, G. (2011). Doing Good and Doing Better despite Negative Information?: The Role of Corporate Social Responsibility in Consumer Resistance to Negative Information. *Journal of Services Marketing*. <https://doi.org/10.1177/1094670510389164>

Eppmann, R., Bekk, M., & Klein, K. (2018). Gameful Experience in Gami fi cation : Construction and Validation of a Gameful Experience Scale [GAMEX]. *Journal of Interactive Marketing*, 43, 98–115.
<https://doi.org/10.1016/j.intmar.2018.03.002>

Erdem, T., & Swait, J. (1998). Brand equity as a signaling phenomenon. *Journal of Consumer Psychology*, 7(2), 131–157.

Escalas, J. E., & Bettman, J. R. (2003). You Are What They Eat : The Influence of Reference Groups on Consumers ’ Connections to Brands. *Journal of Consumer Psychology*, 13(3), 339–348.

Etemad-Sajadi, R., & Ghachem, L. (2015). The impact of hedonic and utilitarian value

- of online avatars on e-service quality. *Computers in Human Behavior*, 52, 81–86.
<https://doi.org/10.1016/j.chb.2015.05.048>
- Febransyah, A., & Goni, J. I. C. (2020). Measuring the supply chain competitiveness of e-commerce industry in Indonesia. *International Business Journal*.
<https://doi.org/10.1108/CR-05-2020-0059>
- Fedorikhin, A., Park, C. W., & Thomson, M. (2008). Beyond fit and attitude : The effect of emotional attachment on consumer responses to brand extensions. *Journal of Consumer Psychology*, 18, 281–291.
<https://doi.org/10.1016/j.jcps.2008.09.006>
- Feng, Y., Ye, H. J., Yu, Y., Yang, C., & Cui, T. (2018). Gamification artifacts and crowdsourcing participation : Examining the mediating role of intrinsic motivations. *Computers in Human Behavior*, 81, 124–136.
<https://doi.org/10.1016/j.chb.2017.12.018>
- Ferrand, A., & Vecchiatini, D. (2010). The effect of service performance and ski resort image on skiers ' satisfaction. *European Journal of Sport Science*, 2(2).
<https://doi.org/10.1080/17461390200072207>
- Fetscherin, M. (2014). What type of relationship do we have with loved brands? *Journal of Consumer Marketing*, 430–440. <https://doi.org/10.1108/JCM-05-2014-0969>
- Fischer, M., Völckner, F., & Sattler, H. (2010). How Important Are Brands ? A Cross-Category , Cross-Country Study. *Journal of Marketing Research*, 823–839.
- Fiske, S. T. (1980). Attention and Weight in Person Perception : The Impact of Negative and Extreme Behavior. *Journal of Personality and Social Psychology*, 38(6), 889–906.
- Flavián-blanco, C., Gurrea-sarasa, R., & Orús-sanclemente, C. (2011). Analyzing the emotional outcomes of the online search behavior with search engines. *COMPUTERS IN HUMAN BEHAVIOR*, 27, 540–551.
<https://doi.org/10.1016/j.chb.2010.10.002>
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(4), 343–353.
<https://doi.org/10.1086/209515>
- Fournier, S., & Mick, D. G. (1999). Rediscovering Satisfaction. *Journal of Marketing*, 63(10), 5–23.
- Fullerton, G. (2005). The Impact of Brand Commitment on Loyalty to Retail Service Brands. *Journal of Administrative Sciences*, 22(2), 97–110.
- Godes, D., & Mayzlin, D. (2004). Using Online Conversations to Study Word-of-Mouth Communication. *Marketing Science*, 22(4), 545–560.
<https://doi.org/10.1287/mksc.1040.0071>

- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands : In fl uence on brand equity and consumer behavior. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Grewal, D., Iyer, G. R., Krishnan, R., & Sharma, A. (2003). The Internet and the price-value-loyalty chain. *Journal of Business Research*, 56(5), 391–398. [https://doi.org/10.1016/S0148-2963\(01\)00227-2](https://doi.org/10.1016/S0148-2963(01)00227-2)
- Grewal, D., Levy, M., & Kumar, V. (2009). Customer Experience Management in Retailing: An Organizing Framework. *Journal of Retailing*, 85(1), 1–14. <https://doi.org/10.1016/j.jretai.2009.01.001>
- Guo, Y. M., & Poole, M. S. (2009). *Antecedents of flow in online shopping : A test of alternative models*. 19, 369–390. <https://doi.org/10.1111/j.1365-2575.2007.00292.x>
- Hair, J. F. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage.
- Hamari, J. (2017). *Computers in Human Behavior Do badges increase user activity ? A fi eld experiment on the effects of gami fi cation*. 71. <https://doi.org/10.1016/j.chb.2015.03.036>
- Hamari, J., Koivisto, J., & Sarsa, H. (2014). Does Gamification Work ? — A Literature Review of Empirical Studies on Gamification. *Hawaii International Conference on System Science Does*. <https://doi.org/10.1109/HICSS.2014.377>
- Harrison-walker, L. J. (2001). *The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents*. 60–75.
- Hartman, J. B., Shim, S., Barber, B., & O'Brien, M. (2006). Adolescents ' Utilitarian and Hedonic Web-Consumption Behavior : Hierarchical Influence of Personal Values and Innovativeness. *Psychology & Marketing*, 23(10), 813–839. <https://doi.org/10.1002/mar>
- Hennig-thurau, T., Gwinner, K. P., & Gremler, D. D. (2002). Understanding Relationship Marketing Outcomes: An Integrating of Relational Benefits and Relationship Quality. *Journal of Service Research*, 4(3), 230–247. <https://doi.org/10.1177/1094670502004003006>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Henseler, J., Dijkstra, T. K., Sarstedt, M., & Hair, J. F. (2014). Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann. *Organizational Research Methods*, 17(2), 182–209. <https://doi.org/10.1177/1094428114526928>

- Herr, P. M., Kardes, F. R., & Kim, J. (1991). Attribute Information on Persuasion : An Accessibility-Diagnosticity Perspective. *Journal of Consumer Research*, 17(3), 454–462.
- Hirschman, E. C. (1983). Predictors of Self-Projection , Fantasy Fulfillment , and Escapism. *Journal of Social Psychology*, 120, 63–76.
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic Consumption : Emerging Concepts , Methods and Propositions. *Journal of Marketing*, 46, 92–101.
- Hofacker, C. F., de Ruyter, K., Lurie, N. H., Manchanda, P., & Donaldson, J. (2016). Gamification and Mobile Marketing Effectiveness. *Journal of Interactive Marketing*, 34, 25–36. <https://doi.org/10.1016/j.intmar.2016.03.001>
- Hoffman, D. L., & Novak, T. P. (1996). Marketing in Hypermedia Computer-Mediated Environments : Conceptual Foundations. *Journal of Marketing*, 60(7), 50–68.
- Hofstede-Insights (2021). "Country Comparison". Tersedia pada <https://www.hofstede-insights.com/country-comparison/indonesia.taiwan/>. Diakses 19 September 2021
- Högborg, J., Hamari, J., & Wästlund, E. (2019). Gameful Experience Questionnaire (GAMEFULQUEST): an instrument for measuring the perceived gamefulness of system use. In *User Modeling and User-Adapted Interaction* (Vol. 29, Issue 3). Springer Netherlands. <https://doi.org/10.1007/s11257-019-09223-w>
- Högborg, J., Ramberg, M. O., Gustafsson, A., & Wästlund, E. (2019). Creating brand engagement through in-store gamified customer experiences. *Journal of Retailing and Consumer Services*, 50(May), 122–130. <https://doi.org/10.1016/j.jretconser.2019.05.006>
- Hopkinson, G. C., & Pujari, D. (1999). A factor analytic study of the sources of meaning in hedonic consumption. *European Journal of Marketing*, 33(3/4), 273–294. <https://doi.org/10.1108/03090569910253053>
- Hsu, C. L., & Chen, M. C. (2018a). How does gamification improve user experience? An empirical investigation on the antecedences and consequences of user experience and its mediating role. *Technological Forecasting and Social Change*, 132(April 2017), 118–129. <https://doi.org/10.1016/j.techfore.2018.01.023>
- Hsu, C. L., & Chen, M. C. (2018b). How gamification marketing activities motivate desirable consumer behaviors: Focusing on the role of brand love. *Computers in Human Behavior*, 88(March), 121–133. <https://doi.org/10.1016/j.chb.2018.06.037>
- Hu, L., & Bentler, P. M. (1998). Fit Indices in Covariance Structure Modeling : Sensitivity to Underparameterized Model Misspecification. *Psychological Methods*, 3(4), 424–453.
- Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: mediators of

- brand love and trust. *Management Decision*, 55(5), 915–934. <https://doi.org/10.1108/MD-10-2015-0465>
- Huang, M. H. (2003). Designing website attributes to induce experiential encounters. *Computers in Human Behavior*, 19(4), 425–442. [https://doi.org/10.1016/S0747-5632\(02\)00080-8](https://doi.org/10.1016/S0747-5632(02)00080-8)
- Huber, F., Meyer, F., & Schmid, D. A. (2015). Brand love in progress – the interdependence of brand love antecedents in consideration of relationship duration. *Journal of Product and Brand Management*, 24(6), 567–579. <https://doi.org/10.1108/JPBM-08-2014-0682>
- Hui, C., & Cao, Y. (2014). Computers in Human Behavior Examining WeChat users' motivations, trust, attitudes, and positive word-of-mouth: Evidence from China. *Computers in Human Behavior*, 41, 104–111. <https://doi.org/10.1016/j.chb.2014.08.013>
- Huotari, K., & Hamari, J. (2012). *Defining Gamification - A Service Marketing Perspective*. <https://doi.org/10.1145/2393132.2393137>
- 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>
- Hwang, J., & Kandampully, J. (2012). The role of emotional aspects in younger consumer-brand relationships. *Journal of Product & Brand Management*, 21(2), 98–108. <https://doi.org/10.1108/10610421211215517>
- Insley, V., & Nunan, D. (2014). Gamification and the online retail experience. *International Journal of Retail and Distribution Management*, 42(5), 340–351. <https://doi.org/10.1108/IJRDM-01-2013-0030>
- Iprice (2021). "Peta E-Commerce Indonesia". Tersedia pada <https://iprice.co.id/insights/mapofecommerce/>. Diakses 28 Mei 2021.
- Irawan, A. W., Yusufianto, A., Agustina, D., & Dean, R. (2020). *Laporan survei internet apjii 2019 – 2020 (Q2)*.
- Ismail, A. R., & Spinelli, G. (2012). Effects of brand love, personality and image on word of mouth: The case of fashion brands among young consumers. *Journal of Fashion Marketing and Management*, 16(4), 386–398. <https://doi.org/10.1108/13612021211265791>
- Jarvenpaa, S. L., & Todd, P. A. (1997). Consumer Reactions to Electronic Shopping on the World Wide Web. *International Journal of Electronic Commerce*, 1(2), 59–88. <https://doi.org/10.1080/10864415.1996.11518283>
- Jaya, I. G. N. M., & Sumertajaya, I. M. (2008). Pemodelan Persamaan Struktural dengan Partial Least Square. *Semnas Matematika Dan Pendidikan Matematika*, 118–132.

- Jeko (1 Desember 2015). Liputan6.com. "Shopee, Aplikasi Belanja Online C2C Meluncur di Indonesia". Tersedia pada <https://www.liputan6.com/tekno/read/2379136/shopee-aplikasi-belanja-online-c2c-meluncur-di-indonesia>. Diakses 27 Mei 2021.
- Johnson, M. D., Herrmann, A., & Huber, F. (2006). The Evolution of Loyalty Intentions. *Journal of Marketing*, 70(4), 122–132.
- Jones, M. A., Reynolds, K. E., & Arnold, M. J. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. *Journal of Business Research*, 59(9), 974–981. <https://doi.org/10.1016/j.jbusres.2006.03.006>
- J.P. Morgan (2019). "E-Commerce payments trends: Indonesia". Tersedia pada <https://www.jpmorgan.com/merchant-services/insights/reports/indonesia>. Diakses 05 Februari 2021
- Kandampully, J., Zhang, T. C., & Bilgihan, A. (2015). Customer loyalty : A review and future directions with a special focus on the hospitality industry. *International Journal of Contemporary Hospitality Management*, 27(3), 379–414. <https://doi.org/10.1108/IJCHM-03-2014-0151>
- Kang, J. (2018). Finding desirable post-consumption behaviors An investigation of luxury value and romantic brand love relationships. *International Journal of Contemporary Hospitality Management*, 30(9), 2984–3003. <https://doi.org/10.1108/IJCHM-07-2017-0410>
- Karjaluoto, H., Munnukka, J., & Kiuru, K. (2016). Brand love and positive word of mouth: the moderating effects of experience and price. *Journal of Product and Brand Management*, 25(6), 527–537. <https://doi.org/10.1108/JPBm-03-2015-0834>
- Karyati, Ika Puspita (13 September 2019). BPPK Kementerian Keuangan. "E-Commerce untuk UMKM dan Pertumbuhan Ekonomi. Indonesia". Tersedia pada <https://bppk.kemenkeu.go.id/content/berita/pusdiklat-keuangan-umum-ecommerce-untuk-umkm-dan-pertumbuhan-ekonomi-indonesia-2019-11-05-ebe6e220/>. Diakses pada 1 Maret 2021.
- Katadata (27 Maret, 2018). "Berapa Pembeli Digital Indonesia?". Tersedia pada <https://databoks.katadata.co.id/datapublish/2018/03/27/berapa-pembeli-digital-indonesia>. Diakses 24 Mei 2021.
- Kemkominfo (27 Februari, 2019). "Pertumbuhan e-Commerce Indonesia Capai 78 Persen". Website Resmi Kementerian Komunikasi dan Informatika Tersedia pada RI. https://kominfo.go.id/content/detail/16770/kemkominfo-pertumbuhan-e-commerce-indonesia-capai-78-persen/0/sorotan_media/. Diakses 05 Desember 2020.

- Kemkopukm (9 Desember 2019). "Kemkop dan UKM Targetkan Peningkatan Kontribusi UMKM untuk PDB". Tersedia pada <https://kemkopukm.go.id/read/kemkop-dan-ukm-targetkan-peningkatan-kontribusi-umkm-untuk-pdb>. Diakses pada 23 Maret 2021.
- Kataria, S., & Saini, V. (2020). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical synthesis and re-examination. *South Asian Journal of Business Studies*, 9(1), 62–87. <https://doi.org/10.1108/SAJBS-03-2019-0046>
- Kaufmann, H. R., Loureiro, S. M. C., & Manarioti, A. (2016). Exploring behavioural branding, brand love and brand co-creation. *Journal of Product and Brand Management*, 25(6), 516–526. <https://doi.org/10.1108/JPBM-06-2015-0919>
- Kesari, B., & Atulkar, S. (2016). Satisfaction of mall shoppers : A study on perceived utilitarian and hedonic shopping values. *Journal of Retailing and Consumer Services*, 31, 22–31. <https://doi.org/10.1016/j.jretconser.2016.03.005>
- Khan, M. A., Zulqarnain, M., & Bhatti, Z. A. (2020). Higher-Order Utilitarian and Symbolic Antecedents of Brand Love and Consumers ' Behavioral Consequences for Smartphones. *Journal of Relationship Marketing*. <https://doi.org/10.1080/15332667.2020.1756026>
- Khan, M. T. (2013). Customers Loyalty : Concept & Definition (A Review). *International Journal of Information, Business and Management*, 5(3).
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65, 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, B., & Han, I. (2011). *Expert Systems with Applications The role of utilitarian and hedonic values and their antecedents in a mobile data service environment*. 38, 2311–2318. <https://doi.org/10.1016/j.eswa.2010.08.019>
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44, 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Kim, S., & Lee, S. A. (2020). The role of marketing communication mix on Korean customers ' coffee shop brand evaluations. *Journal of Hospitality and Tourism*, 3(3), 291–309. <https://doi.org/10.1108/JHTI-07-2019-0097>
- Kimmel, A. J., & Audrain-Pontevia, A.-F. (2010). Analysis of commercial rumors from the perspective of marketing managers : Rumor prevalence , effects , and control tactics. *Journal of Marketing Communications*, 16(4), 239–253. <https://doi.org/10.1080/13527260902884433>
- Kudeshia, C., Sikdar, P., & Mittal, A. (2016). Spreading love through fan page liking: A perspective on small scale entrepreneurs. *Computers in Human Behavior*, 54,

- 257–270. <https://doi.org/10.1016/j.chb.2015.08.003>
- Kuo, M. S., & Chuang, T. Y. (2016). How gamification motivates visits and engagement for online academic dissemination - An empirical study. *Computers in Human Behavior*, 55, 16–27. <https://doi.org/10.1016/j.chb.2015.08.025>
- Kurniawati, & Siregar, R. (2019). *Linking Social Media Marketing Activities With Brand Love: Perspective on Brand Fashion*. 8(2S9), 314–321. <https://doi.org/10.35940/ijrte.B1073.0982S919>
- Langner, T., Fischer, A. and Kurten, D. (2009), “The nature of brand love: results from two exploratory studies”, *Proceedings of the 8th ICORIA, Klagenfurt*, Vol. 8.
- Lee, C., & Wu, J. J. (2017). Consumer online flow experience and: The relationship between utilitarian and hedonic value , satisfaction and unplanned purchase. *Industrial Management & Data Systems*, 117. <https://doi.org/10.1108/IMDS-11-2016-0500>
- Leroi-werelds, S., Streukens, S., Brady, M. K., & Swinnen, G. (2014). *Assessing the value of commonly used methods for measuring customer value : a multi-setting empirical study*. 42, 430–451. <https://doi.org/10.1007/s11747-013-0363-4>
- Liu, C. L. E., Sinkovics, R. R., Pezderka, N., & Haghirian, P. (2012). Determinants of Consumer Perceptions toward Mobile Advertising - A Comparison between Japan and Austria. *Journal of Interactive Marketing*, 26, 21–32. <https://doi.org/10.1016/j.intmar.2011.07.002>
- Liu, Y. (2006). Word of Mouth for Movies : Its Dynamics and Impact on Box Office Revenue. *Journal of Marketing*, 70(7), 74–89.
- Lohmöller, J.-B. (1989). Latent Variable Path Modeling with Partial Least Squares. In *Latent Variable Path Modeling with Partial Least Squares*. <https://doi.org/10.1007/978-3-642-52512-4>
- Loureiro, S. M. C., Gorgus, T., & Kaufmann, H. R. (2017). Antecedents and outcomes of online brand engagement: The role of brand love on enhancing electronic-word-of-mouth. *Online Information Review*, 41(7), 985–1005. <https://doi.org/10.1108/OIR-08-2016-0236>
- Macinnis, D. J., & Price, L. L. (1987). The Role of Imagery in Information Processing : Review and Extensions. *Journal of Consumer Research*, 13(3), 473–491.
- Maisam, S., & Mahsa, R. (2016). Positive Word of Mouth Marketing : Explaining the Roles of Value Congruity and Brand Love. *Journal of Competitiveness*, 8(1), 19–37. <https://doi.org/10.7441/joc.2016.01.02>
- Malone, T. W. (1981). Toward a Theory of Intrinsically Motivating Instruction *. *Cognitive Science*, 333–369.

- Maru, K., Ben, F., Russ, B. J., Prince, A., & Judd, B. B. (2006). *INTERACTIVE MARKETING: The Influence of Participation on Positive Word-of-Mouth and Referrals*.
- Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value: Conceptualization, measurement and application in the catalog and Internet shopping environment. *Journal of Retailing*, 77(1), 39–56. [https://doi.org/10.1016/S0022-4359\(00\)00045-2](https://doi.org/10.1016/S0022-4359(00)00045-2)
- Maxham, J. G., & Netemeyer, R. G. (2003). Firms Reap What They Sow : The Effects of Shared Values and Perceived Organizational Justice on Customers ' Evaluations of Complaint Handling. *Journal of Marketing*, 67(1), 46–62.
- Nambisan, S., & Baron, R. A. (2009). Virtual customer environments: Testing a model of voluntary participation in value co-creation activities. *Journal of Product Innovation Management*, 26(4), 388–406. <https://doi.org/10.1111/j.1540-5885.2009.00667.x>
- Nasution, M. D. T. P., Rafiki, A., Lubis, A., & Rossanty, Y. (2021). Entrepreneurial orientation, knowledge management, dynamic capabilities towards e-commerce adoption of SMEs in Indonesia. *Journal of Science and Technology Policy Management*. <https://doi.org/10.1108/JSTPM-03-2020-0060>
- Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57, 209–224. [https://doi.org/10.1016/S0148-2963\(01\)00303-4](https://doi.org/10.1016/S0148-2963(01)00303-4)
- Ng, S., David, M. E., & Dagger, T. S. (2011). Generating positive word-of-mouth in the service experience. *Managing Service Quality*, 21(2), 133–151. <https://doi.org/10.1108/09604521111113438>
- Oliver, R. (1999), “Whence consumer loyalty?”, *Journal of Marketing*, Vol. 63 No. 4_suppl1, pp. 33-44.
- Overby, J. W., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59, 1160–1166. <https://doi.org/10.1016/j.jbusres.2006.03.008>
- Pappu, R., Cooksey, R. W., & Quester, P. G. (2005). Consumer-based brand equity: improving the measurement – empirical evidence. *Journal of Product & Brand Management*, 14(3), 143–154. <https://doi.org/10.1108/10610420510601012>
- Park, C. (2004). Efficient or enjoyable? Consumer values of eating-out and fast food restaurant consumption in Korea. *International Journal of Hospitality Management*, 23(1), 87–94. <https://doi.org/10.1016/j.ijhm.2003.08.001>
- Park, C. W., Macinnis, D. J., Priester, J., Eisingerich, A. B., & Lacobucci, D. (2010). Brand Attachment and Brand Attitude Strength: Conceptual and Emperical Differentiation of Two Critical Brand Equity Drivers. *Journal of Marketing*,

74(11), 1–17.

- Pesare, E., Roselli, T., Corriero, N., & Rossano, V. (2016). Game-based learning and Gamification to promote engagement and motivation in medical learning contexts. *Smart Learning Environments*, 35. <https://doi.org/10.1186/s40561-016-0028-0>
- Pullig, C., Netemeyer, R. G., & Biswas, A. (2006). Attitude Basis, Certainty, and Challenge Alignment: A Case of Negative Brand Publicity. *Journal of the Academy of Marketing Science*, 34(4), 528–542. <https://doi.org/10.1177/0092070306287128>
- Qiu, L., & Benbasat, I. (2010). A study of demographic embodiments of product recommendation agents in electronic commerce. *Journal of Human Computer Studies*, 68(10), 669–688. <https://doi.org/10.1016/j.jhcs.2010.05.005>
- Quelch, J. A., & Jocz, K. E. (2011). Respect Your Customers. *Leader to Leader*, 36–42. https://doi.org/10.1007/978-1-349-10176-4_2
- Rauschnabel, P. A., & Ahuvia, A. C. (2014). You ' re so lovable : Anthropomorphism and brand love. *Journal of Brand Management*, 21, 372–395. <https://doi.org/10.1057/bm.2014.14>
- Ribbink, D., Riel, A. C. R. Van, Liljander, V., & Streukens, S. (2004). Comfort your online customer : quality , trust and loyalty on the internet. *Managing Service Quality*, 14(6), 446–456. <https://doi.org/10.1108/09604520410569784>
- Richins, M. L. (1997). Measuring Emotions in the Consumption Experience. *Journal of Consumer Research*, 24.
- Rintamaki, T., Kanto, A., Kuuselo, H., & Spence, M. T. (2006). Decomposing the value of department store shopping into utilitarian , hedonic and social dimensions. *Internasional Journal of Retail & Distribution Management*, 34(1), 6–24. <https://doi.org/10.1108/09590550610642792>
- Roberts, K. (2015). *Lovemarks: the future beyond brands* (2nd ed.). Powerhouse Books.
- Rodrigues, C., & Rodrigues, P. (2019). Brand love matters to Millennials: the relevance of mystery , sensuality and intimacy to neo-luxury brands. *Journal of Product & Brand Management*, 28(7), 830–848. <https://doi.org/10.1108/JPBM-04-2018-1842>
- Rodrigues, L. F., Oliveira, A., & Costa, C. J. (2016). Does ease-of-use contributes to the perception of enjoyment? A case of gamification in e-banking. *Computers in Human Behavior*, 61, 114–126. <https://doi.org/10.1016/j.chb.2016.03.015>
- Roy (18 Mei 2021). CNBCIndonesia.com. "Beli Barang China di Shopee Kini Dibatasi, Bye Mr Hu. Tersedia pada <https://www.cnbcindonesia.com/tech/20210518144632-37-246312/beli-barang->

china-di-shopee-kini-dibatasi-bye-mr-hu. Diakses 28 Mei 2021

- Roy, P., Khandeparkar, K., & Motiani, M. (2016). A lovable personality : The effect of brand personality on brand love. *Journal of Brand Management*, 23, 97–113. <https://doi.org/10.1057/s41262-016-0005-5>
- Roy, S. K., Eshghi, A., & Sarkar, A. (2013). Antecedents and consequences of brand love. *Journal of Brand Management*, 1–8. <https://doi.org/10.1057/bm.2012.24>
- Ryan, R. M., & Deci, E. L. (2000). Intrinsic and Extrinsic Motivations : Classic Definitions and New Directions. *Contemporary Educational Psychology*, 25, 54–67. <https://doi.org/10.1006/ceps.1999.1020>
- Sallam, M. A. (2014). The Effects of Brand Image and Brand Identification on Brand Love and Purchase Decision Making : The Role of WOM. *International Business Research*, 7(10), 187–193. <https://doi.org/10.5539/ibr.v7n10p187>
- Sarkar, A. (2011). *Romancing with a brand: a conceptual analysis of romantic consumer-brand relationship*. 6(1), 79–94.
- Seaborn, K., & Fels, D. I. (2015). Gamification in theory and action: A survey. *International Journal of Human Computer Studies*, 74, 14–31. <https://doi.org/10.1016/j.ijhcs.2014.09.006>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (Chichester). John Wiley & Sons, Inc.
- Sherry, J. F. (1990). A Sociocultural Analysis of a Midwestern American Flea Market. *Journal of Consumer Research*, 17.
- Sherry, J. L., Greenberg, B. S., Lucas, K., & Lachlan, K. (2006). *Video Game Uses and Gratifications as Predictors of Use and Game Preference*.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why We Buy What We Buy : A Theory of Consumption Values. *Journal of Business Research*, 22, 159–170.
- Shetty, K., & Fitzsimmons, J. R. (2020). The effect of brand personality congruence , brand attachment and brand love on loyalty among HENRY ’ s in the luxury branding sector. *Journal of Fashion Marketing and Management*. <https://doi.org/10.1108/JFMM-09-2020-0208>
- Shimp, T.A. and Madden, T.J. (1988), “Consumer-object relations: a conceptual framework based analogously on Sternberg’s triangular theory of love”, *Advances in Consumer Research*, Vol. 15 No. 1, pp. 163-168
- Shin, H., Eastman, J. K., & Mothersbaugh, D. (2017). The effect of a limited-edition offer following brand dilution on consumer attitudes toward a luxury brand. *Journal of Retailing and Consumer Services*, 38, 59–70. <https://doi.org/10.1016/j.jretconser.2017.05.009>
- Sigala, M. (2015). The application and impact of gamification funware on trip planning

- and experiences: the case of TripAdvisor's funware. *Electronic Markets*.
<https://doi.org/10.1007/s12525-014-0179-1>
- Simões, J., Redondo, R. D., & Vilas, A. F. (2013). A social gamification framework for a K-6 learning platform. *Computers in Human Behavior*, 29, 345–353.
<https://doi.org/10.1016/j.chb.2012.06.007>
- Sindhav, B., & Adidam, P. T. (2012). Hedonic and Utilitarian Values of a Service Experience with a Nonprofit: The Role of Identification. *International Management Review*, 8(1).
- Skowronski, J. J., Carlston, D. E., Mae, L., & Crawford, M. T. (1998). Spontaneous Trait Transference: Communicators Take on the Qualities They Describe in Others. *Journal of Personality and Social Psychology*, 74(4), 837–848.
- Smith, J. B., & Colgate, M. (2007). Customer Value Creation: A Practical Framework. *Journal of Marketing Theory and Practice*, 15(1), 7–23.
<https://doi.org/10.2753/MTP1069-6679150101>
- Song, H., Bae, S. Y., & Han, H. (2019). Emotional comprehension of a name-brand coffee shop: focus on lovemarks theory. *International Journal of Contemporary Hospitality Management*, 31(3), 2019. <https://doi.org/10.1108/IJCHM-07-2017-0436>
- Sternberg, R. J. (1986). A Triangular Theory of Love. *Psychological Review*.
- Suh, A., & Wagner, C. (2017). How gamification of an enterprise collaboration system increases knowledge contribution: an affordance approach. *Journal of Knowledge Management*, 21(2), 416–431. <https://doi.org/10.1108/JKM-10-2016-0429>
- Suh, J. (2009). The Role of Consideration Sets in Brand Choice: The Moderating Role of Product Characteristics. *Psychology & Marketing*, 26(6), 534–550.
<https://doi.org/10.1002/mar>
- Sweetser, P., & Wyeth, P. (2005). GameFlow: A Model for Evaluating Player Enjoyment in Games. *Computers in Entertainment*, 3(3), 1–24.
- Teo, T. S. H. (2001). Demographic and motivation variables associated with Internet usage activities. *Internet Research*, 11(2), 125–137.
<https://doi.org/10.1108/02651330310498771>
- Terlutter, R., & Capella, M. L. (2013). The gamification of advertising: Analysis and research directions of in-game advertising, advergames, and advertising in social network games. *Journal of Advertising*, 42(2–3), 95–112.
<https://doi.org/10.1080/00913367.2013.774610>
- Terrill, B. (2008). "My Coverage of Lobby of the Social Gaming Summit". Tersedia pada <http://www.bretterrill.com/2008/06/my-coverage-of-lobby-of-social-gaming.html>. Diakses pada 3 Maret 2021
- Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the

- strength of customers' emotional attachment to brands. *Journal of Consumer Psychology*, 15(1), 77–91. <https://doi.org/10.1207/s15327663jcp1501>
- Tomasi, A. (2007). Technology and intimacy in the philosophy of georges bataille. *Human Studies*, 30, 411–428. <https://doi.org/10.1007/s10746-007-9072-7>
- Turgut, M. U., & Gultekin, B. (2015). THE CRITICAL ROLE OF BRAND LOVE IN CLOTHING BRANDS. *Journal of Business E, Economics & Finance*, 4(1). <https://doi.org/10.17261/Pressacademia.201519963>
- Unal, S., & Ayd, H. (2013). An Investigation on the Evaluation of the Factors Affecting Brand Love. *Procedia - Social and Behavioral Sciences*, 92, 76–85. <https://doi.org/10.1016/j.sbspro.2013.08.640>
- Vera, J., & Trujillo, A. (2013). Service quality dimensions and superior customer perceived value in retail banks: An empirical study on Mexican consumers. *Journal of Retailing and Consumer Services*, 20, 579–586. <https://doi.org/10.1016/j.jretconser.2013.06.005>
- Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of brand luxury. *Brand Management*, 11(6), 484–506.
- Wahyudi, Eko (9 Desember 2019). Tempo "Achmad Zaky Mundur dari CEO Bukalapak, Ini Sosok Penggantinya". Tersedia pada <https://bisnis.tempo.co/read/1281883/achmad-zaky-mundur-dari-ceo-bukalapak-ini-sosok-penggantinya/full&view=ok>. Diakses 24 Mei 2021.
- Wallace, E., Buil, I., & de Chernatony, L. (2014). Consumer engagement with self-expressive brands: Brand love and WOM outcomes. *Journal of Product and Brand Management*, 23(1), 33–42. <https://doi.org/10.1108/JPBM-06-2013-0326>
- Wallace, E., Buil, I., & de Chernatony, L. (2017). Consumers' self-congruence with a "Liked" brand: Cognitive network influence and brand outcomes. *European Journal of Marketing*, 51(2), 367–390. <https://doi.org/10.1108/EJM-07-2015-0442>
- Wangenheim, F. (2005). Postswitching Negative Word of Mouth. *Journal of Service Research*, 8(1), 67–78. <https://doi.org/10.1177/1094670505276684>
- Westbrook, R. A. (1987). Product/Consumption-Based Affective Responses and Postpurchase Processes. *Journal of Marketing Research*, 24, 258–270.
- Westhuizen, L. Van Der. (2018). Brand loyalty : exploring self-brand connection and brand experience. *Journal of Product & Brand Management*, 27(2), 172–184. <https://doi.org/10.1108/JPBM-07-2016-1281>
- Widowati, Hari (25 April 2019). Katadata "Indonesia Jadi Negara dengan Pertumbuhan E-Commerce Tercepat di Dunia". Tersedia pada <https://databoks.katadata.co.id/datapublish/2019/04/25/indonesia-jadi-negara-dengan-pertumbuhan-e-commerce-tercepat-di-dunia>. Diakses 22 April 2021.

- Wang, Y.-O., Allen, J., Sahoury, N., & Zhang, H. (2004). Falling in Love With a Product: the Structure of a Romantic Consumer-Product Relationship. *Advances in Consumer Research*, 31. <http://www.acrwebsite.org/volumes/8907/volumes/v31/NA-31>
- Yalcintekin, T., & Saygili, M. (2020). The effect of hedonic value, utilitarian value and brand passion on brand loyalty of consumers to smartphones. *Marketing and Management of Innovations*, 1. <https://doi.org/http://doi.org/10.21272/mmi.2020.1-23>
- 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>
- Yasin, M., & Shamim, A. (2013). Brand Love : Mediating Role in Purchase Intentions and Word-of- Mouth. *Journal of Business and Management*, 7(2), 101–109.
- Yee, N. (2006). Motivations for Play in Online Games. *CyberPsychology & Behavior*, 9(6).
- Yoo, C. W., Kim, Y. J., & Sanders, G. L. (2015). The impact of interactivity of electronic word of mouth systems and E-Quality on decision support in the context of the e-marketplace. *Information and Management*, 52, 496–505. <https://doi.org/10.1016/j.im.2015.03.001>
- Zboja, J. J., & Voorhees, C. M. (2006). The impact of brand trust and satisfaction on retailer repurchase intentions. *Journal of Services Marketing*, 20(5), 381–390. <https://doi.org/10.1108/08876040610691275>
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52, 2–22.
- Zhang, S., Peng, M. Y.-P., Peng, Y., Zhang, Y., Ren, G., & Chen, C. (2020). Expressive Brand Relationship , Brand Love , and Brand Loyalty for Tablet PCs : Building a Sustainable Brand. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.00231>
- Zichermann, G., & Cunningham, C. (2011). *Gamification by Design: Implementing Game Mechanics in Web and Mobile Apps*. O'Reilly Media, Inc.
- Zichermann, G., & Linder, J. (2010). *Game based marketing: Inspire Customer Loyalty Through Rewards, Challenges, and Contests*. John Wiley & Sons, Inc.