

DAFTAR PUSTAKA

- Agnihotri, V. (2020). STRATEGIES BEHIND THE SUCCES OF E-SPORT (GARENA FREEFIRE). *International Journal of Management (IJM)*.
- AppBrain. (2021, Mei). *Google Play Ranking: The Top Free Games in Indonesia*. Retrieved from AppBrain.com: https://www.appbrain.com/stats/google-play-rankings/top_free/game/id?__cf_chl_jschl_tk__=pmd_PknO1xJwK9gRwc4SxhTTZWFFB9YsZe9z2saeTmoYiel-1632368970-0-gqNtZGzNAhCjcnBszQmR#
- Armandhani, H., & Sukaatmadja, I. G. (2022). Analisis Perbandingan Brand Equity Produk Obat Anty Nyamuk Oles Merek Autan Dengan Merek Soffel Di Kota Denpasar . *UNUD*.
- Belous, D. (2021, MARCH 10). *PUBG Mobile vs Garena Free Fire: how do games compete with each other and which is more popular?* Retrieved from Esport Charts : <https://escharts.com/blog/pubg-mobile-x-free-fire>
- Firmasyah, Y. A. (2020). Apa Itu PUBG Mobile? *esportsnesia.com*.
- Harahap, S. H., & Ramadan, Z. A. (2021). Dampak Game Online Free Fire terhadap Hasil Belajar Siswa Sekolah Dasar. *BASICEDU*.
- Haryono, A. T. (2021). Selamat, Ini Para Pemenang Dunia Games Awards 2021 Telkomsel. *detikinet*.
- Hawkins , & Mothersbaught. (2013). *consumer behavior : Building Marketing Strategy*.
- HYBRID. (2020, Desember 23). *DAFTAR TURNAMEN ESPORTS DENGAN HADIAH TERBESAR PADA 2020*. Retrieved from hybrid.com: <https://hybrid.co.id/amp/post/daftar-turnamen-esports-dengan-hadiah-terbesar-pada-2020>
- Junaidi. (2015). Memahami Skala-Skala Pengukuran. *UNJA*.
- Kamal, N. Z., & Wok, S. (2020). THE IMPACT OF ONLINE GAMING ADDICTION ON MENTAL HEALTH AMONG IIUM STUDIES. *INTERNATIONAL JOURNAL OF HERITAGE, ARTAND MULTIMEDIA (ILHAM)*.

- Kampamba, J. (2015). An Analysis of the Potential Target Market through the Apkuaction Of The STP Principal/Model. *Mediterranean Journal of Social Sciences* .
- Kotler, P., & Armstrong, G. (2018). *Principles Of Marketing*. england: Pearson.
- Lestari, A. A. (2020). Analisis Perbandingan Bran Equity Kopi Janji Jiwa Dan Kopi Kenangan . *Universitas Trilogi*.
- Malhotra , N. K. (2010). *Marketing Research an Applied Orientation Sixth Edition* . Prentice Hall Pearson .
- NIKO. (2020). Asia Games Market Intelligence. *ASIA SPOTLIGHT REPORT*, 1-7.
- Nurhadi. (2019). Manajemen Strategi Pemasaran Bauran (Marketing Mix). *HUMAN FALAH*.
- Putri, G. A., & Suyanto, A. M. (2021). Analisis Perbandingan Brand Equity XL Axiata Dan Idosat Ooredoo. *Telkom University*.
- Raharjo, S. (Director). (2018). *Cara Uji Man Whitney Non Parametrik dengan SPSS lengkap* [Motion Picture].
- Santoso, S. (2010). *Statistik Multivariat*.
- Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research Method For Business Student Fourth Edition* . Prentice Hall.
- Sekaran, U., & Bougie , R. (2016). *Research Methods for Business*. Wiley.
- Sharif, O. o., Firman, A. F., & Dewi, C. K. (2015). Analisis Positioning Restoran Cepat Saji. *Jurnala Manajemen Indonesia* .
- Sihombing , E. R., Sutatminingsih, R., & Yusuf, E. A. (2021). The Relationship Between Peer Acceptance and Online Game Addicion In Adolescents. *International Journal of Progressive Sciences and Technologies (IJPSAT)*.
- Silaban, B. E., & Arini. (2010). Analisis Perbandingan Elemen-Elemen Brand Equity Pada Produk Obat Maag Merek Promag Dan Merek Mylanta. *ESENSI*.
- Statista. (2021, Agustus 16). *Number of internet users in Indonesia from 2017 to 2020 with forecasts until 2026*. Retrieved from Statista.com:
<https://www.statista.com/statistics/254456/number-of-internet-users-in-indonesia/>
- Styarko, Y. (2016). Analisis Persepsi Harga, Manfaat Produk, Kualitas Layanand dan Kemudahan Penggunaan Terhadap Keputusan Pembelian Produk Secara Online. *Jurnal Ekonomika dan Manajemen* .
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis dan Ekonomi*. Yogyakarta : Pustaka Baru Press.
- Tantoni, A. e. (2019). ANALISIS KEBUTUHAN KECEPATAN BANDWIDTH GAME ONLINE Vol 2. *JIRE* .

Teoh, a. a. (2013). Factors affecting consumers'. *Emerald Insight*, 465-485.

Zellatifanny, C. M., & Mudjiyanto, B. (2018). TIPE PENELITIAN DESKRIPSI DALAM ILMU KOMUNIKASI
THE TYPE OF DESCRIPTIVE RESEARCH IN COMMUNICATION STUDY. *DIAKOM*, 83-90.

Zikmund, W. G., Babin , B. J., & Griffin, M. (2013). *Business Research Methods Ninth Edition* . South
Western, USA: Cengage Learning .