

DAFTAR PUSTAKA

- Ajzen, I., & Fishbein, M. (1977). 8-918e.g., Calder & Ross. In *Psychological Bulletin* (Vol. 84, Issue 5). Tittle & Hill.
- Arnold, B. J. (2014). *Gamification in Education*.
<https://www.researchgate.net/publication/295401531>
- 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. https://doi.org/10.1207/S15327965PLI1104_01
- 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*, 9–15. <https://doi.org/10.1145/2181037.2181040>
- Eldhia, A. M., & Iriyanti, I. (2022). Analisis Pengaruh Faktor-Faktor Gamification dan Enjoyment Dalam Shopee Games terhadap Online Purchase Intention pada Aplikasi Shopee The Effect of Gamification Factors and Enjoyment in Shopee Games towards Online Purchase Intention on Shopee Application. *Jurnal Manajemen Dan Usahawan Indonesia* •, 45(2), 111–127.
- Firdaus, R., & Faisal, M. (2021). Pengabdian Pada Perguruan Tinggi: Publikasi Gamifikasi Dalam Pendidikan. *ADI Pengabdian Kepada Masyarakat*, 2(1), 19–25. <https://doi.org/10.34306/adimas.v2i1.472>
- García-Jurado, A., Torres-Jiménez, M., Leal-Rodríguez, A. L., & Castro-González, P. (2021). Does gamification engage users in online shopping? *Electronic Commerce Research and Applications*, 48.
<https://doi.org/10.1016/j.eletap.2021.101076>
- Ghozali, I., & Kusumadewi, K. A. (2023). *Partial Least Squares : Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 4.0 untuk Penelitian Empiris*. Yoga Pratama.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publication.
- Huotari, K., & Hamari, J. (2011). “Gamification” from the perspective of service marketing. <https://www.researchgate.net/publication/267942356>
- Iba, Z., & Wardhana, A. (2023). *Metode Penelitian* (M. Pradana, Ed.). Eureka Media Aksara.

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi* (D. Sumayyah, Ed.; 1st ed.). PT Refika Aditama.

Indrawati, Widarmanti, T., Ramantoko, G., Pillai, S. K. B., & Rachmawati, I. (2024). Towards a Unified Model of Planned Obsolescence and Innovation Adoption in Consumer Behavior: A Literature Review and Conceptual Proposition using the Stimulus-Organism-Response Framework. *Management and Production Engineering Review*, 15(2), 25–41. <https://doi.org/10.24425/mper.2024.151128>

Kafi, A., Zakaria, I. H., Indriya Himawan, A. F., Hamid, S. R., Chuah, L. F., Rozar, N. M., Razik, M. A., & Ramasamy, R. (2024). A conceptual framework for understanding behavioral factors in public transport mode choice in Southeast Asia. In *Journal of Infrastructure, Policy and Development* (Vol. 8, Issue 8). EnPress Publisher, LLC. <https://doi.org/10.24294/jipd.v8i8.4915>

Kamalul Ariffin, S., Mohan, T., & Goh, Y. N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing*, 12(3), 309–327. <https://doi.org/10.1108/JRIM-11-2017-0100>

Kotler, Philip., & Keller, K. Lane. (2021). *Marketing management*. Pearson.

Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/prr-11-2018-0031>

Meilanova, D. R. (2019, August 29). *Shoppe Pacu Transaksi Melalui In App Game* . <https://teknologi.bisnis.com/read/20190829/266/1142543/shoppe-pacu-transaksi-melalui-in-app-game>

Mutiara Eldhia, A., Iriyanty, I., & Alamat, *. (n.d.). Analisis Pengaruh Faktor-Faktor Gamification dan Enjoyment Dalam Shopee Games terhadap Online Purchase Intention pada Aplikasi Shopee The Effect of Gamification Factors and Enjoyment in Shopee Games towards Online Purchase Intention on Shopee Application. In *Jurnal Manajemen dan Usahawan Indonesia* • (Vol. 45, Issue 2).

Mutiara Eldhia, A., Iriyanty, I., & Alamat, *. (2022). Analisis Pengaruh Faktor-Faktor Gamification dan Enjoyment Dalam Shopee Games terhadap Online Purchase Intention pada Aplikasi Shopee The Effect of Gamification Factors and Enjoyment in Shopee Games towards Online Purchase Intention on Shopee Application. In *Jurnal Manajemen dan Usahawan Indonesia* • (Vol. 45, Issue 2).

Pasaribu, R. D., Anggadwita, G., Hendayani, R., Kotjoprayudi, R. B., & Apiani, D. I. N. (2021). Implementation of business process reengineering (Bpr): Case study

of official trip procedures in higher education institutions. *Journal of Industrial Engineering and Management*, 14(3), 622–644.
<https://doi.org/10.3926/jiem.3403>

Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134.
<https://doi.org/10.1080/10864415.2003.11044275>

Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>

Przybylski, A. K., Rigby, C. S., & Ryan, R. M. (2010). A Motivational Model of Video Game Engagement. *Review of General Psychology*, 14(2), 154–166.
<https://doi.org/10.1037/a0019440>

Rachmawati, A. R. (2019). *Pengguna E-commerce Terbesar Ada di Bandung*.
<https://www.pikiran-rakyat.com/ekonomi/pr-01321279/pengguna-e-commerce-terbesar-ada-di-bandung?page=all>

Robson, K., Plangger, K., Kietzmann, J. H., McCarthy, I., & Pitt, L. (2016). Game on: Engaging customers and employees through gamification. *Business Horizons*, 59(1), 29–36. <https://doi.org/10.1016/j.bushor.2015.08.002>

Sekaran, U., & Bougie, R. (2016). *Research Method for Business: A Skill-Building Approach* (7th ed.). Wiley. www.wileypluslearningspace.com

Solomon, M. R. ., & Russell, C. Antonia. (2024). *Consumer behavior : buying, having, and being*. Pearson.

Sugiyono. (2015). *Metode Penelitian & Pengembangan (Research and Development/R&D)*. Alfabeta.

Sugiyono. (2019). *Sugiyono - Kualitatif Kuantitatif RnD (2019) (1)*.

Sugiyono. (2022). *Metode Penelitian Kuantitatif* (Setiyawami, Ed.). Penerbit Alfabeta.

Uddin, A. S. M. A., & Das, D. (2023). The Power of Gamification in Employee Performance Management. *Open Journal of Business and Management*, 11(06), 3452–3470. <https://doi.org/10.4236/ojbm.2023.116188>

Ulya, F. N., & Setiawan, S. R. D. (2019, September 6). *Bisnis Game Jadi Senjata Promosi Menarik Shopee, Apa Sebabnya?*

<https://money.kompas.com/read/2019/09/06/062800526/bisnis-game-jadi-senjata-promosi-menarik-shopee-apa-sebabnya>

Utami, A., Irwan, M., & Nasution, P. (2023). PERKEMBANGAN PASAR ONLINE (E-COMMERCE) DI ERA MODERN DAN PENGARUHNYA TERHADAP KEPERCAYAAN KONSUMEN. *Jurnal Ekonomi Manajemen Dan Bisnis*, 1(2), 126–132. <https://doi.org/XX..XXXXX/JMEB>

Vorderer, P., Hartmann, T., & Klimmt, C. (2003). *Explaining the enjoyment of playing video games: The role of competition.*
<https://doi.org/10.1145/958720.958735>

Xu, Y., Chen, Z., Peng, M. Y. P., & Anser, M. K. (2020). Enhancing Consumer Online Purchase Intention Through Gamification in China: Perspective of Cognitive Evaluation Theory. *Frontiers in Psychology*, 11.
<https://doi.org/10.3389/fpsyg.2020.581200>

Yatunikmah Dewi Tiyaningsih, M., Candiwan, I., & Kata Kunci, A. (n.d.). *THE ROLE OF GAMIFICATION IMPACT TOWARDS THE ADOPTION OF SHOPEE GAMES USING MODIFIED UTAUT-2.*