

DAFTAR PUSTAKA

- Abou-Shouk, M., & Soliman, M. (2021). The impact of gamification adoption intention on brand awareness and loyalty in tourism: The mediating effect of customer engagement. *Journal of Destination Marketing and Management*, 20. <https://doi.org/10.1016/j.jdmm.2021.100559>
- Abhishek, Dwivedi at.all. (2015). Celebrity endorsement, self-brand connection and consumer-based brand equity. *Journal of Product & Brand Management*. Vol. 4 no. 5 hal. 449-461.
- Agnieszka, W.-S. (n.d.). *Widawska-Stanisz Agnieszka, GAMIFICATION AS A NEW TREND IN MARKETING*. <http://mmi.fem.sumdu.edu.ua/>
- Akbari, M., & Bigdeli, M. (2023). Gamified Customer Experience and Engagement in Amazon Online Retailing Company in The Covid -19 era. *International Journal of Electronic Commerce Studies*, 13(4), 135–158. <https://doi.org/10.7903/ijecs.2055>
- Aribawa, D. (2016). International Journal of Economics and Financial Issues E-commerce Strategic Business Environment Analysis in Indonesia. *International Journal of Economics and Financial Issues* /, 6(S6), 130–134. <http://www.econjournals.com>
- Augusty, Ferdinand. 2006. Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertasi Ilmu Manajemen. Semarang: Universitas Diponegoro
- Aulia, D., Rini, E. S., & . F. (2021). The Influence of Gamification, E-Service Quality and E-Trust on Online Purchase Decision with Online Purchase Intention as Intervening Variable at the Marketplace Shopee in Medan City. *International Journal of Research and Review*, 8(8), 546–558. <https://doi.org/10.52403/ijrr.20210874>
- Ayu Wulandari, N., Saidani, B., & Kresnamurti Rivai, A. P. (n.d.). *THE EFFECT OF GAMIFICATION BRAND ENGAGEMENT THROUGH BRAND LOYALTY*.
- Bauer, J. C., Linzmajer, M., Nagengast, L., Rudolph, T., & D'Cruz, E. (2020). Gamifying the digital shopping experience: games without monetary participation incentives increase customer satisfaction and loyalty. *Journal of Service Management*, 31(3), 563–595. <https://doi.org/10.1108/JOSM-10-2018-0347>

- Bitrián, P., Buil, I., & Catalán, S. (2021). Enhancing user engagement: The role of gamification in mobile apps. *Journal of Business Research*, 132, 170–185. <https://doi.org/10.1016/j.jbusres.2021.04.028>
- Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness. *Journal of Interactive Marketing*, 23(4), 321–331. <https://doi.org/10.1016/j.intmar.2009.07.002>
- De Keyser, A., Verleye, K., Lemon, K. N., Keiningham, T. L., & Klaus, P. (2020a). *Moving the Customer Experience Field Forward: Introducing the Touchpoints, Context, Qualities (TCQ) Nomenclature*.
- De Keyser, A., Verleye, K., Lemon, K. N., Keiningham, T. L., & Klaus, P. (2020b). Moving the Customer Experience Field Forward: Introducing the Touchpoints, Context, Qualities (TCQ) Nomenclature. *Journal of Service Research*, 23(4), 433–455. <https://doi.org/10.1177/1094670520928390>
- Disse, I. K., & Olsson, M. (2023). Uncovering the gamified customer experience in the retail environment. *International Journal of Retail and Distribution Management*, 51(7), 955–971. <https://doi.org/10.1108/IJRDM-07-2022-0268>
- Eisingerich, A. B., Marchand, A., Fritze, M. P., & Dong, L. (2019). Hook vs. hope: How to enhance customer engagement through gamification. *International Journal of Research in Marketing*, 36(2), 200–215. <https://doi.org/10.1016/j.ijresmar.2019.02.003>
- Gallardo-García, J., Pagán-Castaño, E., Sánchez-García, J., & Guijarro-García, M. (2023). Bibliometric analysis of the customer experience literature. *Economic Research-Ekonomska Istrazivanja*, 36(2). <https://doi.org/10.1080/1331677X.2022.2137822>
- Gao, F., & Su, X. (2017). Online and offline information for omnichannel retailing. *Manufacturing and Service Operations Management*, 19(1), 84–98. <https://doi.org/10.1287/msom.2016.0593>
- Gatautis, R. (n.d.). *Association for Information Systems Association for Information Systems AIS Electronic Library (AISeL) AIS Electronic Library (AISeL) CONSUMER BRAND ENGAGEMENT: ROLE OF GAMIFICATION*. <https://aisel.aisnet.org/iceb2015>
- Goldberg, R., & Nel, V. (2022). TO PLAY OR NOT TO PLAY: THE USE OF GAMIFICATION IN THE FASHION RETAIL INDUSTRY. *MALAYSIAN E COMMERCE JOURNAL*, 6(2), 59–63. <https://doi.org/10.26480/mecj.02.2022.59.63>

- Hamari, Juho, & Koivisto, J. (n.d.). *SOCIAL MOTIVATIONS TO USE GAMIFICATION: AN EMPIRICAL STUDY OF GAMIFYING EXERCISE*.
- Hammedi, W., Leclercq, T., & Poncin, I. (2019). Customer engagement: The role of Gamification. In *Handbook of Research on Customer Engagement* (pp. 164–185). Edward Elgar Publishing Ltd. <https://doi.org/10.4337/9781788114899.00014>
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Högberg, 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, 122–130. <https://doi.org/10.1016/j.jretconser.2019.05.006>
- Hollebeek, L. (2011). Exploring customer brand engagement: Definition and themes. In *Journal of Strategic Marketing* (Vol. 19, Issue 7, pp. 555–573). <https://doi.org/10.1080/0965254X.2011.599493>
- 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>
- Institute of Electrical and Electronics Engineers. (n.d.). *2019 16th International Conference on Service Systems and Service Management (ICSSSM)*.
- Jami Pour, M., Rafiei, K., Khani, M., & Sabrirazm, A. (2021). Gamification and customer experience: the mediating role of brand engagement in online grocery retailing. *Nankai Business Review International*, 12(3), 340–357. <https://doi.org/10.1108/NBRI-07-2020-0041>
- Kabadayi, S. and Price, K. (2014), "Consumer – brand engagement on Facebook: liking and commenting behaviors", *Journal of Research in Interactive Marketing*, Vol. 8 No. 3, pp. 203-223. <https://doi.org/10.1108/JRIM-12-2013-0081>
- Kaur, H., Paruthi, M., Islam, J. U., & Hollebeek, L. D. (2020). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics*, 46. <https://doi.org/10.1016/j.tele.2019.101321>
- Kotler, P., & Keller, K.L. (2016). *A Framework for Marketing Management Sixth Edition Global Edition*. Pearson Education Limited
- Latif, L. L., & Hasbi, I. (n.d.). *THE INFLUENCE OF CUSTOMER EXPERIENCE AND BRAND IMAGE ON PURCHASE DECISIONS IN LAZADA*.

- Law, M., Kwok, R. C. W., & Ng, M. (2016). An extended online purchase intention model for middle-aged online users. *Electronic Commerce Research and Applications*, 20, 132–146. <https://doi.org/10.1016/j.elerap.2016.10.005>
- Lee, J. Y., & Jin, C. H. (2019). The role of gamification in brand app experience: The moderating effects of the 4Rs of app marketing. *Cogent Psychology*, 6(1), 1–18. <https://doi.org/10.1080/23311908.2019.1576388>
- Liu, S., & Zaffwan Idris, M. (2018). Constructing a framework of user experience for museum based on gamification and service design. *MATEC Web of Conferences*, 176. <https://doi.org/10.1051/matecconf/201817604007>
- Lusch, R. F., Vargo, S. L., & Tanniru, M. (2010). Service, value networks and learning. *Journal of the Academy of Marketing Science*, 38(1), 19–31. <https://doi.org/10.1007/s11747-008-0131-z>
- Madichie, N. O. (2009). Consumer Behavior: Buying, Having, and Being (8th ed.). In *Management Decision* (Vol. 47, Issue 5, pp. 845–848). <https://doi.org/10.1108/00251740910960169>
- Makahimpang, W. K. N., Mukuan, D. D. S., Tinneke, ;, Tumbel, M., Studi, P., Bisnis, A., & Administrasi, J. I. (2023). *Pengaruh Integrated Marketing Communication, Customer Experience dan Brand Image terhadap Purchase Decision pada Lazada Indonesia* (Vol. 4, Issue 5).
- Manser Payne, E., Peltier, J.W. and Barger, V.A. (2017), "Omni-channel marketing, integrated marketing communications and consumer engagement: A research agenda", *Journal of Research in Interactive Marketing*, Vol. 11 No. 2, pp. 185-197. <https://doi.org/10.1108/JRIM-08-2016-0091>
- McLean, G., & Wilson, A. (2019). Shopping in the digital world: Examining customer engagement through augmented reality mobile applications. *Computers in Human Behavior*, 101, 210–224. <https://doi.org/10.1016/j.chb.2019.07.002>
- Meyer, C., & Schwager, A. (2007). *Understanding Customer Experience*. www.gethuman.com
- Müller-Stewens, J., Schlager, T., Häubl, G., & Herrmann, A. (2017). Gamified information presentation and consumer adoption of product innovations. *Journal of Marketing*, 81(2), 8–24. <https://doi.org/10.1509/jm.15.0396>
- Mustika Sari, Rissa dan Prihartono. 2021. “Pengaruh Harga, Kualitas Produk Pada Keputusan Pembelian”. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)* 5. No.3.
- Nanda, A. Y. (2018). *ANALISIS STRATEGI PEMASARAN YANG EFEKTIF BAGI PENGGUNA E-COMMERCE* (Vol. 1).

- Nasirzadeh, E., & Fathian, M. (2020). Investigating the effect of gamification elements on bank customers to personalize gamified systems. *International Journal of Human Computer Studies*, 143. <https://doi.org/10.1016/j.ijhcs.2020.102469>
- Noorbehbahani, F., Salehi, F., & Jafar Zadeh, R. (2019). A systematic mapping study on gamification applied to e-marketing. In *Journal of Research in Interactive Marketing* (Vol. 13, Issue 3, pp. 392–410). Emerald Group Holdings Ltd. <https://doi.org/10.1108/JRIM-08-2018-0103>
- Rageh Ismail, A., TC Melewar, Lim, L., & Woodside, A. (2011). Customer experiences with brands: Literature review and research directions. *The Marketing Review*, 11(3), 205–225. <https://doi.org/10.1362/146934711x589435>
- Schmitt, B.H. (1999) Experiential Marketing. *Journal of Marketing Management*, 15, 53-67. <http://dx.doi.org/10.1362/026725799784870496>
- Septih, A., & Hidayat, R. (2021). *Analysis of Viral Marketing and Customer Experience Influence on Purchasing Decisions through E-Commerce Shopee*. 36–43. <https://doi.org/10.5220/0010354200360043>
- Septiarini, E., Jenderal, U., & Yani, A. (2023). *Brand storytelling dan purchase decision sepatu olahraga yang dimediasi customer brand engagement di Bandung Raya*. <https://doi.org/10.17509/strategic.v23i1>
- Sheetal, Tyagi, R., & Singh, G. (2023). Gamification and customer experience in online retail: a qualitative study focusing on ethical perspective. *Asian Journal of Business Ethics*, 12(1), 49–69. <https://doi.org/10.1007/s13520-022-00162-1>
- Tobon, S., Ruiz-Alba, J. L., & García-Madariaga, J. (2020). Gamification and online consumer decisions: Is the game over? *Decision Support Systems*, 128. <https://doi.org/10.1016/j.dss.2019.113167>
- Villegas, E., Labrador, E., Fonseca, D., Fernández-Guinea, S., & Moreira, F. (2019). Design Thinking and Gamification: User Centered Methodologies. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 11590 LNCS, 115–124. https://doi.org/10.1007/978-3-030-21814-0_10
- Vitkauskaitė, E., & Gatautis, R. (n.d.). *Points for Posts and Badges to Brand Advocates: The Role of Gamification in Consumer Brand Engagement*. <http://hdl.handle.net/10125/50030>
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing*

Theory and Practice, 20(2), 122–146. <https://doi.org/10.2753/MTP1069-6679200201>

Wrona, K. (n.d.). *GAMIFICATION AND GAMES, THEIR POTENTIAL FOR APPLICATION IN MARKETING STRATEGIES*. www.poligamia.net

Xi, N., & Hamari, J. (2020). Does gamification affect brand engagement and equity? A study in online brand communities. *Journal of Business Research*, 109, 449–460. <https://doi.org/10.1016/j.jbusres.2019.11.058>

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). What Are Services? (7th ed.). Mc Graw Hi Education.

