

## DAFTAR PUSTAKA

- Adams, E. dan Rolling, A. 2010. *Fundamentals Of Game Design*. (2nd ed.). Barkeley, CA : New Riders.
- Adam Ho. 2014. *The value of being powerful or beautiful in games – how game design affects the value of virtual items* *Comput Game J.* **3**, 54–61.
- Asper, D. 2017. *Mobile Gaming is a \$50b Industry. But Only 5% of Players are Spending Money (Part 1)*. Diambil 10 September 2020, dari <https://medium.com/shopify-gaming/mobile-gaming-is-a-50b-industry-butonly-5-of-players-are-spending-money-f7f3375dd959>.
- Badan Pusat Statistik Provinsi Kalimantan Timur, 2020. Bontang Dalam Angka Tahun 2020.
- Bodet, G. 2008. *Customer satisfaction and loyalty in service: Two concepts, four constructs, several relationships*. *Journal of Retailing and Consumer Services*, **J.** Elsevier, **15** (3), 156-162.
- Boxall, A. 2017. *Top mobile game publishers earn most revenue from inapp purchases, not advertising*. Diambil 12 September 2020, dari <http://www.businessofapps.com/top-mobile-game-publishers-earn-mostrevenue-from-in-app-purchases-not-advertising/>
- Chen, C.-H., Jeng, T.-S. dan Kaburuan, E. R. 2011. *International Refereed Research* **J.2**
- Cooper, Donald R. dan Pamela, S. Schindler. 2006. *Metodologi Riset Bisnis* Vol. 1. Jakarta : Hoesada.
- Emil R.K, Chien-Hsu dan Tay-Sheng. 2009. “*Identifying User’s Behavior on Purchasing Virtual Items*” *The 9th International Conference on Electronic Business*, Macau.
- Engel, Blackwell, Miniard. 2012. *Perilaku Konsumen*. Tangerang: Binarupa Aksara.
- Fogel, S., dan Fogel, S. 2018. ‘PUBG Mobile’s’ New Royale Pass Boosts Revenue by 365% in One Week. Diambil 4 September 2020, dari <https://variety.com/2018/gaming/news/pubg-mobile-royale-passrevenue1202859348/>
- Ghozali, Imam. 2016. *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23* (Edisi 8). Cetakan ke VIII. Semarang : Badan Penerbit Universitas Diponegoro.
- Guo, Y. and Barnes, S. 2009. *Virtual item purchase behavior in virtual worlds: An exploratory investigation*. **J.** *Electron Commer Res* **9**, 77–96.
- Hee-Wong Kim, Joon Koh dan Hyun Lyung Lee. 2011. *Investigating the Invention of Purchasing Digital Items in Virtual Communities*.**J.** *Elsivier Information dan Management* **48** 228–234.
- Hellier, P. K., Geursen, G. M., Carr, R. A., dan Rickard, J. A. 2003. *Customer repurchase intention: A general structural equation model*. *European Journal of Marketing*.
- Ho, C.-H. and Wu, T.-Y. 2012. *Factors Affecting Intent to Purchase Virtual Goods in*

- Online Games*. International Journal of Electronic Business Management. **10** (3).
- Ho, P.-I. 2007. *Virtual item trade in massive multiplayer online role playing game MMORPG: A case study of "Diablo II"*. (Master thesis). National Chung Cheng University, Taiwan.
- Ho, P.-I. 2014. *Candlemas: The value of being powerful or beautiful in games - how game design affects the value of virtual items*. The Computer Games Journal **3** (1).
- Jiming Wu, Pengtao Li dan Shashank Rao. 2008. *Why they enjoying virtual game worlds? An empirical investigation*. Journal of Electronic Commerce Research **9** Issue 3
- Sarwono, Jonathan. 2006. *Metodelogi Penelitian Kuantitatif Dan Kualitatif*, Jogjakarta: Graha Ilmu.
- Kurniawal, Putra dan A. F. Tema. 2014. *Motif Players dalam Proses Pembelian Virtual Goods pada Permainan Game Online*. Undergraduated thesis, Universitas Bengkulu.
- Kotler, Philip; Armstrong, 2008. *Prinsip-prinsip Pemasaran*, Jilid 1, Erlangga: Jakarta.
- Kotler Keller. 2012. *Marketing Management*. New Jersey: Pearson Education.
- Lehdonvirta, V. 2009. *Virtual item sales as a revenue model: Identifying attributes that drive purchase decisions*. Electronic Commerce Research, **9** (1) 97-113.
- Li, P., Rao, S. dan Wu, J. 2008. *Why They Enjoy Virtual Game Worlds? An Empirical Investigation*. Journal of Electronic Commerce Research, **9** (3).
- Lin, Holin and C. Sun. 2007. *Cash Trade Within the Magic Circle: Free-to-Play Game Challenges and Massively Multiplayer Online Game Player Responses*. DiGRA Conference
- Lu, H.-P., dan Hsiao, K.-L. 2010. *The influence of extro/introversion on the intention to pay for social networking sites*. Information dan Management, [47, Issue 3](#), 150-157.
- Lulu Yilun Chen. 2018. *Fortnite Is Winning the DeathMatch Against PUBG M Diambil pada 21 Oktober 2020* <https://www.bloomberg.com/news/articles/2018-07-04/fornite-s-pullingaway-in-a-matchup-of-world-s-hottest-games>
- Macintosh, G., dan Lockshin, L. S. 1997. *Retail relationships and store loyalty: A multilevel perspective*. International Journal of Research in Marketing,
- Mantra, I. B. D. 2003. *Demografi Umum*. Edisi Kedua. Pustaka Pelajar. Yogyakarta.
- Nugroho Wijaya, Akbar dan Dini Trupanam Alamanda. 2016. *Kajian Teori Nilai Konsumsi Terhadap Pembelian Barang Virtual Pada Game Online MOBA*. E-Proceeding of Management. **3** (1) ISSN : 2355-9357.
- Park, B.-W. dan Lee, K. C. 2011. *Computers in Human Behavior: Exploring the value of purchasing online game items*. Computers in Human Behavior, **27**(6) 2178 – 2185.

Peter, P. J. and Olson J. C. 2002. *Perilaku Konsumen dan Strategi Pemasaran*, Edisi ke Empat (Terjemahan), Erlangga: Jakarta.

Rizky Ajara. (2017) *Analisa Motif Pembelian pada Keputusan Pembelian Barang Virtual di Permainan Online*. J. EMBA **5** (1) 87 – 95.

Sekaran, Uma. 2014. *Research Methods for Business*. Jakarta : Salemba 4.

Soebastian, C. O. 2010. *Dampak Psikologis Negatif Kecanduan Permainan Online pada Mahasiswa (Skripsi)*. Semarang: Universitas Katolik Soegijapranata.

Sugiyono. 2014. *Metode Penelitian Bisnis*. Bandung:Alfabeta.

Ting-Yun Wu dan Cheng-Hsun Ho. 2012. *Factors Affecting Intent to Purchase Virtual Goods in Online Game*. *International Journal of Electronic Business Management*, **10** (3) 204-212.

[www.bi.go.id](http://www.bi.go.id)

[www.Esportsnesia.com](http://www.Esportsnesia.com)

[www.Kincir.com](http://www.Kincir.com)

[www.Kompas.com](http://www.Kompas.com)

[www.pubg.com](http://www.pubg.com)

[www.forbes.com](http://www.forbes.com)

[www.researchersworld.com](http://www.researchersworld.com)

[www.sensortower.com](http://www.sensortower.com)

[www.Tencent.com](http://www.Tencent.com)

[www.Wartakota.com](http://www.Wartakota.com)

Yen, C. H., dan Lu, H. P. 2008. *Factors influencing online auction repurchase intention*. [Internet Research](#), **18** (1), 7-25.

Yoon, U.-G. 2008. *Real money trading in MMORPG items from a legal and policy perspective*. *Journal of Korean Judicature*, **1** 418-477

Zeithaml, V.A., M.J. Bitner, D.D. Gremler. 2013. *Services Marketing: Integrating Customer Focus Across the Firm 6thed*. Mc.Graw-Hill. Boston.

