

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>
- Alalwan, A. A., Algharabat, R. S., Baabdullah, A. M., Rana, N. P., Qasem, Z., & Dwivedi, Y. K. (2020). Examining the impact of mobile interactivity on customer engagement in the context of mobile shopping. *Journal of Enterprise Information Management*, 33(3), 627–653. <https://doi.org/10.1108/JEIM-07-2019-0194>
- Ali, F., Terrah, A., Wu, C., Ali, L., & Wu, H. (2021a). Antecedents and consequences of user engagement in smartphone travel apps. *Journal of Hospitality and Tourism Technology*, 12(2), 355–371. <https://doi.org/10.1108/JHTT-09-2020-0221>
- Ali, F., Terrah, A., Wu, C., Ali, L., & Wu, H. (2021b). Antecedents and consequences of user engagement in smartphone travel apps. *Journal of Hospitality and Tourism Technology*, 12(2), 355–371. <https://doi.org/10.1108/JHTT-09-2020-0221>
- Al-Zyoud, M. F. (2021). The impact of gamification on consumer loyalty, electronic word-of mouth sharing and purchase behavior. *Journal of Public Affairs*, 21(3). <https://doi.org/10.1002/pa.2263>
- Anand. (2024). Leveraging Artificial Intelligence for Enhanced Personalization and Customer Experience in E-Commerce Platforms. *American Academic Scientific Research Journal for Engineering*, 98(1), 183–191. https://asrjetsjournal.org/index.php/American_Scientific_Journal/index
- Arif, F. (2025, April 4). 35 *Data Statistik E-commerce Indonesia yang Penting*. Semnesia.Com. <https://semnesia.com/blog/data-statistik-ecommerce-indonesia/>
- 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>
- Beerli, A., Martín, J. D., & Quintana, A. (2004). A model of customer loyalty in the retail banking market. *European Journal of Marketing*, 38(1–2), 253–275. <https://doi.org/10.1108/03090560410511221>

- Bellman, S., Potter, R. F., Treleaven-Hassard, S., Robinson, J. A., & Varan, D. (2011). The Effectiveness of Branded Mobile Phone Apps. *Journal of Interactive Marketing*, 25(4), 191–200. <https://doi.org/10.1016/j.intmar.2011.06.001>
- Bigne, E., Chatzipanagiotou, K., & Ruiz, C. (2020). Pictorial content, sequence of conflicting online reviews and consumer decision-making: The stimulus-organism-response model revisited. *Journal of Business Research*, 115, 403–416. <https://doi.org/10.1016/j.jbusres.2019.11.031>
- Bilgihan, A., Kandampully, J., & Zhang, T. (Christina). (2016). Towards a unified customer experience in online shopping environments: Antecedents and outcomes. *International Journal of Quality and Service Sciences*, 8(1), 102–119. <https://doi.org/10.1108/IJQSS-07-2015-0054>
- Bisschoff, C. (2020). Measuring and managing brand loyalty of banks' clients. In *Banks and Bank Systems* (Vol. 15, Issue 3, pp. 160–170). LLC CPC Business Perspectives. [https://doi.org/10.21511/bbs.15\(3\).2020.14](https://doi.org/10.21511/bbs.15(3).2020.14)
- Bitrián, P., Buil, I., & Catalán, S. (2021a). 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>
- Bozkurt, S., Gligor, D., & Gligor, N. (2022). Investigating the impact of psychological customer engagement on customer engagement behaviors: the moderating role of customer commitment. *Journal of Marketing Analytics*, 10(4), 408–424. <https://doi.org/10.1057/s41270-021-00146-3>
- Busalim, A., Hollebeek, L. D., & Lynn, T. (2023). The effect of social commerce attributes on customer engagement: an empirical investigation. *Internet Research*, 6–8. <https://doi.org/10.1108/INTR-03-2022-0165>
- Chandra, S., Verma, S., Lim, W. M., Kumar, S., & Donthu, N. (2022). Personalization in personalized marketing: Trends and ways forward. In *Psychology and Marketing* (Vol. 39, Issue 8, pp. 1529–1562). John Wiley and Sons Inc. <https://doi.org/10.1002/mar.21670>
- Cheung, C. M. K., Lee, M. K. O., & Jin, X.-L. (2011). *CUSTOMER ENGAGEMENT IN AN ONLINE SOCIAL PLATFORM: A CONCEPTUAL MODEL AND SCALE DEVELOPMENT* *Research-in-Progress*. <http://www.msi.org/research/index.cfm?id=43>
- Curry, J. (2025, January 22). *Shopee Revenue and Usage Statistics (2025)*. Businessofapps.Com. <https://www.businessofapps.com/data/shopee-statistics/>

- dataindonesia.id. (2024). *Kumpulan Data Seputar Perkembangan E-Commerce di Indonesia pada 2023 dan 2024*. https://assets.dataindonesia.id/2024/08/13/1723540446361-36-PPT-Report_Kumpulan-Data-Seputar-E-Commerce-di-Indonesia.pdf
- Ebrahimi, E., Irani, H. R., Abbasi, M., & Abedini, A. (2024). The effect of gamification on brand equity and desirable consumer behaviors in online retail stores: The mediating role of brand engagement. *Interdisciplinary Journal of Management Studies*, 17(2), 379–391. <https://doi.org/10.22059/ijms.2023.352786.675544>
- Fang, J., Zhao, Z., Wen, C., & Wang, R. (2017). Design and performance attributes driving mobile travel application engagement. *International Journal of Information Management*, 37(4), 269–283. <https://doi.org/10.1016/j.ijinfomgt.2017.03.003>
- Fang, Y. H. (2019). An app a day keeps a customer connected: Explicating loyalty to brands and branded applications through the lens of affordance and service-dominant logic. *Information and Management*, 56(3), 377–391. <https://doi.org/10.1016/j.im.2018.07.011>
- Google, T. B. (2023). *google-temasek-bain-e-conomy-sea-2023-report*.
- Gupta, A., Kumar, A., & Melese, E. (2023). Young consumer engagement at the bottom of pyramid: applying S-O-R framework in e-commerce context. *Young Consumers*, 24(6), 786–806. <https://doi.org/10.1108/YC-06-2022-1542>
- Habachi, S., Matute, J., & Palau-Saumell, R. (2024a). Gamify, engage, build loyalty: exploring the benefits of gameful experience for branded sports apps. *Journal of Product and Brand Management*, 33(1), 57–75. <https://doi.org/10.1108/JPBM-07-2022-4070>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*. www.cengage.com/highered
- Hamari, J., & Keronen, L. (2017). Why do people play games? A meta-analysis. In *International Journal of Information Management* (Vol. 37, Issue 3, pp. 125–141). Elsevier Ltd. <https://doi.org/10.1016/j.ijinfomgt.2017.01.006>
- Hastuti, J., Honeyta, P., & Chan, S. (2022). International Journal of Management and Economics Invention Effect of Gamification Principles and Perceived Ease of Use of Gamification in Mobile Devices on Customer Engagement and Flow State to Increase Mobile Shopping Loyalty of Shopee Marketplace Users. *Juria Hastuti 1, IJMEI*, 08. <https://doi.org/10.47191/ijmei/v8i10.03>

- He, X., Liu, Q., & Jung, S. (2024a). The Impact of Recommendation System on User Satisfaction: A Moderated Mediation Approach. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(1), 448–466. <https://doi.org/10.3390/jtaer19010024>
- Ho, X. H., Nguyen, D. P., Cheng, J. M. S., & Le, A. N. H. (2022a). Customer engagement in the context of retail mobile apps: A contingency model integrating spatial presence experience and its drivers. *Journal of Retailing and Consumer Services*, 66. <https://doi.org/10.1016/j.jretconser.2022.102950>
- Hollebeek, L. D., Das, K., & Shukla, Y. (2021). Game on! How gamified loyalty programs boost customer engagement value. *International Journal of Information Management*, 61. <https://doi.org/10.1016/j.ijinfomgt.2021.102308>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Huang, Z., & Benyoucef, M. (2013). From e-commerce to social commerce: A close look at design features. *Electronic Commerce Research and Applications*, 12(4), 246–259. <https://doi.org/10.1016/j.elerap.2012.12.003>
- Hwang, J., & Choi, L. (2020a). Having fun while receiving rewards?: Exploration of gamification in loyalty programs for consumer loyalty. *Journal of Business Research*, 106, 365–376. <https://doi.org/10.1016/j.jbusres.2019.01.031>
- Jia, F., & Yu, J. (2024). Disentangling e-commerce gamification affordances on recommendation acceptances from a perceived value perspective. *Information Technology and People*. <https://doi.org/10.1108/ITP-03-2023-0242>
- Junaidi. (2018). *APLIKASI AMOS dan STRUCTURAL EQUATION MODELING (SEM)*.
- Khan, I. (2023). Customer engagement outcomes in mobile applications: Self-congruence as a moderator. *Journal of Retailing and Consumer Services*, 75. <https://doi.org/10.1016/j.jretconser.2023.103497>
- Kim, J. K., Choi, I. Y., & Li, Q. (2021). Customer satisfaction of recommender system: Examining accuracy and diversity in several types of recommendation approaches. *Sustainability (Switzerland)*, 13(11). <https://doi.org/10.3390/su13116165>
- Kwan Soo Shin, S., Amenuvor, F. E., Basilisco, R., & Owusu-Antwi, K. (2019). Brand Trust and Brand Loyalty: A Moderation and Mediation Perspective.

Current Journal of Applied Science and Technology, 1–17.
<https://doi.org/10.9734/cjast/2019/v38i430376>

- Lee, S. A. (2018). m-servicescape: effects of the hotel mobile app servicescape preferences on customer response. *Journal of Hospitality and Tourism Technology*, 9(2), 172–187. <https://doi.org/10.1108/JHTT-08-2017-0066>
- Lee, S. (Olivia), & Han, H. (2022). Food delivery application quality in customer brand loyalty formation: Identifying its antecedent and outcomes. *International Journal of Hospitality Management*, 107. <https://doi.org/10.1016/j.ijhm.2022.103292>
- Li, Q., Choi, I., & Kim, J. (2020). *Evaluation of Recommendation System for Sustainable E-Commerce: Accuracy, Diversity and Customer Satisfaction*. <https://doi.org/10.20944/preprints202001.0015.v1>
- 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>
- Lu, H. P., & Ho, H. C. (2020). Exploring the impact of gamification on users' engagement for sustainable development: A case study in brand applications. *Sustainability (Switzerland)*, 12(10). <https://doi.org/10.3390/su12104169>
- Maslowska, E., Malthouse, E. C., & Hollebeek, L. D. (2022). The role of recommender systems in fostering consumers' long-term platform engagement. *Journal of Service Management*, 33(4–5), 721–732. <https://doi.org/10.1108/JOSM-12-2021-0487>
- Mathews, B. (2022). *Adolescent Capacity to Consent to Participate in Research: A Review and Analysis Informed by Law, Human Rights, Ethics, and Developmental Science*. <https://doi.org/10.3390/laws>
- McLean, G., Osei-Frimpong, K., Al-Nabhani, K., & Marriott, H. (2020). Examining consumer attitudes towards retailers' m-commerce mobile applications – An initial adoption vs. continuous use perspective. *Journal of Business Research*, 106, 139–157. <https://doi.org/10.1016/j.jbusres.2019.08.032>
- Messaoudi, F., & Loukili, M. (2024). E-commerce Personalized Recommendations: a Deep Neural Collaborative Filtering Approach. *Operations Research Forum*, 5(1). <https://doi.org/10.1007/s43069-023-00286-5>

- Molinillo, S., Anaya-Sánchez, R., & Liébana-Cabanillas, F. (2020). Analyzing the effect of social support and community factors on customer engagement and its impact on loyalty behaviors toward social commerce websites. *Computers in Human Behavior*, 108. <https://doi.org/10.1016/j.chb.2019.04.004>
- Moolla, A. I. (2010). *A conceptual framework to measure brand loyalty*. https://repository.nwu.ac.za/bitstream/handle/10394/4442/Moolla_AI.pdf?sequence=2&isAllowed=y
- Nobre, H., & Ferreira, A. (2017). Gamification as a platform for brand co-creation experiences. *Journal of Brand Management*, 24(4), 349–361. <https://doi.org/10.1057/s41262-017-0055-3>
- Nurfitri, A. (2024, December 18). *Shopee Jadi E-Commerce dengan Reputasi Bisnis Terbaik*. Wartaekonomi.Co.Id. <https://wartaekonomi.co.id/read552759/shopee-jadi-e-commerce-dengan-reputasi-bisnis-terbaik>
- Oetama, S. (2022). Influence Of Brand Communication, Brand Image And Brand Trust Through Online Media On Brand Loyalty In E-Commerce Seanewati Oetama. In *International Journal of Science*. <http://ijstm.inarah.co.id>
- Oliver, R. L. (1999). Fundamental Issues and Directions for Marketing. In *Source: Journal of Marketing* (Vol. 63).
- Oppong, A., & Caesar, L. D. (2023). A contingency analysis of brand reputation and loyalty in the banking sector. *SN Business & Economics*, 3(7). <https://doi.org/10.1007/s43546-023-00481-w>
- Petrosyan, A. (2024, February 1). *Distribution of worldwide internet users as of January 2024, by region*. [Www.Statista.Com](http://www.Statista.Com).
- PwC. (2020, August 13). *Pesatnya perubahan perilaku konsumen di tahun 2020 mendorong perubahan tren digital, kesehatan, dan keberlanjutan, menurut PwC global*. [Www.Pwc.Com. https://www.pwc.com/id/en/media-centre/press-release/2020/indonesian/pesatnya-perubahan-perilaku-konsumen-di-tahun-2020-mendorong-perubahan-tren-digital-kesehatan-dan-keberlanjutan.html](https://www.pwc.com/id/en/media-centre/press-release/2020/indonesian/pesatnya-perubahan-perilaku-konsumen-di-tahun-2020-mendorong-perubahan-tren-digital-kesehatan-dan-keberlanjutan.html)
- Ramdhani, N., Sabil Hussein, A., & Rofiaty. (2024). The impact of gamification on loyalty mediated by consumer engagement and brand awareness. *International Journal of Research in Business and Social Science* (2147- 4478), 13(5), 96–107. <https://doi.org/10.20525/ijrbs.v13i5.3495>

- Rashaduzzaman, M. (2020). *Influence of Convenience, Time-Savings, Price, and Product Variety on Amazon Prime Members and Non-Prime Shoppers' Online Apparel Purchase Intention*. <https://digitalcommons.unl.edu/textilesdiss>
- Ratchford, B., Soysal, G., Zentner, A., & Gauri, D. K. (2022). Online and offline retailing: What we know and directions for future research. *Journal of Retailing*, 98(1), 152–177. <https://doi.org/10.1016/j.jretai.2022.02.007>
- Rezaei, S., & Valaei, N. (2017a). Crafting experiential value via smartphone apps channel. *Marketing Intelligence and Planning*, 35(5), 688–702. <https://doi.org/10.1108/MIP-08-2016-0141>
- Rezaei, S., & Valaei, N. (2017b). Crafting experiential value via smartphone apps channel. *Marketing Intelligence and Planning*, 35(5), 688–702. <https://doi.org/10.1108/MIP-08-2016-0141>
- Richter, F. (2024, November 19). *Loyalty Programs: Cashback Is King!* Wwww.Statista.Com. <https://www.statista.com/chart/33517/loyalty-programs-preferred-by-us-consumers/>
- Rundle-Thiele, S., & Mackay, M. M. (2001). *Assessing the performance of brand loyalty measures*. <http://www.emerald-library.com/ft>
- Salem, S. F., & Alanadoly, A. B. (2024). Driving customer engagement and citizenship behaviour in omnichannel retailing: evidence from the fashion sector. *Spanish Journal of Marketing - ESIC*, 28(1), 98–122. <https://doi.org/10.1108/SJME-10-2022-0220>
- SC-SCSI Undip. (2023). *MODUL SEM AMOS Pelatihan Statistical Tools 2023*.
- Shanahan, T., Tran, T. P., & Taylor, E. C. (2019). Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality. *Journal of Retailing and Consumer Services*, 47, 57–65. <https://doi.org/10.1016/j.jretconser.2018.10.007>
- similarweb. (2024, May 1). *Top Websites Ranking Most Visited Marketplace Websites in Indonesia*. [Wwww.Similarweb.Com](http://www.similarweb.com).
- Sugiyono. (2021). *Statistika Untuk Penelitian*. CV. ALFABETA.
- Tian, Z., Lu, M., & Cheng, Q. (2021). The relationships among mobile travel application attributes, customer engagement, and brand equity. *Social Behavior and Personality*, 49(7). <https://doi.org/10.2224/sbp.10353>
- Tran, T. P., van Solt, M., & Zemanek, J. E. (2020). How does personalization affect brand relationship in social commerce? A mediation perspective. *Journal of*

Consumer Marketing, 37(5), 473–486. <https://doi.org/10.1108/JCM-12-2017-2499>

- Tsou, H. T., & Putra, M. T. (2023). How gamification elements benefit brand love: the moderating effect of immersion. *Marketing Intelligence and Planning*, 41(7), 1015–1036. <https://doi.org/10.1108/MIP-04-2023-0143>
- Utami, A. F., Ekaputra, I. A., Japutra, A., & Van Doorn, S. (2022). The role of interactivity on customer engagement in mobile e-commerce applications. *International Journal of Market Research*, 64(2), 269–291. <https://doi.org/10.1177/14707853211027483>
- Vivek, S. D., Beatty, S. E., Dalela, V., & Morgan, R. M. (2014). A generalized multidimensional scale for measuring customer engagement. *Journal of Marketing Theory and Practice*, 22(4), 401–420. <https://doi.org/10.2753/MTP1069-6679220404>
- Vohra, A., & Bhardwaj, N. (2019). Customer engagement in an e-commerce brand community: An empirical comparison of alternate models. *Journal of Research in Interactive Marketing*, 13(1), 2–25. <https://doi.org/10.1108/JRIM-01-2018-0003>
- Waluyo, M. (2016). *Mudah Cepat Tepat Penggunaan Tools Amos Dalam Aplikasi (SEM)*.
- Weidig, J., & Kuehnl, C. (2023). Improving the effectiveness of personalized recommendations through attributional cues. *Psychology and Marketing*, 40(12), 2559–2575. <https://doi.org/10.1002/mar.21914>
- 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>
- Xiao, Q., Siponen, M., Zhang, X., Lu, F., Chen, S. hua, & Mao, M. (2022a). Impacts of platform design on consumer commitment and online review intention: does use context matter in dual-platform e-commerce? *Internet Research*. <https://doi.org/10.1108/INTR-03-2021-0152>
- Xu, L., & Sang, X. (2022). E-Commerce Online Shopping Platform Recommendation Model Based on Integrated Personalized Recommendation. *Scientific Programming*, 2022. <https://doi.org/10.1155/2022/4823828>
- Ya, L. (2012). The Comparison of Personalization Recommendation for E-Commerce. *Physics Procedia*, 25, 475–478. <https://doi.org/10.1016/j.phpro.2012.03.113>

- Yan, Y. (2024). The Impact of E-commerce and Social Media Personalized Recommendations on Consumer Behavior in the Digital Era from the Perspective of Behavioral Economics. *Advances in Economics, Management and Political Sciences*, 59(1), 300–305. <https://doi.org/10.54254/2754-1169/59/20231136>
- Zhang, Q., & Xiong, Y. (2024). Harnessing AI potential in E-Commerce: improving user engagement and sales through deep learning-based product recommendations. *Current Psychology*. <https://doi.org/10.1007/s12144-024-06649-3>
- Zhang, X., Chen, L. C., Sheng, G. J., Lu, X. P., & Ming, X. (2023). An innovation service system and personalized recommendation for customer-product interaction life cycle in smart product service system. *Journal of Cleaner Production*, 398. <https://doi.org/10.1016/j.jclepro.2023.136470>
- Zhao, F., Jiang, G., Zhang, Y., & Sayed Merajuddin, S. (2024). Online sales and corporate innovation preference: The impact of e-commerce emergence on corporate innovation behavior. *Finance Research Letters*, 64, 105447. <https://doi.org/10.1016/j.frl.2024.105447>