

DAFTAR PUSTAKA

- Afiat, M. N, Rijal, S., Sulbahri, R. A., & Fachrurazi, F. (2023). Gamification's influence on Tokopedia e-commerce repurchase intentions. *GEMILANG: Jurnal Manajemen dan Akuntansi*, 3(2), 61-76, 2962-4428,
- Ahn, J., & Back, K. J. (2018). Antecedents and consequences of customer brand engagement in integrated resorts. *International Journal of Hospitality Management*, 75, 144–152. <https://doi.org/10.1016/j.ijhm.2018.05.020>.
- Al., Romindo et al. (2019). *E-Commerce, Implementasi, Strategi & Inovasinya*.
- Ali, M., & Haseeb, M. (2019). The role of e-commerce and digital economy in the economic development of Indonesia. *Journal of Economic Development*, 44(4), 1-10.
- Almaudina, M, Asep M. R., Dicky J., Mazzlida M. D. (2023). The Effectiveness of Perceived Enjoyment and Brand Engagement in Correlating Gamification Marketing with Online Repurchase Intention in Shopee Game Users. *International Journal of Economics Development Research*, 4(1), 222-235.
- Alsawaier, R.S. (2018). The effect of gamification on motivation and engagement. *The Internasional Journal of Information and Learning Technology*, 35(1), 56-79.
- Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & Marketing*, 20(2), 123–138.
- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer Satisfaction, Market Share, and Profitability: Findings from Sweden. *Journal of Marketing*, 58(3), 53-66. <https://doi.org/10.1177/002224299405800304>
- Anggita, M., & Trenggana, A. F. M. (2020). Pengaruh Customer Engagement dan E-Service Quality terhadap Niat Beli Ulang dengan Kepuasan Pelanggan sebagai Variabel Mediator Tiket.com. *ProBank*, 5(1), 83-99. <https://doi.org/10.36587/probank.v5i1.570>
- Antwi, S. (2021). "I just like this e-Retailer": Understanding Online Consumers Repurchase Intention from Relationship Quality Perspective. *Journal of Retailing and Consumer Services*, 61, 102568. <https://doi.org/10.1016/j.jretconser.2021.102568>.
- Aparicio, M., Costa, C. J., & Moises, R. (2021). Gamification and Reputation: Key Determinants of e-Commerce Usage and Repurchase Intention. *Heliyon*, 7(3), e06383.
- APJII. (2023). *Survei APJII Pengguna Internet di Indonesia Tembus 215 Juta Orang*.
- APJII. (2024). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*.

- Ashfaq, M., Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China. *SAGE Open*, 1-14.
- Attar, R.W., Shanmugam, M., & Hajli, N. (2021) Investigating the antecedents of e-commerce satisfaction in social commerce context. *British Food Journal*. 123(3), 849–868. <https://doi.org/10.1108/BFJ-08-2020-0755>
- Bank Indonesia. (2021). *Statistik Sistem Pembayaran Indonesia*.
- Bank Indonesia. (2023). *Laporan Tahunan Perkembangan E-Commerce di Indonesia*.
- Berger, A., Schlager, T., Sprott, D.E. & Herrmann, A. (2018). Gamified interactions: whether, when, and how games facilitate self-brand connections. *Journal of the Academy of Marketing Science*, 46, 652-673.
- Bigne, E., K. Chatzipanagiotou, & C. Ruiz. (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.
- Binardi, A., Rahayu, A., & Amanah, D. (2022). Pengaruh Gamification Terhadap Repurchase Intention. *Strategic: Jurnal Pendidikan Manajemen Bisnis*, 22(2), 58-73.
- Bisnis.com. (2024). *Top! Transaksi E-commerce Capai Rp453,75 Triliun Sepanjang 2023*. <https://finansial.bisnis.com/read/20240118/90/1733241/top-transaksi-e-commerce-capai-rp45375-triliun-sepanjang-2023>.
- Bittner, J. V., & Shipper, J. (2014). Motivational effects and age differences of gamification in product advertising. *Journal of Consumer Marketing*, 31(5), 391–400. <https://doi.org/10.1108/jcm-04-2014-0945>.
- Blohm, I., & Leimeister, J. M. (2013). Gamification Design of IT-based enhancing services for motivational support and behavioral change. *Business & Information Systems Engineering*, 5(4), 275–278. <http://dx.doi.org/10.1007/s12599-013-0273-5>.
- Bouzaabia, O., Ben Arbia, M., Juarez, D., & Chui, K. (2024). The Consequences of Gamification in Mobile Commerce Platform Applications. *International Journal on Semantic Web and Information Systems*, 20(1). 1-20.
- Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 17(3), 1–20.
- Business of Apps. Statistik Pendapatan dan Penggunaan Shopee (2025). Diakses dari <https://www.businessofapps.com/data/shopee-statistics/>
- Calder, B., Malthouse, E., & 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>.
- Chang, C. W., Huang, H. C., Wang, S. J., & Lee, H. (2019). Relational bonds, customer engagement, and service quality. *The Service Industries Journal*, 41(5–6), 330–354. <https://doi.org/10.1080/02642069.2019.1611784>
- Cheung, C. M. K., Zheng, X. & Lee, M. K. O. (2014). Customer Loyalty to C2C Online Shopping Platforms: An Exploration of the Role of Customer Engagement. *Proceedings of the Annual Hawaii International Conference on System Sciences*, pp. 3065–3072. 10.1109/HICSS.2014.382.
- Cheung, Man L., Guilherme D. P., Philip J. R., Wilson K. S. L., Mohamad-Noor S.S. (2021). The role of consumer-consumer interaction and consumer-brand interaction in driving consumer-brand engagement and behavioral intentions, *Journal of Retailing and Consumer Services*, 61, 102574. <https://doi.org/10.1016/j.jretconser.2021.102574>.
- Chiu, C.-M., Chang, C.-C., Cheng, H.-L., & Fang, Y.-H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33 (4), 761-784. 10.1108/14684520910985710.
- Chiu, W., & Cho, H. (2021). E-Commerce Brand: The Effect of Perceived Brand Leadership on Consumers' Satisfaction and Repurchase Intention on E-Commerce Websites. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1339-1362.
- Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. *Modern Methods for Business Research*, 295, 336
- Chodriyah, L., Haryanto, S., & Harsono, H. (2023). The Influence of Shopping Experience and Customer Engagement on Customer Loyalty of Alfamart Users Through Customer Satisfaction at Alfamart, Turen District. *Journal of Economics, Finance and Management Studies*, 06(11). <https://doi.org/10.47191/jefms/v6-i11-18>
- Chou, Y. K. (2016). *Actionable Gamification: Beyond points, badges, and leaderboards*. Octalysis Media.
- Chrisnathaniel, H. C, Hartini, S., Rahayu, S. P. (2021). Analisis Gamification Shopee.com Sebagai Media Pemasaran Terhadap EWOM, *Positive Emotion, & Repurchase Intention* (Pada Aplikasi Shopee.com). *Jurnal Nusantara Aplikasi Manajemen Bisnis*, 6(1), 15 – 32.
- Deci, E. L., & Ryan, R. M. (1985). *Intrinsic Motivation and Self-Determination in Human Behavior*. New York: *Springer Science+Business Media*.
- Databoks. (2023). 5 E-Commerce dengan Pengunjung Terbanyak Sepanjang 2023. Diakses dari <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/3c9132bd3836eff/5-e-commerce-dengan-pengunjung-terbanyak-sepanjang-2023>

- Databoks. (2022). 10 E-Commerce dengan Pengunjung Terbanyak Kuartal I 2022. Diakses dari <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/3de84fb1dc6c431/10-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2022>
- Databoks. (2022). Ini Situs E-Commerce dengan Pengunjung Terbanyak per Agustus 2022. Diakses dari <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/62d308621e97284/ini-situs-e-commerce-dengan-pengunjung-terbanyak-per-agustus-2022>
- Databoks. (2022). Nilai Transaksi E-Commerce Indonesia Diperkirakan Capai US\$137,5 Miliar pada 2025. Diakses dari <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/578053fb8bceef8/nilai-transaksi-e-commerce-indonesia-diperkirakan-capai-us1375-miliar-pada-2025>
- Databoks. (2020). Shopee, E-Commerce dengan Pengunjung Situs Tertinggi Kuartal III 2020. Diakses dari <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/db0410fe47b9a0f/shopee-e-commerce-dengan-pengunjung-situs-tertinggi-kuartal-iii-2020>
- 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, 11, 9–15. 10.1145/2181037.2181040.
- Djohan, S. A., Handhana, D., Castafiore, V. B., & Hendriana, E. (2022). Can Gamification Stimulate Customers to Repurchase in the E-Marketplace? The Mediation Effect of Customer Experience and Engagement. *BIRCIJournal: Humanities and Social Sciences*, 5(1), 4781–4796.
- Dwivedi, A. (2015). A higher-order model of consumer brand engagement and its impact on loyalty behavior. *Journal of Retailing and Consumer Services*, 24, 100–109. <https://doi.org/10.1016/j.jretconser.2015.02.007>
- 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.
- Elgarhy, S. D., Abdel Rahieem, W. M. A. N., & Abdulmawla, M. (2023). *Influences of Gamification on Repurchase Intention and Intrinsic Motivations in Egyptian Hotels and Travel Agencies: The Mediating Role of Customer Engagement*. *Journal of Quality Assurance in Hospitality & Tourism*, 25(2), 397–419. <https://doi.org/10.1080/1528008X.2023.2194705>

- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business Research*, 54(2), 177–184.
- Fauziyah, H., Iskandar, I., & Wachjuni, W. (2023). The Effect of Customer Engagement on Customer Loyalty Through Customer Satisfaction at Shopee. *Indonesian Journal Of Business And Economics*, 6(1). <https://doi.org/10.25134/ijbe.v6i1.8366>.
- Feng, W., Tu, R., & Hsieh, P. (2020). Can gamification increases consumers' engagement in fitness apps? The moderating role of commensurability of the game elements. *Journal of Retailing and Consumer Services*, 57, 102229. <https://doi.org/10.1016/j.jretconser.2020.102229>.
- Ferdinand A, (2002). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Badan Penerbit Universitas Diponegoro, Semarang.
- Ferdinand, A. (2002). *Pengembangan minat beli merek ekstensi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.2307/3151312>
- Fuentes-Blasco, M., Velázquez, B., Servera-Francés, D., David & Saura, I. (2017). Role of marketing and technological innovation on store equity, satisfaction and word-of-mouth in retailing. *Journal of Product & Brand Management*, 26(3), 00-00. <http://dx.doi.org/10.1108/JPBM-07-2016-1279>.
- Gatautis, R., Vitkauskaitė, E., Gadeikiene, A. & Piligrimiene, Z. (2016). Gamification as a mean of driving online consumer behaviour: sor model perspective. *Engineering Economics*, 27(1), 90-97. <https://doi.org/10.5755/j01.ee.27.1.13198>
- Ghozali, Imam & Latan, H. (2015). *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. BP Undip. Semarang.
- Ghozali, I. (2017). *Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS 24*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Universitas Diponegoro.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 Edisi 10*. Badan Penerbit Universitas Diponegoro.
- Habib, H. M. H., Kadarisman H., & Mukhammad K. M. (2023). The Gamification Influence as Marketing Medium on Intrinsic Motivation, Positive Emotion, Customer Engagement and Repurchase Intention. *PROFIT: Jurnal Administrasi Bisnis*, 17(2), 253-266.

- Hadiantini, R., Silalahi, & Hendrayati, H. (2021). The Importance of consumer satisfaction for Ecommerce users: How that affects consumer behavior on consumer satisfaction?. *Proceedings of the First International Conference on Science, Technology, Engineering and Industrial Revolution (ICSTEIR 2020)*, pp. 96–104. <https://doi.org/10.2991/assehr.k.210312.016>
- Hair et al. (2019). *Essentials of Business Research Methods (4th ed.)*. Pearson.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2010). *Multivariate Data Analysis (7th ed.)*. Pearson.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd ed.)*. Sage Publications.
- Hamari, J., & Koivisto, J. (2015). “Working out for likes”: An empirical study on social influence in exercise gamification. *Computers in Human Behavior*, 50, 333–347.
- Hamari, J., Koivisto, J., & Sarsa, H. (2014). Does Gamification Work? – A Literature Review of Empirical Studies on Gamification. *47th Hawaii International Conference on System Sciences*.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12), 1762-1800. <https://doi.org/10.1108/03090560310495456>
- Henkel, D., Houchaime, N., Locatelli, N., Singh, S., Zeithaml, V. A., & Bitternern. (2006). *The impact of emerging WLANs on incumbent cellular service providers in the u.s.* Singapore: McGraw-Hill.
- Hetharie, J.A., Surachman., Hussein, A.S., & Puspaningrum, A. (2019). SOR (Stimulus-OrganismResponse) Model Application in Observing the Influence of Impulsive Buying on Consumer’s Post-Purchase Regret. *International Journal of Scientific & Technology Research*, 8(11), 2829-2841.
- Hikmah, A. N., & Riptiono, S. (2020). Pengaruh customer engagement dan e-service quality terhadap online repurchase intention dengan customer satisfaction sebagai variabel intervening pada marketplace Shopee. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(1), 89-100.
- Hofacker, C. F., Ko de R., Nicholas H. L., Puneet M., & Jeff D. (2016) Gamification and Mobile Marketing Effectiveness. *Journal of Interactive Marketing*, 34, 25-36, <https://doi.org/10.1016/j.intmar.2016.03.001>.
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7-8), 785–807. <https://doi.org/10.1080/0267257X.2010.500132>

- Hollebeek, L. D. (2011). Exploring customer brand engagement: definition and themes. *Journal of Strategic Marketing*, 19(7), 555–573. <https://doi.org/10.1080/0965254X.2011.599493>
- 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.
- Hsu, Chia-Lin. (2023). Enhancing brand love, customer engagement, brand experience, and repurchase intention: Focusing on the role of gamification in mobile apps. *Decision Support Systems*, 174. 114020. 0167-9236. <https://doi.org/10.1016/j.dss.2023.114020>.
- Hui, Guan, Mamun, A., Reza, M. N. H., & Wan Hussain, W. M. H. (2025). An Empirical Study on Logistic Service Quality, Customer Satisfaction, and Cross-Border Repurchase Intention. *Heliyon*. 11. 1-19.
- Huotari, K. & Hamari, J. (2017) A Definition for Gamification: Anchoring Gamification in the Service Marketing Literature. *Electron Markets*, 27, 21-31. <https://doi.org/10.1007/s12525-015-0212-z>
- Indriantoro, N., & Supomo, B. (2018). *Metodologi Penelitian Bisnis: Untuk Akuntansi & Manajemen*. Yogyakarta: BPFE.
- iPrice Group. (2022). *Shopee user experience report*.
- iPrice. (2023). *The Map of E-commerce in Indonesia*. Retrieved from [iPrice Group](https://www.iprice.com).
- Islam, J. U. & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: an application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96-109.
- Jain, N. K., Gajjar, H., & Shah, B. J. (2021). Electronic logistics service quality and repurchase intention in e-tailing: Catalytic role of shopping satisfaction, payment options, gender and returning experience. *Journal of Retailing and Consumer Services*, 59. <https://doi.org/10.1016/j.jretconser.2020.102360>.
- Javed, M. K. & Wu, M. (2020). Effects of online retailer after delivery services on repurchase intention: An empirical analysis of customers' past experience and future confidence with the retailer, *Journal of Retailing and Consumer Services*, 54. <https://doi.org/10.1016/j.jretconser.2019.101942>.
- Jeong, Y., Kim, E., & Kim, S-K. (2020). Understanding Active Sports Tourist Behaviors in SmallScale Sports Events: Stimulus-Organism-Response Approach. *Sustainability*, 12(19). <http://dx.doi.org/10.3390/su12198192>
- Kim C, Costello FJ, & Lee KC. (2020). The Unobserved Heterogeneous Influence of Gamification and Novelty-Seeking Traits on Consumers' Repurchase Intention in the Omnichannel Retailing. *Frontiers in Psychology*, 11(2020). 1664-1078.
- Kimiagari, S., & Malafe, N. S. A. (2021). The role of cognitive and affective responses in the relationship between internal and external stimuli on online

- impulse buying behavior. *Journal of Retailing and Consumer Services*, 61(2021). 102567. <https://doi.org/10.1016/j.jretconser.2021.102567>
- King, D., Delfabbro, P., & Griffiths, M. (2010). The role of structural characteristics in problem video game playing: a review. *Cyberpsychol. J. Psychosoc. Res. Cyberspace* 4:6.
- Koivisto, J. & Hamari, J. (2019). The rise of motivational information systems: A review of gamification research, *International Journal of Information Management*, 45, 191-210. <https://doi.org/10.1016/j.ijinfomgt.2018.10.013>.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Koufaris, M. (2002). Applying the technology acceptance model and flow theory to online consumer behavior. *Information Systems Research*, 13(2), 205-223. <https://doi.org/10.1287/isre.13.2.205.83>
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or overvalued customers: Capturing total customer engagement value. *Journal of Service Research*, 13(3), 297–310.
- Kusumawardani, A., Sudaryo, Y., Alamsyah, M. I., & Sajekti, T. (2021). The Analysis of the Influence of Credit Service Quality of Credit Customer Satisfaction and Its Impact on Loyalty. *5th Global Conference on Business, Management and Entrepreneurship*, pp. 86-90.
- Le, Hoanh-Su, Thao-Vy H. D., Minh H. N., Hoang-Anh T., Thanh-Thuy T. P., Nhung T. N., & Van-Ho N. (2024). Predictive model for customer satisfaction analytics in E-commerce sector using machine learning and deep learning, *International Journal of Information Management Data Insights*, Vol. 4(2), 2667-0968. 100295.
- Lee, Wangoo., Lu Lu, & Xiang Li. (2024). Unlocking the power of gamification: Alleviating reward-sensitivity in promotional interactions. *International Journal of Hospitality Management* 119 (2024). 103717. <https://doi.org/10.1016/j.ijhm.2024.103717>.
- Likert, R. (1932). *A Technique for the Measurement of Attitudes*. *Archives of Psychology*, 140, 1-55.
- Liao, Chechen, Hong-Nan Lin, Margaret M. L., & Sophea C. (2017). Factors influencing online shoppers' repurchase intentions: The roles of satisfaction and regret. *Information & Management*, 54(5), 651-668. 0378-7206.
- Lin, Chia. (2003). A critical appraisal of customer satisfaction and e-commerce. *Managerial Auditing Journal*. 18. 202-212. 10.1108/02686900310469952.
- Lina, Ni Putu M. (2024). Pengaruh Intrinsic Motivation terhadap Behavioral Intentions pada Startup Berorientasi Hijau. *Jurnal Lentera Bisnis* 13(3), 1846-1858.

- Lim, Song-Yik, Yiqi Tan, Xiu-Ming L., Tat-Huei C., Mun-Yee O., & Garry Tan. (2024). It's not all fun and games: gamification in e-commerce on consumers' impulse buying of retail food products. *British Food Journal*, 127. 10.1108/BFJ-04-2024-0361.
- Lo, S. C. (2012). A Study of Relationship Marketing on Customer Satisfaction. *Journal of Social Sciences*, 8(1), 91-94. <https://doi.org/10.3844/jssp.2012.91.94>
- Mahadin, B., Akroush, M.N. & Bata, H. (2020). The effects of tourism websites' attributes on e-satisfaction and e-loyalty: a case of American travellers' to Jordan. *International Journal of Web Based Communities*, 16, 4-33.
- Mailoor, T. R. D., Massie, J. D. D., & Tawas, H. N. (2021). Pengaruh Experiential Marketing dan Kualitas Pelayanan terhadap Repurchase Intention melalui Kepuasan Konsumen Mobil Wuling pada PT Kumala Cemerlang Abadi Wuling Motors Tomohon. *Jurnal Emba*, 9(3), 1644–1654.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
- Ngah, A. H., Rahimi, A. H. M., Gabarre, S., Saifulnizam, N. I. F. C., Aziz, N. A., & Han, H. (2021). Volunteerism Sustainability: A Case of Malaysian East Cost island Destination. *Asia Pacific Journal of Tourism Research*, 26(21), 1364-1385. <https://doi.org/10.1080/10941665.2021.1983622>
- Nguyen-Viet, B. & Nguyen, Y.T.H. (2024). Human–human interactions' influence on impulsebuying intention in live commerce: the roles of guanxi, co-viewer trust, and gamification. *Journal of Promotion Management*, 30(7), 1057-1086, <https://doi.org/10.1080/10496491.2024.2347216>.
- Nicholson, S. (2015) A RECIPE for meaningful gamification, in: T. Reiners, L.C. Wood (Eds.), *Gamification in Education and Business*. Springer, Cham, Germany, pp.1–20.
- Nichora, M. P. & Sondari, M. C. (2023). Pengaruh Penerapan Gamifikasi terhadap Loyalitas Pengguna Grab. *Journal of Digital Business Innovation (DIGBI)*, 1(1).
- Nobre, Helena & Ferreira, André. (2017). Gamification as a platform for brand co-creation experiences. *Journal of Brand Management*, 24(4), 349-361. 10.1057/s41262-017-0055-3.
- Oliver, R.L. (1993) Cognitive, Affective, and Attribute Bases of the Satisfaction Response. *Journal of Consumer Research*, 20(3), 418-430. <http://dx.doi.org/10.1086/209358>.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. McGraw Hill.

- Pansari, A., & Kumar, V. (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45, 294–311.
- Pappas, I. O., Pateli, A. G., Giannakos, M. N., & Chrissikopoulos, V. (2014). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. *International Journal of Retail & Distribution Management*, 42(3), 187–204.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL A Multiple-item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12–40.
- Patanasiri, A. & Krairit, D. (2019). A Comparative Study of Consumers' Purchase Intention on Different Internet Platforms. *Mobile Netw Appl*, 24, 45–159. <https://doi.org/10.1007/s11036-018-1139-3>
- Prasilowati, S. L., Suyanto, S., Safitri, J., & Wardani, M. K. (2021). The Impact of Service Quality on Customer Satisfaction: The Role of Price. *The Journal of Asian Finance, Economics, and Business*, 8(1), 451–455.
- Prentice, C. et al. (2019) The influence of identity-driven customer engagement on purchase intention. *Journal of Retailing and Consumer Services*, 47, 339–347. <https://doi.org/10.1016/j.jretconser.2018.12.014>.
- Prentice, C. & Sandra M. C. Loureiro. (2017). An asymmetrical approach to understanding configurations of customer loyalty in the airline industry. *Journal of Retailing and Consumer Services*, 38, 96–107. <https://doi.org/10.1016/j.jretconser.2017.05.005>.
- Puspasari, S.A., Wilujeng, I.P., & Ali, A. (2024). The Effect of Gamification on Customer Satisfaction through Customer Engagement on the Marketplace. *Ekonomi Bisnis*, 29 (1), 11–23.
- Putri, Meiliana & Mega Mayasari. (2022). Pengaruh Gamifikasi Terhadap Niat Membeli Kembali Pada E-Commerce Shopee. *Jurnal Akuntansi, Ekonomi dan Manajemen Bisnis*, 10(2), 90–99
- Putri, Yulia H. & Karim, Suhartini. (2020). The Effect of Gamification on User Satisfaction on Online Travel Agent. *Advances in Economics, Business and Management Research*, 142, 361–366. ISSN 2352-5428.
- Rahmawati, E., & Sanaji. (2015). Pengaruh customer engagement terhadap kepuasan. *Jurnal Riset Ekonomi dan Manajemen*, 15(2), 246–261.
- Ratnasari, E. & Dwujayanti, R. (2022). Pengaruh Gamification dan Perceived Enjoyment terhadap Repurchase Intention pada Pengguna Aplikasi Mobile Shopee Mahasiswa FEB Unesa. *Jurnal JEMPPER*, 1(2), 175–184.
- Rigby, S., & Ryan, R. M. (2011). *Glued to Games: How Video Games Draw Us In and Hold Us Spellbound*. Praeger.

- Robson, K., Plangger, K., Kietzmann, J.H., McCarthy, I., & Pitt, L. (2016). Game on: engaging customers and employees through gamification. *Bus. Horiz.* 59(1), 29–36.
- Rose, S., Moira C., Phillip S., & Neil H. (2012). Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes. *Journal of Retailing*, 88(2), 308-322. <https://doi.org/10.1016/j.jretai.2012.03.001>.
- Ryan, R. M., & Deci, E. L. (2000). *Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being*. *American Psychologist*, 55(1), 68–78.
- Sashi, C.M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50(2), 253-272. <https://doi.org/10.1108/00251741211203551>
- Seaborn, Katie & Deborah I. Fels. (2015). Gamification in theory and action: A survei. *International Journal of Human-Computer Studies*, 74, 14-31. <https://doi.org/10.1016/j.ijhcs.2014.09.006>.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach (7th ed.)*. Wiley.
- Sirclo. (2020). *SIRCLO Rilis Laporan Tren Perkembangan Industri E-Commerce dan Harbolnas di Indonesia Saat Pandemi*. <https://www.sirclo.com/press/sirclo-rilis-laporan-tren-perkembangan-industri-e-commerce-dan-harbolnas-di-indonesia-saat-pandemi>
- Sitthipon, T., Limna, P., Jaipong, P., Siripipattanakul, S., & Auttawechasakoon, P. (2022). Gamification Predicting Customers' Repurchase Intention Via E-Commerce Platforms Through Mediating Effect of Customer Satisfaction in Thailand. *Review of Advanced Multidisciplinary Sciences, Engineering & Innovation*, 1(1), 1-14.
- Sreen, N., Purbey, S. & Sadarangani, P. (2018). Impact of culture, behavior and gender on green purchase intention. *Journal of Retailing and Consumer Services*, 41, 177-189. <https://doi.org/10.1016/j.jretconser.2017.12.002>.
- Statista. (2021). *E-commerce Market in Indonesia*.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Suratmanto, B., Y. D. Handarkho, & A. W. R. Emanuel. (2025). The Influence of Gamification on Repurchase Intention at E-Marketplace from a Habit Perspective. *Journal of Information and Organizational Sciences*, 49(1).
- Syahrani, D. P., & Yasa, N. K. (2022). The Role of Trust as Mediation between Perceived Usefulness and Perceived Ease of Use on Repurchase Intention. *European Journal of Development Studies*, 2(3), 36-40.

- Leclercq, T., W. Hammedi, & I. Poncin. (2018). The Boundaries of Gamification for Engaging Customers: Effects of Losing a Contest in Online Co-creation Communities. *Journal of Interactive Marketing*, 44, 82-101.
- Tech in Asia, (2022). "Kinerja Shopee Membaik di Kuartal III Berkat Fokus Efisiensi."
- Tokgoz, E. & Saylan, O. (2019). The smartphone repurchase intention of the university students in terms of demographic characteristics: the sample of Çan Vocational School. *XII. IBANESS Congress Series on Economics, Business and Management - Plodiv / Bulgaria*, pp. 205–215.
- Torres, P., Augusto, M., & Neves, C. (2022). Value dimensions of gamification and their influence on brand loyalty and word-of-mouth: Relationships and combinations with satisfaction and brand love. *Psychol Mark*, 39, 59–75. <https://doi.org/10.1002/mar.21573>
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. *Journal of Service Research*, 13(3), 253-266. <https://doi.org/10.1177/1094670510375599>
- Wang, Y., Anderson, J., Joo, S.-J., & Huscroft, J.R. (2020). The leniency of return policy and consumers' repurchase intention in online retailing. *Industrial Management & Data Systems*, 120(1), 21-39.
- Werbach, Kevin & Hunter, Dan. (2012). *For the Win: How Game Thinking can Revolutionize your Business*. Wharton Digital Press.
- Westbrook, R. A., & Oliver, R. L. (1991). The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction. *Journal of Consumer Research*, 18(1), 84–91. <http://www.jstor.org/stable/2489487>.
- Wirtz, J., Orsingher, C., Chew, P., & Tambyah, S. K. (2013). The Role of Metaperception on the Effectiveness of Referral Reward Programs. *Journal of Service Research*, 16(1), 82–98.
- Witt, M., Scheiner, C. W., & Robra-Bissantz, S. (2011). Gamification of online idea competitions: Insights from an explorative case. *GI-Jahrestagung* (pp. 392).
- Wulandari, E., et al. (2022). *Pengaruh Gamifikasi Pada Aplikasi E-Commerce Terhadap Minat Beli Konsumen*. *Jurnal Manajemen dan Bisnis, Universitas Sains dan Teknologi*.
- Xi, N., & Hamari, J. (2019). Does Gamification Satisfy Needs? A Study on the Relationship Between Gamification Features and Intrinsic Need Satisfaction. *International Journal of Information Management*, 46, 210-221.
- 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.

- Xu, Feifei, Buhalis, D., & Weber, J. (2017). Serious games and the gamification of tourism. *Tourism Management*, 60, 244-256. <https://doi.org/10.1016/j.tourman.2016.11.020>.
- Xu, Y. et al. (2020). Enhancing consumer online purchase intention through gamification in China: perspective of cognitive evaluation theory. *Frontiers in Psychology*, 11, 1–13. doi: 10.3389/fpsyg.2020.581200.
- Yang, R. T. R., & V. H. H. Chen. (2017). Gamification: Influencing Value-Perception of Target Behaviors. *GamiFIN Conference 2017, Pori, Finland, May 9-10, 2017*.
- Yang, Y., Asaad, Y., & Dwivedi, Y. (2017). Examining the impact of gamification on intention of engagement and brand attitude in the marketing context. *Computers in Human Behavior*, 73, 459-469, 0747-5632.
- Yu, Na & Yi-Ting Huang. (2022). Why do people play games on mobile commerce platforms? An empirical study on the influence of gamification on purchase intention. *Computers in Human Behavior*, 126. 106991. ISSN 0747-5632.
- Zaid, S., & Patyawati, P. (2021). Impact of Customer Experience and Customer Engagement on Satisfaction and Loyalty: A Case Study in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(4), 983–992.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46. <https://doi.org/10.2307/1251929>.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2009). *Services Marketing: Integrating Customer Focus Across the Firm* (5th ed.). McGraw-Hill.
- Zichermann, G. (2011). Intrinsic and Extrinsic Motivation in Gamification. Gamification Co.
- Zichermann, G., & Cunningham, C. (2011). *Gamification by design: Implementing game mechanics in web and mobile apps*. O'Reilly Media, Inc.
- Zichermann, G. & Linder, J. (2013). *The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition*. McGraw-Hill.