

## DAFTAR PUSTAKA

- Aaker, D. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38(3), 102–120.
- Abbasi, A. Z., Asif, M., Hollebeek, L. D., Islam, J. U., Ting, D. H., & Rehman, U. (2021). The effects of consumer esports videogame engagement on consumption behaviors. *Journal of Product and Brand Management*, 30(8), 1194–1211. <https://doi.org/10.1108/JPBM-04-2020-2839>
- Conaway, R., & Garay, M. C. (2014). Gamification and service marketing. *SpringerPlus*, 3(1), 1–11. <https://doi.org/10.1186/2193-1801-3-653>
- Hofacker, C. F., de Ruyter, K., Lurie, N. H., Manchanda, P., & Donaldson, J. (2016). Gamification and Mobile Marketing Effectiveness. *Journal of Interactive Marketing*, 34(2016), 25–36. <https://doi.org/10.1016/j.intmar.2016.03.001>
- Hofacker, C., Ruyter, K. de, Lurie, N. H., Manchanda, P., & Donaldson, J. (2015). Gamification Design for Mobile Marketing Effectiveness. *SSRN Electronic Journal*, (1274). <https://doi.org/10.2139/ssrn.2600856>
- Jacoby, J., & Chestnut, R. W. (1978). *Brand Loyalty Measurement and Management*. New York: Wiley.
- Keller, K. L. (2005). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Prentice Hall.
- Kotler, K. (2009). *Manajemen Pemasaran I* (13th ed.). Jakarta: Erlangga.
- Mattke, J., & Maier, C. (2020). Gamification: Feature-Rich Mobile Applications, Brand Awareness And Loyalty. *ECIS 2020 Research Papers*.
- Merhabi, M. A., Petridis, P., & Khusainova, R. (2021). Gamification for brand value co-creation: A systematic literature review. *Information (Switzerland)*, 12(9). <https://doi.org/10.3390/info12090345>
- Mowen, J. C., & Minor, M. (2002). *Perilaku Konsumen*. Jakarta: Erlangga.
- Perkasa, F. B. P., & Emanuel, A. W. R. (2020). Gamifikasi sebagai Metode untuk Mendapatkan Customer Loyalty: Review Literatur. *Aiti*, 17(1), 11–21. <https://doi.org/10.24246/aiti.v17i1.11-21>

- Prilla, A. Si., & Lubis, A. (2019). Strategi Public Relations Dalam Membangun Brand Awareness Restoran Barapi Meat & Grill Cabang Tangerang. *Pantarei*.
- Rather, R. A., & Camilleri, M. A. (2019). The effects of service quality and consumer-brand value congruity on hospitality brand loyalty. *Anatolia*, 30(4), 547–559. <https://doi.org/10.1080/13032917.2019.1650289>
- Rinjeni, T. P., Lemantara, J., & Wardhanie, A. P. (2020). Implementasi Gamification pada Aplikasi Marketplace Penjualan Olahan Biji Kopi Berbasis Website. *Jurnal Komunika : Jurnal Komunikasi, Media Dan Informatika*, 9(1), 52. <https://doi.org/10.31504/komunika.v9i1.3079>
- Roper, S., & Parker, C. (2006). Evolution of Branding Theory and Its Relevance to the Independent Retail Sector. *The Marketing Review*, 6(55–71), 267–277.
- Roungas, B., Bekius, F., & Meijer, S. (2019). The Game Between Game Theory and Gaming Simulations: Design Choices. *Simulation and Gaming*, 50(2), 180–201. <https://doi.org/10.1177/1046878119827625>
- Sharma, D., & Sharma, J. (2023). Evolution of Gamification, Its Implications, and Its Statistical Impact on the Society. *ShodhKosh: Journal of Visual and Performing Arts*, 4(2SE). <https://doi.org/10.29121/shodhkosh.v4.i2se.2023.456>
- 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>
- Tambrin, M. (2010). Pengaruh Brand Image Terhadap Pelanggan Kartu Simpati Terhadap Kepuasan Mahasiswa Universitas Trunojoyo Madura. *Jurnal Studi Manajemen*, 4(1), 4–8.
- 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>
- Wangsa, I. H. S., & Tyra, M. J. (2021). Konsepsi Persepsi Manfaat dalam Keterlibatan Konsumen Terhadap Kebaruan Produk. *Jurnal Bisnis Perspektif*, 13(1), 1–16.
- Weiger, W. H., Hammerschmidt, M., & Wetzal, H. A. (2018). Don't you dare push me: How persuasive social media tactics shape customer engagement. *Journal of the Association for Consumer Research*, 3(3), 364–439. <https://doi.org/10.1086/698713>

- Wilkie, W. . (1990). *Consumer Behavior* (2nd ed.). New York: Wiley.
- Wirapraja, A., Aribowo, H., Hariyanti, N. T., Basatha, R., & Rahmawati, T. (2021). Tinjauan Literatur Konsep Gamifikasi dalam Mendukung Strategi Pemasaran Organisasi Bisnis. *Jurnal Eksekutif*, 18(1), 14–34.
- Xi, N., & Hamari, J. (2019). The relationship between gamification, brand engagement and brand equity. *Proceedings of the Annual Hawaii International Conference on System Sciences, 2019-January*, 812–821. <https://doi.org/10.24251/hicss.2019.099>
- Xi, N., & Hamari, J. (2020). Does gamification affect brand engagement and equity? A study in online brand communities. *Journal of Business Research*, 109(January 2019), 449–460. <https://doi.org/10.1016/j.jbusres.2019.11.058>

