

## DAFTAR PUSTAKA

- Abdul. (2010). Quality of Psychology Test Between Likert Scale 5 and 6 Points. *Journal of Social Sciences*, 6(3), 399–403. <https://doi.org/10.3844/jssp.2010.399.403>
- Badan Pusat Statistik. (2019). *Proporsi Individu Yang Menggunakan Internet Menurut Provinsi (Persen), 2017-2019*. <https://www.bps.go.id/indicator/27/1225/1/proporsi-individu-yang-menggunakan-internet-menurut-provinsi.html>
- Borgers, N. (2000). Children as Respondents in Survey Research. *Bms*, 66(1), 60–70. <http://bms.sagepub.com.er.lib.k-state.edu/content/66/1/60.full.pdf+html>
- Chapple, C. (2020). *Mobile Legends Revenue Passes \$500 Million as Southeast Asia Powers Explosive Growth*. Sensor Tower. <https://sensortower.com/blog/mobile-legends-revenue-500-million>
- Chen, H., & Chen, H. (2020). Understanding the relationship between online self-image expression and purchase intention in SNS games: A moderated mediation investigation. *Computers in Human Behavior*, 112(June), 106477. <https://doi.org/10.1016/j.chb.2020.106477>
- Cheng, H. H., & Lin, K. C. (2017). The determinants of online game purchase intention: The perspectives of acquisition utility and perceived value. *ACM International Conference Proceeding Series, Part F1309*, 15–19. <https://doi.org/10.1145/3133811.3133822>
- Chou, C.-M., & Kimsuwan, A. (2013). Factors Affecting Purchase Intention of Online Game Prepayment Card – Evidence from Thailand. *Journal of Internet Banking and Commerce*, 15(2), 1–11. <http://eprints.utm.my/8136/>
- Djamaluddin, R., Kindangen, P., & Tielung, M. (2017). Analyzing the Effect of Consumption Values on Customer Purchase of Virtual Goods in Dota 2: a Case At Feb Unsrat Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 5(3), 3774–3783. <https://doi.org/10.35794/emba.v5i3.18064>
- Febrianto, K. W., & Yessy, A. (2019). Pengaruh Nilai Konsumsi Terhadap Niat Beli Virtual Item Kustomisasi Hero (Studi Pada Pemain Defence of the Ancient 2). *Jurnal Ilmu Manajemen (JIM)*, 7(2), 471–477.
- Feijoo, C., Gómez-Barroso, J. L., Aguado, J. M., & Ramos, S. (2012). Mobile gaming: Industry challenges and policy implications. *Telecommunications Policy*, 36(3), 212–221. <https://doi.org/10.1016/j.telpol.2011.12.004>
- Guo, Y., & Barnes, S. (2011). Purchase behavior in virtual worlds: An empirical investigation in Second Life. *Information and Management*, 48(7), 303–312. <https://doi.org/10.1016/j.im.2011.07.004>
- Hair, J. F. (2010). *Multivariate Data Analysis* (7 ed.).
- Hamari, J., Hanner, N., & Koivisto, J. (2019). “Why pay premium in freemium

- services?" A study on perceived value, continued use and purchase intentions in free-to-play games. *International Journal of Information Management*, 51(November 2018), 102040. <https://doi.org/10.1016/j.ijinfomgt.2019.102040>
- Haryanto, J. O., & Sambe, A. H. N. (2021). The Development of Social Influence and Aesthetic on Purchase Intention. *Jurnal Manajemen*, 25(1), 1. <https://doi.org/10.24912/jm.v25i1.700>
- Haryono, S. (2016). Metode SEM Untuk Penelitian Manajemen dengan AMOS 22.00, LISREL 8.80 dan Smart PLS 3.0. In *Luxima Metro Media* (1 ed.). PT. Intermedia Personalia Utama.
- Ho, C., & Wu, T. (2012). Factors Affecting Intent to Purchase Virtual Goods in Online Games. *International Journal of Electronic Business Management*, 10(3), 204–212.
- Hsiao, K. L., & Chen, C. C. (2016). What drives in-app purchase intention for mobile games? An examination of perceived values and loyalty. *Electronic Commerce Research and Applications*, 16, 18–29. <https://doi.org/10.1016/j.elerap.2016.01.001>
- James, F. (2020). *What is esports? A beginner's guide to competitive gaming*. gamesradar.com. <https://www.gamesradar.com/what-is-esports/>
- Jia, J., & Wang, H. (2019). *The Effect of Consumption Values on Purchase Behavior for Virtual Goods in Mobile Game*. 91(Edmi), 626–631. <https://doi.org/10.2991/edmi-19.2019.108>
- Kementrian Luar Negeri. (2020). *Indonesia Kembangkan Potensi Industri Kreatif dan Ekonomi Digital Melalui Forum Kerja Sama APEC*. kemlu.go.id. <https://kemlu.go.id/portal/id/read/1418/berita/indonesia-kembangkan-potensi-industri-kreatif-dan-ekonomi-digital-melalui-forum-kerja-sama-apec>
- Kemp, S. (2021). *Digital 2021 Indonesia*. Hootsuite. <https://datareportal.com/reports/digital-2021-indonesia>
- Kim, H. W., Gupta, S., & Koh, J. (2011). Investigating the intention to purchase digital items in social networking communities: A customer value perspective. *Information and Management*, 48(6), 228–234. <https://doi.org/10.1016/j.im.2011.05.004>
- Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2019). *Principles of Marketing 8th European Edition* (8th ed.).
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson.
- Lee, J., Lee, J. J., & Park, J. M. (2018). Irrational factors affecting the purchase of online game items. *KSII Transactions on Internet and Information Systems*, 12(2), 626–642. <https://doi.org/10.3837/tiis.2018.02.005>
- Miladian, H., & Sarvestani, A. K. (2012). A Customer Value Perspective Motivates People to Purchase Digital Items in Virtual Communities. *International Conference on Economics*, 29, 225–230.
- Newzoo.com. (2019). *Insights into the Indonesian Games Market*. <https://newzoo.com/insights/infographics/insights-into-the-indonesian-games->

market/

- Oktama, R. (2018). *Ledakan Mobile Legends dan Perubahan Lingkungan Sosial*. kompasiana. <https://www.kompasiana.com/rozaoktama/5b2d1562bde5752cb5071192/ledakan-mobile-legends-dan-perubahan-lingkungan-sosial>
- Park, B. W., & Lee, K. C. (2011a). An empirical analysis of online gamers' perceptions of game items: Modified theory of consumption values approach. *Cyberpsychology, Behavior, and Social Networking*, *14*(7–8), 453–459. <https://doi.org/10.1089/cyber.2010.0253>
- Park, B. W., & Lee, K. C. (2011b). Exploring the value of purchasing online game items. *Computers in Human Behavior*, *27*(6), 2178–2185. <https://doi.org/10.1016/j.chb.2011.06.013>
- Ponto, C. (2019). *Delapan Tim Genapi Finalis Piala Presiden Esports 2019*. esports.id. <https://esports.id/mobile-legends/news/2019/03/7cc234202e98d2722580858573fd0817/delapan-tim-genapi-finalis-piala-presiden-esports-2019>
- Pratiwi, E. D. (2015). Niat Pembelian Barang Pada Game Online Melalui Teori. *Jurnal Pilar Nusa Mandiri*, *XI*(2), 133–141.
- Ramayah, T., Rahman, S. A., & Ling, N. C. (2018). How do consumption values influence online purchase intention among school leavers in Malaysia? *Revista Brasileira de Gestao de Negocios*, *20*(4), 638–654. <https://doi.org/10.7819/rbgn.v0i0.3139>
- Rezaei, S., & Ghodsi, S. S. (2014). Does value matters in playing online game? An empirical study among massively multiplayer online role-playing games (MMORPGs). *Computers in Human Behavior*, *35*, 252–266. <https://doi.org/10.1016/j.chb.2014.03.002>
- Salim, Y. U., & Widaningsih, S. (2017). Analisis Minat Beli Konsumen Terhadap Program Kursus Bahasa Inggris Di Lembaga Kursus Bahasa Northern Lights Education Center ( Nlec ) Bandung Analysis of Customer Buying Intention on English Course Program At Languange Course Northern Lights Education Ce. *e-Proceeding of Management*, *3*(2), 521–527.
- Sari, W., Firdaus, M. R., & Faisal, I. (2018). *Kepuasan Dengan Permainan, Identifikasi Karakter Dan Nilai Konsumsi Terhadap Niat Beli Barang Virtual (Studi Pada Pemain Dota 2 Di Indonesia)*. *19*(2), 711–720.
- Shang, R. A., Chen, Y. C., & Huang, S. C. (2012). A private versus a public space: Anonymity and buying decorative symbolic goods for avatars in a virtual world. *Computers in Human Behavior*, *28*(6), 2227–2235. <https://doi.org/10.1016/j.chb.2012.06.030>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why We Buy What We Buy: A Theory of Consumption Values: Discovery Service for Air Force Institute of Technology. *Journal of Business Research*, *22*(2), 159–170. <https://eds.b.ebscohost.com.afit.idm.oclc.org/eds/detail/detail?vid=3&sid=c553a9>



16-c484-4f2b-8f4a-

263242c3e223%40sessionmgr120&bdata=JnNpdGU9ZWRzLWxpdmU%3D#AN=17292155&db=bth

- Stephanie, C. (2021). *8 Game yang Dipertandingkan di SEA Games 2021, Ada Mobile Legends dan Free Fire*. Kompas.com.  
<https://tekno.kompas.com/read/2021/03/26/08040037/8-game-yang-dipertandingkan-di-sea-games-2021-ada-mobile-legends-dan-free-fire>
- Sugiyono. (2015). *Metode Penelitian Pendidikan Kuantitatif, Kualitatif, dan R&D*. CV.ALFABETA.
- Sulistya, R. (2020). *Jumlah Gamers Online Indonesia Terbanyak di Asia Tenggara*. republika.co.id. <https://republika.co.id/berita/qkg7el463/jumlah-emgamers-onlineem-indonesia-terbanyak-di-asia-tenggara>
- Warouw, E. F. H. (2014). Analyzing the Consumer Purchasing Intention of Virtual Goods in Online Game. *Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 2(3), 1162–1172. <https://doi.org/10.35794/emba.v2i3.5787>
- Wei, P. S., & Lu, H. P. (2014). Why do people play mobile social games? An examination of network externalities and of uses and gratifications. *Internet Research*, 24(3), 313–331. <https://doi.org/10.1108/IntR-04-2013-0082>
- Wicaksana, A. P., & Syah, T. Y. R. (2020). The Influence of Integrated Value in Purchasing Game Item and Game Satisfaction against Game Item Purchase Intention over the Unknown 's Battlegrounds Player. *Journal of Multidisciplinary Academic*, 4(2).
- Wijaya, A. N., & Alamanda, D. T. (2016). Kajian Teori Nilai Konsumsi Terhadap Pembelian Barang Virtual Pada Game Online Moba. *E-Proceeding of Management*, 3(1), 165–175.
- Yoo, J. M. (2015). Conceptual paper on factors affecting the attitude of senior citizens towards purchase of smartphones. *Indian Journal of Science and Technology*, 8(12), 83–89. <https://doi.org/10.17485/ijst/2015/v8i>
- Yuslianson. (2019). *Timnas Esports Mobile Legends Indonesia Sumbang Perak di SEA Games 2019*. liputan6.com.  
<https://www.liputan6.com/tekno/read/4129536/timnas-esports-mobile-legends-indonesia-sumbang-perak-di-sea-games-2019>

Mencerdaskan dan  
Memartabatkan Bangsa



*Mencerdaskan dan  
Memantabatkan Bangsa*