

DAFTAR PUSTAKA

- Asshidin, N. H. N., Abidin, N., & Borhan, H. B. (2016). Perceived Quality and Emotional Value that Influence Consumer's Purchase Intention towards American and Local Products. *Procedia Economics and Finance*, 35(October 2015), 639–643. [https://doi.org/10.1016/s2212-5671\(16\)00078-2](https://doi.org/10.1016/s2212-5671(16)00078-2)
- Chi, H., Yeh, HR. & Tsai, Y. (2011). The Influences of Perceived Value on Consumer Purchase Intention : The Moderating Effect of Advertising Endorser. *Journal of International Marketing*, 6(1), 1–6.
- Choi, D., & Kim, J. (2004). Why People Continue to Play Online Games: In Search of Critical Design Factors to Increase Customer Loyalty to Online Contents. *Cyberpsychology and Behavior*, 7(1), 11–24. <https://doi.org/10.1089/109493104322820066>
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307. <https://doi.org/10.2307/3172866>
- Ferdinand, A. (2014). *METODE PENELITIAN MANAJEMEN*.
- Ghozali, I. (2018a). *Aplikasi Analisis Multivariate dengan program IBM SPSS 25 (IX)*. Badan Penerbit Universitas.
- Ghozali, I. (2018b). *Aplikasi Analisis Multivariate dengan program IBM SPSS 25 (IX)*. Badan Penerbit Universitas Diponegoro.
- Hanso, B. (2016). 濟無 *No Title No Title No Title*. 4, 1–23.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- 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(January), 18–29.

<https://doi.org/10.1016/j.elerap.2016.01.001>

Hsieh, H.-Y. (2016). The Relationship among Consumer Value, Brand Image, Perceived Value and Purchase Intention-A Case of Tea Chain Store in Tainan City. *Proceedings of the Eighth Asia-Pacific Conference on Global Business, Economics, Finance and Banking (API6Singapore Conference)*, July, 1–10. www.globalbizresearch.org

Hsu, C. L., & Lin, J. C. C. (2015). What drives purchase intention for paid mobile apps?-An expectation confirmation model with perceived value. *Electronic Commerce Research and Applications*, 14(1), 46–57.

<https://doi.org/10.1016/j.elerap.2014.11.003>

Hsu, C. L., & Lin, J. C. C. (2016). Effect of perceived value and social influences on mobile app stickiness and in-app purchase intention. *Technological Forecasting and Social Change*, 108, 42–53.

<https://doi.org/10.1016/j.techfore.2016.04.012>

Hume, M., & Mort, G. S. (2010). The consequence of appraisal emotion, service quality, perceived value and customer satisfaction on repurchase intent in the performing arts. *Journal of Services Marketing*, 24(2), 170–182.

<https://doi.org/10.1108/08876041011031136>

Johan, R. (2019). Pengaruh Game Online Terhadap Minat Untuk Belajar Peserta Didik Kelas X Di Ma Al Hidayah Depok. *Research and Development Journal of Education*, 5(2), 12. <https://doi.org/10.30998/rdje.v5i2.3748>

Kumar, A., Lee, H. J., & Kim, Y. K. (2009). Indian consumers' purchase intention toward a United States versus local brand. *Journal of Business Research*, 62(5), 521–527. <https://doi.org/10.1016/j.jbusres.2008.06.018>

Masya, H., & Candra, D. A. (2016). Faktor-Faktor yang Mempengaruhi Perilaku Gangguan Kecanduan Game Online pada Peserta Didik Kelas X Di Madrasah Aliyah Al Furqon Prabumulih Tahun Pelajaran 2015/2016.

KONSELI : Jurnal Bimbingan Dan Konseling (E-Journal), 3(2), 103–118.

<https://doi.org/10.24042/kons.v3i2.575>

Munadie, N. A., & Widodo, T. (2019). (Bisnis dan Manajemen). 11(April), 131–154.

Park, B. W., & Lee, K. C. (2011). 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>

Pratiwi, A. C., & Dwiyanto, B. M. (2021). Pengaruh Perceived Value Terhadap Purchase Intention Digital Music Streaming Services Dengan Satisfaction Sebagai Variabel Intervening (Studi Pada Aplikasi Joox dan Spotify).

Indicators : Journal of Economic and Business, 3(1), 494–504.

<https://doi.org/10.47729/indicators.v3i1.103>

Rahab, & Handayani, S. R. (2015). Peran Perceived Value Dan Kepuasan Pelanggan Dalam Upaya Membangun Loyalitas Pengguna Kartu Seluler. *Januari*, 30(1), 76.

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>

Sugiyono. (2016). *METODE PENELITIAN KUANTITATIF KUALITATIF dan R&D ALFABETA*.

Sugiyono. (2019). *METODE PENELITIAN KUANTITATIF*. ALFABETA.

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220.

[https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)

Umar, H. (2009). *Riset Pemasaran dan Perilaku Konsumen*. PT. Gramedia Pustaka Utama. Jakarta.

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>

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>

