

DAFTAR PUSTAKA

- 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*, 14(3), 252–271.
- Bravo, R., Catalán, S., & Pina, J. M. (2023). "The impact of gamified loyalty programmes on customer engagement behaviours". *Journal of Hospitality and Tourism Technology*, 14(5), 925-940.
- Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011). "From game design elements to gamefulness: Defining gamification". In *Proceedings of the 15th International Academic MindTrek Conference* (pp. 9–15).
- GoodStats. (2025). *E-commerce paling sering diakses masyarakat Indonesia periode April–Juli 2025*. <https://goodstats.id>
- Griffin, J. (2005). *Customer loyalty: Menumbuhkan dan mempertahankan kesetiaan pelanggan*. Erlangga.
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). "Toward a theory of customer engagement marketing". *Journal of the Academy of Marketing Science*, 45(3), 312–335.
- Haverila, M. J., Haverila, K., McLaughlin, C., & Tran, H. (2022). "The impact of tangible and intangible rewards on online loyalty program, brand engagement, and attitudinal loyalty". *Journal of Marketing Analytics*, 10(1), 64–81.
- Hofacker, C. F., de Ruyter, K., Lurie, N. H., Manchanda, P., & Donaldson, J. (2016). "Gamification and mobile marketing effectiveness". *Journal of Interactive Marketing*, 34, 25–36.
- Huotari, K., & Hamari, J. (2017). "A definition for gamification: Anchoring gamification in the service marketing literature". *Electronic Markets*, 27(1), 21–31.
- Hwang, J., & Choi, L. (2020). "Having fun while receiving rewards? Exploration of gamification in loyalty programs for consumer loyalty". *Journal of Business Research*, 106, 365–376.
- Park, S.-B., Chung, N., & Woo, S.-C. (2013). "Do reward programs build loyalty to restaurants? The moderating effect of long-term orientation on the timing and types of rewards". *Managing Service Quality: An International Journal*, 23(3), 225–244.

- Prensky, M. (2001). *Digital natives, digital immigrants*. On the Horizon, 9(5), 1–6.
- Schiffman, L. G., & Wisenblit, J. L. (2015). *Consumer behavior (11th ed.)*. Pearson Education.
- Shopee. (2025). *Produk dan layanan Shopee*. <https://shopee.co.id>
- 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.
- Deci, E. L., & Ryan, R. M. (1985). *Intrinsic motivation and self-determination in human behavior*. Plenum Press.
- 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.
- 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.
- Ryan, R. M., & Deci, E. L. (2017). *Self-determination theory: Basic psychological needs in motivation, development, and wellness*. Guilford Publications.
- Keller, K. L. (2021). *Strategic brand management: Building, measuring, and managing brand equity (Global ed.)*. Pearson.
- Lemon, K. N., & Verhoef, P. C. (2016). “Understanding customer experience throughout the customer journey”. *Journal of Marketing*, 80(6), 69–96.
- Kotler, P., & Keller, K. L. (2021). *Marketing management (Global ed.)*. Pearson.
- Pansari, A., & Kumar, V. (2017). “Customer engagement: The construct, antecedents, and consequences”. *Journal of the Academy of Marketing Science*, 45, 294–311.
- Ahmad, F., Mustafa, K., Hamid, S. A. R., Khawaja, K. F., Zada, S., Jamil, S., Qaisar, M. N., Vega-Muñoz, A., Contreras-Barraza, N., & Anwer, N. (2022). “Online customer experience leads to loyalty via customer engagement: Moderating role of value co-creation”. *Frontiers in Psychology*, 13, Article 865028.
- Bitrián, P., Buil, I., & Catalán, S. (2021). “Enhancing user engagement: The role of gamification in mobile apps”. *Journal of Business Research*, 132, 170–185.

- Busalim, A. H., Hussin, A. R. C., & Iahad, N. A. (2019). "Factors influencing customer engagement in social commerce websites: A systematic literature review". *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2), 1–18.
- Tampubolon, A. M. Y., & Sari, D. (2025). "The influence of gamification on brand loyalty: A study of a digital bank in Indonesia with customer engagement as mediation". *Journal of Business Studies and Management Review*, 8(2).
- Hidayat, D., Selviana, Alfaizah, M. A., Rumangkit, S., & Pratiwi, C. P. (2024). "Reward and consumer brand engagement: Building brand loyalty in the on-demand service platform". *Indonesian Journal of Business and Entrepreneurship*, 10(3), 467–476.
- Li, N., & Aumeboonsuke, V. (2025). "How gamification features drive brand loyalty: The mediating roles of consumer experience and brand engagement". *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2), 113.
- Punwatkarn, S., & Verghese, M. (2025). "Investigating the impact of gamification on customer engagement, brand loyalty and purchase intent in marketing". *Journal of Applied Research and Technology*, 23(1), 94–102.
- Mustikasari, A. (2022). "The influence of gamification and rewards on customer loyalty in Z generation with moderating role of gender (Case study on the Shopee marketplace)". *Management Analysis Journal*.
- Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sekaran, U., & Bougie, R. (2019). *Research methods for business: A skill building approach (8th ed.)*. John Wiley & Sons.
- Malhotra, N. K. (2020). *Marketing research: An applied orientation (7th ed.)*. Pearson.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (3rd ed.)*. Sage Publications.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). *Partial least squares structural equation modeling (PLS-SEM)*. In C. Homburg, M. Klarmann, & A. E. Vomberg (Eds.), *Handbook of market research* (pp. 1–47). Springer.