

DAFTAR PUSTAKA

- Adams, E. (2013). *Fundamentals of Game Design (3rd ed.)*. San Francisco: New Riders.
- Aisyah, R. (2019). Local gaming industry lacks traction in own market. *The Jakarta Post*. Retrieved from: <https://www.thejakartapost.com/news/2019/04/14/local-gaming-industry-lacks-traction-in-own-market.html>. [Accessed on 12th October 2019].
- Algesheimer, R., Dholakia, U. M., & Hermann, A. (2004). “Interplay between brand and brand community: Evidence from European car clubs”. *Journal of Marketing*, 69, 19-34.
- Amaral, M. J., & Monteiro, M. B. (2002). “To be without being seen: Computer-mediated communication and social identity management”. *Small Group Research*, 33, 575-589
- Anderton, K. (2019). The Business of Video Games: Market Share For Gaming Platforms in 2019 [Infographic]. *Forbes*. Retrieved from: <https://www.forbes.com/sites/kevinanderton/2019/06/26/the-business-of-video-games-market-share-for-gaming-platforms-in-2019-infographic/#3228042d7b25>. [Accessed on 12th October 2019].
- Anoraga, P. (2004). *Manajemen Bisnis, Cetakan Ketiga*. Jakarta: Rineka Cipta.
- Badot, O., & Cova, B. (2003). “Néo-marketing, 10 ans après :pour une théorie critique de la consommation et du marketing réenchantés”. *Rev Franç Mark*, 195(5/5), 79-94.
- Badrinarayanan, V. A., Sierra, J. J., & Taute, H. A. (2014). “Determinants and Outcomes of Online Brand Tribalism: Exploring Communities of Massively Multiplayer Online Role Playing Games (MMORPGs)”. *Psychology and Marketing*, 31(10), 853-870.
- Badrinarayanan, V. A., Sierra, J. J., & Martin, K. M. (2015). “A dual identification framework of online multiplayer video games: The case of massively multiplayer online role playing games (MMORPGs)”. *Journal of Business Research*, 68(5), 1045-1052

- Beatty, S. E., Homer, P., & Kahle, L. R. (1988). "The involvement-commitment model: Theory and implications". *Journal of Business Research*, 16(2), 149-167.
- Bergami, M., & Bagozzi, R. P. (2000). "Self-categorization, affective commitment and group self-esteem as distinct aspects of social identity in the organization". *British Journal of Social Psychology*, 39, 555-577.
- Bevan, S., Barber, L., & Robinson, D. (1997). "Keeping the best: A practical guide to retaining key employees". *Grantham Book Services: Brighton*.
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). "Consumer engagement in virtual brand community: An explanatory analysis". *Journal of Business Research*, 66(1), 105-114.
- Brown, T. J., Barry T. E., Dacin, P. A., & Gunst, R. F. (2005). "Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context". *Journal of the Academy of Marketing Science*, 33: 123.
- Chahal, H. & Bala, M. (2010). "Confirmatory study on brand equity and brand loyalty: A special look at the impact of attitudinal loyalty and behavioural loyalty". *Vision: The Journal of Business Perspective*, 14(1), 1-12.
- Chan, K. W., & Li, S. Y. (2010). "Understanding consumer-to-consumer interactions in virtual communities: the salience of reciprocity". *Journal of Business Research*, 63, 1033-1040
- Chiang, B. (2016). A comparative study of translation strategies applied in dealing with role languages: A translation analysis of the video game Final Fantasy XIV (Bachelor's thesis, Dalarna University). Retrieved from <http://www.diva-portal.org/smash/record.jsf?pid=diva2%3A936746&dswid=-3069>.
- 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 & Behavior*, 7(1), 11-24.
- Cova, B., & Cova, V. (2001). "Tribal aspects of postmodern consumption research: The case of French in-line roller skaters". *Journal of Consumer Behaviour*, 1(1), 67-76.

- Cova, B., & Cova, V. (2002). "Tribal marketing: The tribalisation of society and its impact on the conduct of marketing". *European Journal of Marketing*, Vol. 36 Issue 5/6, 595-620.
- Cova, B., & Pace, S. (2006). "Brand community of convenience products: new forms of customer empowerment – the case "my Nutella The Community". *European Journal of Marketing*, Vol. 40 No. 9/10, 1087-1105.
- Desai, K. K., & Raju, S. (2007). "Adverse influence of brand commitment on consideration of and preference for competing brands". *Psychology & Marketing*, 24, 595-614.
- Dixon, P. (2005). "Wake up to Stronger tribes and longer life". *Financial Times*.
- Engel J. F., Blackwell, R. D., & Miniard, P. W. (1994). *Consumer Behavior Jilid Kesatu, Alih Bahasa Budiyanto*. Jakarta: Binarupa Aksara.
- Fisher, R. J., & Wakefield, K. (1998). "Factors leading to group identification: A field study of winners and losers". *Psychology & Marketing*, 15, 23-40.
- Gebauer, J., Füller, J., & Pezzei, R. (2013). "The dark and the bright side of co-creation: Triggers of member behavior in online innovation communities". *Journal of Business Research*, 66(9), 1516-1527.
- Ghozali & Latan (2012). "Partial Least Square: Konsep, Teknik, dan Aplikasi SmartPLS 2.0 M3". Semarang: Badan Penerbit Universitas Diponegoro.
- Goulding, C., Shankar, A., & Canniford, R. (2013). "Learning to be tribal: facilitating the formation of consumer tribes". *European Journal of Marketing*, Vol. 47 Nos 5/6, 813-832.
- Gummerus, J., Liljander, V., Weman, E., & Pihlström, M. (2012). "Customer engagement in a Facebook brand community". *Management Research Review*, 35(9), 857-877.
- Gupta, S., & Kim, H.-W. (2007). "Developing the Commitment to Virtual Community: The Balanced Effects of Cognition and Affect". *Information Resources Management Journal*, 20(1), 28-45.
- Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2013). "A Primer on Partial Least Square Structural Equation Modeling (PLS-SEM)". Los Angeles, London, New Delhi, Singapore, Washington DC: SAGE.

- Hoffman, D. L., & Novak, T. P. (1996). "Marketing in hypermedia computer-mediated environments: Conceptual foundations". *Journal of Marketing*, 60, 50-68.
- Harrison-Walker, L. J. (2001). "The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment As Potential Antecedents". *Journal of Service Research*.
- Hsu, S. H., Wen, M.-H., & Wu, M.-C. (2009). "Exploring user experiences as predictors of MMORPG addiction". *Computers & Education*, 53(3), 990-999.
- Hur, W. M., Ahn, K. H., & Kim, M. S. (2011). "Building brand loyalty through managing brand community commitment". *Management Decision*, 49(7), 1194-1213.
- Inoue, Y., Funk, D. C., & McDonald, H. (2017). "Predicting behavioral loyalty through corporate social responsibility: The mediating role of involvement and commitment". *Journal of Business Research*, 75, 46-56.
- Islam, J., & 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.
- Juriscic, B. & Azevedo, A. (2011). "Building customer-brand relationships in the mobile communications market: The role of brand tribalism and brand reputation". *Journal of Brand Management*, 18(4), 349-366.
- Kim, J. W., Choi, J., Qualls, W., & Han, K. (2008). "It takes a marketplace community to raise brand commitment: The role of online communities". *Journal of Marketing Management*, 24, 409-431.
- Korkeila, H. & Hamari, J. (2018). The relationship between player's gaming orientation and avatar's capital: A Study in Final Fantasy XIV. *Proceedings of the 51st Hawaii International Conference on System Sciences*, 1893-1902.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*, Edisi 14, Jakarta: Erlangga.
- Laroche, M., Habibi, M. R., & Richard, M. O., Sankaranarayanan, R. (2012). "The effects of social media based brand communities on brand

community markers, value creation practices, brand trust and brand loyalty”. *Computers in Human Behavior*, 28(5), 1755-1767.

Laurent, G., & Kapferer, J. N. (1985). “Measuring consumer involvement profiles”. *Journal of Marketing Research*, 22, 41-53.

Madupu, V., & Cooley, D. O. (2010). Antecedents and Consequences of Online Brand Community Participation: A Conceptual Framework. *Journal of Internet Commerce*, 9(2), 127-147.

Malone, T. W., & Lepper, M. R. (1987). “Making learning fun: A taxonomy of intrinsic motivations for learning”. In R. E. Snow & M. J. Farr (Eds.), *Aptitude, learning, and instruction, III: Conative and affective process analysis*, 223-253. Hillsale, NJ: Lawrence Erlbaum Associate, Inc.

Marzocchi, G., Morandin, G., & Bergami, M. (2013). “Brand communities: loyal to the community or the brand?”. *European Journal of Marketing*, 47(1), 93-114.

Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). “When do purchase intentions predict sales?”. *International Journal of Forecasting*, 23(3), 347-364.

Mowday, R., Porter, L., & Steers, R. (1982). “Organizational linkages: The psychology of commitment, absenteeism, and turnover”. *New York: Academic Press*.

Muniz, A. M. Jr., & O’Guinn, T. C. (2001). “Brand community”. *Journal of Consumer Research*, 31, 737-747.

Newzoo. (2018). 2018 *global games market report*. Available at: <https://newzoo.com/insights/trend-reports/newzoo-global-games-market-report-2018-light-version/> [Accessed on 12th October 2019].

Newzoo. (2019). *Global games market report*. Available at: <https://newzoo.com/insights/trend-reports/newzoo-global-games-market-report-2019-light-version/> [Accessed on 12th October 2019].

Novak, T. P., Hoffman, D., & Yung, Y.-F. (2000). “Measuring the Customer Experience in Online Environments: A Structural Modeling Approach”. *Marketing Science*, 19(1), 22-42.

- Porter, L. W., Steers, R. M., Mowday, R. T., & Boulian, P. V. (1974). "Organizational commitment, job satisfaction, and turnover among psychiatric technicians". *Journal of Applied Psychology*, 59(5), 603-609.
- Raïes, K., Mühlbacher, H., & Gavard-Perret, M.-L. (2015). "Consumption community commitment: Newbies' and longstanding members' brand engagement and loyalty". *Journal of Business Research*.
- Ramaseshan, B., Wirtz, J., & Georgi, D. (2017). "The enhanced loyalty drivers of customers acquired through referral reward programs". *Journal of Service Management*, 28(4) 687-706.
- Reichheld, F. F. (1993). "Loyalty-Based Management". *Harvard Business Review*, 2, 64-73.
- Rothschild, M. L. (1984). "Perspectives on involvement: Current problems and future directions". *Advances in Consumer Research*, 11, 216-217
- Ruane, L., & Wallace, E. (2015). "Brand tribalism and self-expressive brands: social influences and brand outcomes". *Journal of Product & Brand Management*, 24(4), 333-348.
- Sahlins, M. D. (1961). "The segmentary lineage: an organization of predatory expansion". *American Anthropologist*, 63(2), 332-345.
- Schau, H. J., Muniz, A. M. Jr., & Arnould, E. J. (2009). "How brand community practices create value". *Journal of Marketing*, 73, 30-51.
- Schiffman, L. G., & Kanuk, L. L. (2008). *Perilaku Konsumen*. Edisi 7. Jakarta: Indeks.
- Sheridan, T. B. (1992). "Musing on Telepresence and Virtual Presence". *Presence Teleoperators & Virtual Environments*, 1, 120-126.
- Simmons, G. (2008). "Marketing to postmodern consumers: Introducing the Internet chameleon". *European Journal of Marketing*, 42, 299-310.
- Sierra, J. J., Badrinarayanan, V. A., & Taute, H. A. (2016). "Explaining behaviour in brand communities: A sequential model of attachment, tribalism, and self-esteem". *Computers in Human Behavior*, 55, 626-632.

- Sierra, J. J., & Taute, H. A. (2019). "Brand tribalism in technology and sport: determinants and outcomes". *Journal of Brand Management*, 26(2), 209-225.
- Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). "Customer loyalty in e-commerce: an exploration of its antecedents and consequences". *Journal of Retailing*, 78(1), 41-50.
- Statista. (2017). Genre breakdown of most popular U.S. video games by sales in 2016. Statista. [online]. Available at: <https://www.statista.com/statistics/189592/breakdown-of-us-video-game-sales-2009-by-genre/> [Accessed on 25 March 2018].
- Steffes, E. M., & Burgee, L. E. (2009). "Social ties and online word of mouth". *Internet Research*, 19(1), 42-59.
- Steuer, J., (1992). "Defining Virtual Reality: Dimensions Determining Telepresence". *Journal of Communication*, 42(4), 73-93.
- Stratton, G., & Northcote, J. (2014). "When totems beget clans: The brand symbol as the defining marker of brand communities". *Journal of Consumer Culture*.
- Suh K. S., & Chang, S. (2006). "User interfaces and consumer perceptions of online stores: The role of telepresence". *Behaviour & Information Technology*, 25(2),99-113.
- Sukoco, B. M., & Wu, W.-Y. (2010). The personal and social motivation of customers' participation in brand community. *African Journal of Business Management*, 4(5), 614-622.
- Sukoco, B. M., & Wu, W.-Y. (2011). "The effects of advergaming on consumer telepresence and attitudes: A comparison of products with search and experience attributes". *Expert Systems with Applications*, 38, 7396-7406.
- Sukoco, B. M. (2014). "Brand Community: Konsep dan Evaluasi". Surabaya: Airlangga University Press.
- Sukoco, B. M., Wu, W.-Y., & Liu, H.-H. (2016). Co-consumption and co-production inside a brand community: a socio-cognitive perspective. *International Journal of Internet Marketing and Advertising*, Vol. 10 Nos. 1/2, 113-126.

- Sweneey, J., Soutar, G., & Mazzarol, T. (2008). "Factors influencing word of mouth effectiveness: receiver perspectives". *European Journal of Marketing*, Vol 42 No. 3/4, 344-364
- Takada, K. (2016). Rational problem-solving skills and teamwork competency required in online gaming communities: An observational study of participants in Final Fantasy XIV. *Social Informatics*, 5(1), 89-105.
- Taute, H. A., & Sierra, J. (2014). "Brand tribalism: an anthropological perspective". *Journal of Product & Brand Management*, Vol. 23 Iss 1, 2-15.
- Taute, H. A., Sierra, J. J., Carter, L. L., & Maher, A. A. (2017). "A sequential process of brand tribalism, brand pride and brand attitude to explain purchase intention: a cross-continent replication study". *Journal of Product & Brand Management*.
- Tenenhaus, M., Amato, S., & Esposito Vinzi, V. (2004). A global goodness-of-fit index for PLS structural equation modelling. In *Proceedings of the XLII SIS scientific meeting*, 1(1), 739-742.
- Teng, L., & Laroche, M. (2007). "Building and testing models of consumer purchase intention in competitive and multicultural environments". *Journal of Business Research*, 60(3), 260-268.
- Van Dreunen, J. (2016). "*Welcome to the New Era: Games as Media*". GamesIndustry.biz, [online]. Available at: <https://www.gamesindustry.biz/articles/2016-10-24-welcome-to-the-new-era-games-as-media> [Accessed on 25 March 2018].
- Veloutsou, C., & Moutinho, L. (2009). "Brand relationships through brand reputation and brand tribalism". *Journal of Business Research*, 62(3), 314-322.
- Wu, P. C. S., Yeh, G. Y.-Y. & Hsiao, C.-R. (2011). "The effect of store image and service quality on brand image and purchase intention for private label brands". *Australasian Marketing Journal*, 19(1), 30-39.
- Zaichkowsky, J. L. (1985). "Measuring the Involvement Construct". *Journal of Consumer Research*, 12, 341-352.