

DAFTAR PUSTAKA

- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2021). *Principles of Marketing* (Australia (ed.); 7th ed.). Pearson.
- Bitner, M. J., & Gremler, D. D. (2021). *Services Marketing: Integrating Customer Focus Across the Firm* (8th ed.). McGraw-Hill Education.
- Burke, B. (2023). *Gamify: How Gamification Motivates People to Do Extraordinary Things*. Bibliomotion.
- Chaffey, D. (2023). *Digital Marketing: Strategy, Implementation and Practice* (8th ed.). Pearson Education Limited.
- Chernev, A. (2022). *Strategic Marketing Management*. Cerebellum Press.
- Deterding, S. (2021). From Game Design Elements to Gamefulness: Defining “Gamification.” *15th International Academic MindTrek Conference*, 9–15.
- Dioputra, M. R., & Siregar, H. (2026). *The Role of Gamification Mechanisms in CRM Systems in Enhancing Customer Loyalty : A Systematic Literature Review*. 7(3), 759–771.
- Domínguez, A. (2023). Gamifying Learning Experiences: Practical Implications and Outcomes. *Computers & Education*, 63, 380–392.
- Efendi, R., & Tantri, P. A. (2025). *Entrepreneurial Intentions of Women as Students at Universities in Indonesia: Entrepreneurial Knowledge and Self-Efficacy*. 21(2), 271–285.
- Fishbein, M., & Ajzen, I. (1980). *Understanding Attitudes and Predicting Social Behavior*. Prentice-Hall.
- Hakim, D. H. (2024). Pengaruh Kualitas Pelayanan terhadap Retensi Pelanggan pada PT.Dipo Pahala Internasional Otomotif Pekanbaru Perspektif Ekonomi Syariah.

- In *UNIVERSITAS ISLAM NEGERI SULTAN SYARIF KASIM RIAU* (Vol. 15, Issue 1).
- Hery, W. (2023). Strategi Customer-Centric Dalam Marketing : Dampaknya Pada Loyalitas. *Jurnal Manajemen Dan Bisnis Ekonomi, 1*.
- Jobber, D., & Ellis-Chadwick, F. (2020). *Principles and Practice of Marketing* (9th ed.). McGraw-Hill.
- Kenneth C. Laudon, & C. G. T. (2024). *E-commerce: Business, Technology, Society*.
- Kiryakova, G. (2024). Gamification in education. *Proceedings of 9th International Balkan Education and Science Conference*, 679–683.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson.
- Kumar, V., & Reinartz, W. (2023). Creating Enduring Customer Value. *Journal of Marketing*, 80(6), 36–68.
- Lemon, K. N., & Verhoef, P. C. (2022). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80(6), 69–96.
- Mausufah, M. (2022). Pengaruh Gamifikasi Shopee, Reward Koin, Monthly Event Terhadap Loyalitas Pelanggan Shopee. In *Universitas Islam Negeri Walisongo Semarang*.
- Muhibbah, R. (2022). Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai variabel Intervening. In *Risma Muhibbah* (Vol. 33, Issue 1).
- Nugroho, R. A., & Lenggogeni, S. (2022). *Examining Hammersonic International Metal Festival Re-visit Intention Through Hedonism , Social Identification , and Satisfaction*. 12(4), 231–239. <https://doi.org/10.29322/IJSRP.12.04.2022.p12434>
- Oliver, R. L. (2019). *Whence Consumer Loyalty*. 63, 33–34.

- Raman, P. (2019). Understanding consumer behavior using Theory of Reasoned Action. *International Journal of Business and Management Studies*, 11(2), 45–60.
- Reichheld, F. F., & Sasser, W. E. J. (2020). Customer Retention and Profitability in Service Industry. *Harvard Business Review*.
- Rizky, T. (2021). *Pengaruh Gamifikasi terhadap Keterlibatan Pengguna dalam Sistem Digital*.
- Sri Meilani, A. H. S. (2025). Pengaruh Kualitas Produk , Pengalaman Pelanggan dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan (Studi Pada Pelanggan Marketplace Shopee Di Kota Bandung) Abstrak. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 11(1), 16–31.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suratmanto, B., Handarkho, Y. D., Wahju, A., & Emanuel, R. (2025). *The Influence of Gamification on Repurchase Intention at E-Marketplace from a Habit Perspective*. 49(1), 53–67. <https://doi.org/10.31341/jios.49.1.4>
- Tjiptono, F. (2021). *Contemporary Marketing: Strategi dan Implementas*. Andi.
- Wahyudin, G. R., Tantri, P. A., & Abrori, I. (2025). *Formulation of Business Strategy at Faeyza Gallery Store with Porter ' s Swot & Fives Forces Analysis Approach (Descriptive Analysis Study of Live Streaming Sales Competitiveness)*. 6(1), 1–7.
- Wahyuni, D. S., Sunarya, E., & Norisanti, N. (2022). Analisis Retensi Pelanggan dan Switching Costs terhadap Loyalitas Pelanggan Indihome. *Journal of Management and Bussines (JOMB)*, 4(1), 99–107.
<https://doi.org/10.31539/jomb.v4i1.741>
- Wandira, N., & Ratiana, D. (2026). *Pengaruh Integrasi Live Shopping Shopee*

terhadap Retensi Pelanggan dan Peningkatan Volume Penjualan UMKM dengan Mediasi Engagement Rate. November 2025.

- Werbach, K., & Hunter, D. (2012). *For the Win: How Game Thinking Can Revolutionize Your Business*. Wharton Digital Press.
- Willy Arya Nugraha, Theresia Gunawan, I. (2024). Pengaruh gamifikasi loyalitas program redclub terhadap loyalitas melalui kepuasan pelanggan di aplikasi reddoorz. *Jurnal Manajemen Dan Bisnis (PERFORMA)*, 2022(Sinta 4), 219–227.
- Xi, Ning; Hamari, J. (2023). The impacts of gamification designs on consumer purchase. *Electronic Commerce Research and Applications*, 58.
- Zichermann, G., & Linder, J. (2013). *The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition*. McGraw-Hill.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2021). *Principles of Marketing* (Australia (ed.); 7th ed.). Pearson.
- Bitner, M. J., & Gremler, D. D. (2021). *Services Marketing: Integrating Customer Focus Across the Firm* (8th ed.). McGraw-Hill Education.
- Burke, B. (2023). *Gamify: How Gamification Motivates People to Do Extraordinary Things*. Bibliomotion.
- Chaffey, D. (2023). *Digital Marketing: Strategy, Implementation and Practice* (8th ed.). Pearson Education Limited.
- Chernev, A. (2022). *Strategic Marketing Management*. Cerebellum Press.
- Deterding, S. (2021). From Game Design Elements to Gamefulness: Defining “Gamification.” *15th International Academic MindTrek Conference*, 9–15.
- Dioputra, M. R., & Siregar, H. (2026). *The Role of Gamification Mechanisms in CRM*

- Systems in Enhancing Customer Loyalty : A Systematic Literature Review*. 7(3), 759–771.
- Domínguez, A. (2023). Gamifying Learning Experiences: Practical Implications and Outcomes. *Computers & Education*, 63, 380–392.
- Efendi, R., & Tantri, P. A. (2025). *Entrepreneurial Intentions of Women as Students at Universities in Indonesia: Entrepreneurial Knowledge and Self-Efficacy*. 21(2), 271–285.
- Fishbein, M., & Ajzen, I. (1980). *Understanding Attitudes and Predicting Social Behavior*. Prentice-Hall.
- Hakim, D. H. (2024). Pengaruh Kualitas Pelayanan terhadap Retensi Pelanggan pada PT.Dipo Pahala Internasional Otomotif Pekanbaru Perspektif Ekonomi Syariah. In *UNIVERSITAS ISLAM NEGERI SULTAN SYARIF KASIM RIAU* (Vol. 15, Issue 1).
- Hery, W. (2023). Strategi Customer-Centric Dalam Marketing : Dampaknya Pada Loyalitas. *Jurnal Manajemen Dan Bisnis Ekonomi*, 1.
- Jobber, D., & Ellis-Chadwick, F. (2020). *Principles and Practice of Marketing* (9th ed.). McGraw-Hill.
- Kenneth C. Laudon, & C. G. T. (2024). *E-commerce: Business, Technology, Society*.
- Kiryakova, G. (2024). Gamification in education. *Proceedings of 9th International Balkan Education and Science Conference*, 679–683.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson.
- Kumar, V., & Reinartz, W. (2023). Creating Enduring Customer Value. *Journal of Marketing*, 80(6), 36–68.
- Lemon, K. N., & Verhoef, P. C. (2022). Understanding Customer Experience

- Throughout the Customer Journey. *Journal of Marketing*, 80(6), 69–96.
- Mausufah, M. (2022). Pengaruh Gamifikasi Shopee, Reward Koin, Monthly Event Terhadap Loyalitas Pelanggan Shopee. In *Universitas Islam Negeri Walisongo Semarang*.
- Muhibbah, R. (2022). Pengaruh Kualitas Pelayanan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan sebagai variabel Intervening. In *Risma Muhibbah* (Vol. 33, Issue 1).
- Nugroho, R. A., & Lenggogeni, S. (2022). *Examining Hammersonic International Metal Festival Re-visit Intention Through Hedonism , Social Identification , and Satisfaction*. 12(4), 231–239. <https://doi.org/10.29322/IJSRP.12.04.2022.p12434>
- Oliver, R. L. (2019). *Whence Consumer Loyalty*. 63, 33–34.
- Raman, P. (2019). Understanding consumer behavior using Theory of Reasoned Action. *Nternational Journal of Business and Management Studies*, 11(2), 45–60.
- Reichheld, F. F., & Sasser, W. E. J. (2020). Customer Retention and Profitability in Service Industry. *Harvard Bussines Review*.
- Rizky, T. (2021). *Pengaruh Gamifikasi terhadap Keterlibatan Pengguna dalam Sistem Digital*.
- Sri Meilani, A. H. S. (2025). Pengaruh Kualitas Produk , Pengalaman Pelanggan dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan (Studi Pada Pelanggan Marketplace Shopee Di Kota Bandung) Abstrak. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 11(1), 16–31.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suratmanto, B., Handarkho, Y. D., Wahyu, A., & Emanuel, R. (2025). *The Influence of Gamification on Repurchase Intention at E-Marketplace from a Habit*

Perspective. 49(1), 53–67. <https://doi.org/10.31341/jios.49.1.4>

- Tjiptono, F. (2021). *Contemporary Marketing: Strategi dan Implementas*. Andi.
- Wahyudin, G. R., Tantri, P. A., & Abrori, I. (2025). *Formulation of Business Strategy at Faeyza Gallery Store with Porter ' s Swot & Fives Forces Analysis Approach (Descriptive Analysis Study of Live Streaming Sales Competitiveness)*. 6(1), 1–7.
- Wahyuni, D. S., Sunarya, E., & Norisanti, N. (2022). Analisis Retensi Pelanggan dan Switching Costs terhadap Loyalitas Pelanggan Indihome. *Journal of Management and Bussines (JOMB)*, 4(1), 99–107.
<https://doi.org/10.31539/jomb.v4i1.741>
- Wandira, N., & Ratiana, D. (2026). *Pengaruh Integrasi Live Shopping Shopee terhadap Retensi Pelanggan dan Peningkatan Volume Penjualan UMKM dengan Mediasi Engagement Rate*. November 2025.
- Werbach, K., & Hunter, D. (2012). *For the Win: How Game Thinking Can Revolutionize Your Business*. Wharton Digital Press.
- Willy Arya Nugraha, Theresia Gunawan, I. (2024). Pengaruh gamifikasi loyalitas program redclub terhadap loyalitas melalui kepuasan pelanggan di aplikasi reddoorz. *Jurnal Manajemen Dan Bisnis (PERFORMA)*, 2022(Sinta 4), 219–227.
- Xi, Ning; Hamari, J. (2023). The impacts of gamification designs on consumer purchase. *Electronic Commerce Research and Applications*, 58.
- Zichermann, G., & Linder, J. (2013). *The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition*. McGraw-Hill.