DAFTAR PUSTAKA

Agyapong, A., Afi, J. D., & Kwateng, K. O. (2018). Examining the effect of perceived service quality of health care delivery in Ghana on behavioural intentions of patients: the mediating role of customer satisfaction. *International Journal of Healthcare Management*, *11*(4), 276-288.

Ajzen, I. (2015). Consumer attitudes and behavior: the theory of planned behavior applied to food consumption decisions. *Italian Review of Agricultural Economics*, *70*(2), 121-138.

Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, *21*(2), 86-97.

Aparicio, M., Oliveira, T., Bacao, F., & Painho, M. (2019). Gamification: A key determinant of massive open online course (MOOC) success. *Information & Management*, *56*(1), 39-54.

Balakrishnan, J., & Griffiths, M. D. (2018). Loyalty towards online games, gaming addiction, and purchase intention towards online mobile in-game features. *Computers in Human Behavior*, *87*, 238-246.

Bashir, I., & Madhavaiah, C. (2015). Consumer attitude and behavioural intention towards Internet banking adoption in India. *Journal of Indian Business Research*.

Beuckels, E., & Hudders, L. (2016). An experimental study to investigate the impact of image interactivity on the perception of luxury in an online shopping context. *Journal of Retailing and Consumer Services*, *33*, 135-142.

Bittner, J. V., & Shipper, J. (2014). Motivational effects and age differences of gamification in product advertising. *Journal of consumer marketing*.

Boyle, E. A., MacArthur, E. W., Connolly, T. M., Hainey, T., Manea, M., Kärki, A., & Van Rosmalen, P. (2014). A narrative literature review of games, animations and simulations to teach research methods and statistics. *Computers & Education*, *74*, 1-14.

Bunchball, I. (2010). Gamification 101: An introduction to the use of game dynamics to influence behavior. *White paper*, *9*, 1-18.

Celik, H. (2016). Customer online shopping anxiety within the Unified Theory of Acceptance and Use Technology (UTAUT) framework. *Asia Pacific Journal of Marketing and Logistics*.

Chen, J., Wang, M., Kirschner, P. A., & Tsai, C. C. (2018). The role of collaboration, computer use, learning environments, and supporting strategies in CSCL: A meta-analysis. *Review of Educational Research*, *88*(6), 799-843.

Chen, C. H., Shih, C. C., & Law, V. (2020). The effects of competition in digital game-based learning (DGBL): a meta-analysis. *Educational Technology Research and Development*, *68*(4), 1855-1873.

Choi, D. H., Kim, J., & Kim, S. H. (2007). ERP training with a web-based electronic learning system: The flow theory perspective. *International Journal of Human-Computer Studies*, *65*(3), 223-243.

Chudry, F., Foxall, G., & Pallister, J. (2011). Exploring attitudes and predicting intentions: Profiling student debtors using an extended theory of planned behavior. *Journal of applied social psychology*, *41*(1), 119-149.

Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011, September). From game design elements to gamefulness: defining" gamification". In *Proceedings of the 15th international academic MindTrek conference: Envisioning future media environments* (pp. 9-15).

Hamari, J., & Koivisto, J. (2013). Social motivations to use gamification: an empirical study of gamifying exercise.

Hamari, J. (2007). Gamification. *The Blackwell Encyclopedia of Sociology*, 1-3.

Hamari, J., & Koivisto, J. (2015). "Working out for likes": An empirical study on social influence in exercise gamification. *Computers in Human Behavior*, *50*, 333-347.

Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Journal of business Research*, *65*(9), 1254-1263.

He, D., Lu, Y., & Zhou, D. (2008). Empirical study of consumers' purchase intentions in C2C electronic commerce. *Tsinghua Science & Technology*, *13*(3), 287-292.

Helmefalk, M., & Marcusson, L. (2019). Gamification in a servicescape context: a conceptual framework. *International Journal of Internet Marketing and Advertising*, *13*(1), 22-46.

Huang, B., Hew, K. F., & Lo, C. K. (2019). Investigating the effects of gamification-enhanced flipped learning on undergraduate students' behavioral and cognitive engagement. *Interactive Learning Environments*, *27*(8), 1106-1126.

Huang, Y. L., Cheng, Y. M., & Lin, K. P. (2020). THE TEACHING PRACTICE OF ACADEMIA-INDUSTRY COLLABORATIVE OF GAMIFICATION TEACHING APPLIED TO A CREATIVE MARKETING COURSE. *Shangguan Keji Jikan= Commerce & Management Quarterly*, *21*(1), 85-109.

Huotari, K., & Hamari, J. (2017). A definition for gamification: anchoring gamification in the service marketing literature. *Electronic Markets*, *27*(1), 21-31.

Insley, V., & Nunan, D. (2014). Gamification and the online retail experience. *International Journal of Retail & Distribution Management*.

Jang, S., Kitchen, P. J., & Kim, J. (2018). The effects of gamified customer benefits and characteristics on behavioral engagement and purchase: Evidence from mobile exercise application uses. *Journal of Business Research*, *92*, 250-259.

Landers, R. N., Bauer, K. N., & Callan, R. C. (2017). Gamification of task performance with leaderboards: A goal setting experiment. *Computers in Human Behavior*, *71*, 508-515.

Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors influencing online shopping behavior: the mediating role of purchase intention. *Procedia economics and finance*, *35*, 401-410.

Lule, I., Omwansa, T. K., & Waema, T. M. (2012). Application of technology acceptance model (TAM) in m-banking adoption in Kenya. *International journal of computing & ICT research*, *6*(1).

Maneechot, P., & Chirapanda, S. (2014). Factors affecting behavioral intention to purchase low–cost airline eticket in yhailand. *international Journal of Business and Economics*, *6*(1), 41-57.

Mayer, C., Morrison, E., Piskorski, T., & Gupta, A. (2014). Mortgage modification and strategic behavior: Evidence from a legal settlement with countrywide. *American Economic Review*, *104*(9), 2830-57.

McGonigal, J. (2011). *Reality is broken: Why games make us better and how they can change the world*. Penguin.

Mitchell, R., Schuster, L., & Jin, H. S. (2021). Playing alone: can game design elements satisfy user needs in gamified mHealth services?. *Health Promotion International*.

Mullins, J. K., & Sabherwal, R. (2020). Gamification: A cognitive-emotional view. *Journal of Business Research*, *106*, 304-314.

Mullins, J. K., & Sabherwal, R. (2020). Gamification: A cognitive-emotional view. *Journal of Business Research*, *106*, 304-314.

Nguyen, T. N., Lobo, A., & Greenland, S. (2016). Pro-environmental purchase behaviour: The role of consumers' biospheric values. *Journal of Retailing and Consumer Services*, *33*, 98-108.

Pahnila, S., Siponen, M., & Zheng, X. (2011). Integrating habit into UTAUT: the Chinese eBay case. *Pacific Asia Journal of the Association for Information Systems*, *3*(2), 2.

Rauch, A., & Hulsink, W. (2015). Putting entrepreneurship education where the intention to act lies: An investigation into the impact of entrepreneurship education on entrepreneurial behavior. *Academy of management learning & education*, *14*(2), 187-204.

Reiss, S. (2004). Multifaceted nature of intrinsic motivation: The theory of 16 basic desires. *Review of general psychology*, *8*(3), 179-193.

Ruiz-Alba, J. L., Soares, A., Rodríguez-Molina, M. A., & Banoun, A. (2019). Gamification and entrepreneurial intentions. *Journal of Small Business and Enterprise Development*.

San Martín, H., & Herrero, Á. (2012). Influence of the user's psychological factors on the online purchase intention in rural tourism: Integrating innovativeness to the UTAUT framework. *Tourism Management*, *33*(2), 341-350.

Schiffman, L.G., Kanuk, L.L. and Kumar, S.R. (2010). *Consumer behaviour*. Pearson Education.

Turan, Z., Avinc, Z., Kara, K., & Goktas, Y. (2016). Gamification and education: Achievements, cognitive loads, and views of students. *International journal of emerging technologies in learning*, *11*(7).

Wang, Y., & Fesenmaier, D. R. (2003). Assessing motivation of contribution in online communities: An empirical investigation of an online travel community. *Electronic markets*, *13*(1), 33-45.

Wei, C. L., & Ho, C. T. (2019). Exploring signaling roles of service providers' reputation and competence in influencing perceptions of service quality and outsourcing intentions. *Journal of Organizational and End User Computing (JOEUC)*, *31*(1), 86-109.

Yeo, S. F., Tan, C. L., Lim, K. B., Leong, J. Y., & Leong, Y. C. I. (2020). Effects of Social Media Advertising on Consumers' Online Purchase Intentions. *Global Business & Management Research*, *12*(1).

Zhao, J., Freeman, B., & Li, M. (2016). Can mobile phone apps influence people's health behavior change? An evidence review. *Journal of medical Internet research*, *18*(11), e287.

Zichermann, G., & Linder, J. (2010). *Game-based marketing: inspire customer loyalty through rewards, challenges, and contests*. John Wiley & Sons