

Daftar Pustaka

- Adams, E. dan Rolling, A. (2006). *Fundamentals of Game Design*. Prentice Hall.
- Assael, Henry. (2001). *Consumer Behavior 6th Edition*. New York: Thomson Learning.
- Chenet., P., Dagger, T.S., dan O’Sullivan, D. (2010). *Service quality, trust, commitment and service differentiation in business relationships*. *Journal of Services Marketing*, Vol. 14, pp. 405-20
- DFC Intelligence. (2013). *Digital Distribution Key to Online Game Market Growth*. Diambil dari <http://www.dfcint.com/wp/?p=14>, (diakses terakhir tanggal 10 Mei 2015)
- Dota 2. (2013). *Dota 2 Released*. Diambil dari <http://blog.dota2.com>
- Fandy, Tjiptono. (2005). *Pemasaran Jasa*, Malang : Bayumedia Publishing.
- Ferdinand, Augusty. (2002). *Pengembangan Minat Beli Merek Ekstensi*. Badan Penerbit Universitas Diponegoro, Semarang.
- Game Industry. (2015). *Dota 2 Impresses with Super Engaged Player Base*. Diambil dari “<http://www.gamesindustry.biz/articles/2015-02-27-dota-2-impresses-with-super-engaged-player-base-eedar>
- Ghozali, Imam. (2005). *Aplikasi Analisis Multivariate dengan Program SPSS*. Badan Penerbit Universitas Diponegoro, Semarang.
- Gujarati, Damodar. (2006). *Dasar-Dasar Ekonometrika Jilid I*. Jakarta : Penerbit Erlangga
- Guo, Y. dan Barnes, S. (2009). Virtual item purchase behavior in virtual worlds: An exploratory investigation. *Electronic Commerce Research*, Vol. 9, No. 1/2.

- Hashim, A. dan Sekaran, U. (2007). *Research Methods for Business, Metodologi Penelitian untuk Bisnis*. Jakarta: Salemba Empat.
- Hertfeld, Oliver. (2012). *What is the legal status of virtual goods?*, dari <http://www.forbes.com/sites/oliverherzfeld/2012/12/04/what-is-the-legal-status-of-virtual-goods/>
- Ho, C.H. dan Wu, T. Y. (2012), "Factors Affecting Intent to Purchase Virtual Goods in Online Games," *International Journal of Electronics Business Management*, Vol.10, No. 3.
- Hoffman, D. L., dan Novak, T. P. (2005). A conceptual framework for considering web-based business models and potential revenue streams. *International Journal of Marketing Education*.
- Homburg, C., dan Rudolph, B. (2001). Customer satisfaction in industrial markets: Dimensional and multiple role issues. *Journal of Business Research*, 52(1).
- Johnston, Euan. (2013). *5 Step Understanding Your Customer*. Diambil dari <http://www.b2bmarketing.net/blog/posts/2013/06/24/5-steps-understanding-your-customer%E2%80%99s-buying-process>
- Kim, H.E., Koh, J., dan Lee, H.L. (2009). *Investigating the intention of purchasing digital items in virtual communities*. Pacific Asia Conference on Information Systems (PACIS), Hyderabad, India.
- Kopalle, P.K. dan Lehmann, D.K. (2006). "Setting Quality Expectations When Entering a Market: What Should the Promise Be?". *Marketing Science*.
- Kotler, P. dan Keller, K. L. (2007). *Marketing Management*. New Jersey: Pearson Education Inc.

- Kotler, P., dan Armstrong, G. (2001). *Prinsip – Prinsip Pemasaran, edisi ke-delapan*, jilid 1. Jakarta: Erlangga.
- Laurijsen, D.W.J. (2013). *Effects of Micro-transactions on the Satisfaction of Players in Online Games*. Netherlands.
- Lehdonvirta, V. (2009). Virtual item sales as a revenue model: Identifying attributes that drive purchase decisions. *Electronic Commerce Research*, Vol. 9, No. ½.
- Lehtiniemi, T., dan Lehdonvirta, V. (2007). How big is the RMT market anyway? *Virtual Economy Research Network*, http://virtual-economy.org/blog/how_big_is_the_rmt_market_anyw. (diakses terakhir tanggal 5 Maret 2015)
- Lin, H. dan Sun, C. T. (2007). Cash trade within the magic circle: Free-to-play game challenges & massively multiplayer online game player responses, *Proceedings of DiGRA 2007: Situated Play*.
- Live Gamer. (2008). *Virtual item monetization: A powerful revenue opportunity for online game publishers & virtual world operators*. Diambil dari http://www.livegamer.com/strategy/whitepapers/Live_Gamer_Opportunity_Whitepaper_NA.PDF (diakses terakhir tanggal 25 Maret 2015)
- Malhotra, N.K. (2007). *Marketing Research* (5th Edition). New Jersey: Pearson Prentice Hall.
- Nojima, Miho. (2007). Pricing models and motivations for MMO play. *In Proceedings of DiGRA 2007*.
- Oliver, Richard L. (1997). *Satisfaction: A Behavioral Perspective on The Consumer*, McGraw-Hill: New York

- Park, B. W. dan Lee, K. C. (2011). Exploring the value of purchasing online game items. *Computers in Human Behavior*, Vol. 27, No. 6.
- Pierson. (2014). *Different Kind Online Games Types*. Diambil dari <http://www.seriousgamesfestival.com/different-kind-online-game-types/>
- Rahman, M.S., Haque, M.M., dan Khan, A.H. (2012). *A Conceptual Study on Consumers' Purchase Intention of Broadband Services: Service Quality and Experience Perspective*. Canadian Center of Science and Education, Cyberjaya, Malaysia.
- Reiss, Kolja. (2012). *5 Ways Virtual Goods Spending Habbits*, diambil dari <http://mashable.com/2012/06/14/virtual-goods-spending/>.
- Sekaran, U. dan Bougie, R. (2009). *Research Methods for Business, A Skill Building Approach*. UK: John Wiley and Sons ltd.
- Sheth, J., Newman, B. dan Gross, B. (1991). *Consumption Values and Market Choice*. Cincinnati, OH: South-Western Publishing.
- Turel, O., Serenko, A. dan Bontis, N. (2010). User acceptance of hedonic digital artifacts: A theory of consumption values perspective. *Information & Management*, Vol. 47, No. 1.
- Wallace, P. (1999). *The Psychology of The Internet*. United Kingdom: Cambridge University Press.
- Winn, B.M. dan Fisher, J.W. (2004). *Design of Communication, Competition, and Collaboration in Online Games*. Dipresentasikan dalam computer game technology conference. Toronto, Canada.
- Zikmund, W.G. (2003). *Busniness Research Methods*. USA: South-Western.