DAFTAR PUSTAKA

[1] I. Sahputra, F. Nisa, I. Yurni, Syukriah, C. Agusniar, and T. S. A. Sukiman, "Pemanfaatan Teknologi Informasi Digital Untuk Meningkatkan Produktivitas Petani," vol. 3, no. 2, pp. 452–459, 2024.

[2] M. R. Akbar, G. Irianto, and A. Rofiq, "Purchase Behaviour Determinants on Online Mobile Game in Indonesia," pp. 16–27, 2020.

[3] A. E. Pranandiansyah, "The Impact Of Perceived Values And Peer Influences Toward In-App Purchase Intention In Mobile Game," *J. Sos. DAN SAINS Vol.*, vol. 3, pp. 168–184, 2022, doi: 10.36418/jurnalsosains.v3i2.693.

[4] G. K. S. Lee, "In-App Purchase Behaviour and Game Design in Mobile Gaming : A Review of Monetisation and Player Experience," *Int. J. Mob. Appl. Technol.*, vol. 01, no. 01, 2025, doi: 10.51137/wrp.ijmat.2025.glit.45789.

[5] B. Andjar, T. Atmoko, and J. Ellyawati, "Determinant Of In-App Mobile Game Purchase Intention: An Emprical Study Of Indonesian Mobile Gamer," pp. 1–7, 2021, doi: 10.4108/eai.1-10-2020.2304925.

[6] B. M. P. Agra Fadhiila Tamara, Adam Hermawan, "Pengaruh Nilai Fungsional , Nilai Emosional , Dan Nilai Sosial Terhadap Niat Beli Barang Virtual Dalam Game Mobile Legends," *J. Minfo Polgan*, vol. 13, pp. 2157–2166, 2024, doi: https://doi.org/10.33395/jmp.v13i2.14384 e-ISSN.

[7] M. H. Herawan and U. L. Mangkurat, "Pengaruh Nilai Virtual Item Terhadap Intensi Pembelian Virtual Item dalam Game Online PUBG Mobile," vol. 05, pp. 1–12, 2021.

[8] B. Arthur and A. P. Abiyasa, "Uncovering the Driving Factors of Microtransactions : Digital Consumer Behavior , In-Game Events , and the Influence of FOMO among Generation Z In Indonesia," vol. 5, no. 2, pp. 1147–1163, 2025, doi: 10.37531/amar.v5i2.3216.

[9] F. A. Mahendra, R. Jayadi, and E. Halim, "Examining Drivers of Urge to Purchase in Video Game Microtransactions," vol. 14, no. 5, pp. 131–147, 2024, doi: 10.33168/JSMS.2024.0508.

[10] J. S. Prawiro, "Impact Of Visual Appeal And Portability Towards Online

Purchase Intention Of Online Mobile Game Content In Indonesia," vol. 6, no. 2, pp. 471–485, 2023.

[11] Y. Xu, Z. Chen, M. Y. Peng, and M. K. Anser, "Enhancing Consumer Online Purchase Intention Through Gamification in China : Perspective of Cognitive Evaluation Theory," vol. 11, no. November, pp. 1–13, 2020, doi: 10.3389/fpsyg.2020.581200.

[12] J. W. Paschmann, H. A. Bruno, H. J. van Heerde, F. Völckner, and K. Klein, "Driving Mobile App User Engagement Through Gamification," *J. Mark. Res.*, vol. 62, no. 2, pp. 249–273, Apr. 2025, doi: 10.1177/00222437241275927.

[13] H. Diska Ramadona Putra, "Pengaruh Perceived Value Terhadap Purchase Intention Pada Game Mobile," *J. Ilm. Wahana Pendidik.*, vol. 10, no. 6, pp. 252–260, 2024, doi: https://doi.org/10.5281/zenodo.10642705 p-ISSN:

[14] D. A. Putratama and A. Retnowardhani, "An Empirical Study of In-App Purchase Intention Behavior of Generation Z in Mobile Games," vol. 11, no. 3, pp. 433–444, 2025, doi: https://doi.org/10.20473/jisebi.11.3.433-444.

[15] R. K. Khairul Arifin, M. Rheza Agung S, Veneishia Gricelda, "Effect Of Perceived Value On Satisfaction To Microtransaction In Valorant," vol. 3, no. 3, pp. 1–11, 2023.

[16] S. Wang, "The Growth and Monetization of PC Games and Mobile," vol. 0, pp. 192–198, 2023, doi: 10.54254/2754-1169/30/20231468.

[17] A. Syvertsen, A. B. O. De Gortari, and S. P. King, Daniel L, "Problem mobile gaming : The role of mobile gaming habits , context , and platform," vol. 39, no. 4, pp. 362–378, 2022, doi: 10.1177/14550725221083189.

[18] A. Enache, R. Friberg, and M. Wiklander, "Demand for in-app purchases in mobile apps—A difference-in-difference approach," *Int. J. Ind. Organ.*, vol. 88, p. 102945, May 2023, doi: 10.1016/j.ijindorg.2023.102945.

[19] G. Appel, B. Libai, E. Muller, and R. Shachar, "On the monetization of mobile apps," *Int. J. Res. Mark.*, vol. 37, no. 1, pp. 93–107, 2022, doi: 10.1016/j.ijresmar.2019.07.007.

[20] I. K. S. Yogatama, A. P. Kharisma, and L. Fanani, "Analisis Faktor-Faktor Yang Memengaruhi Minat Pemain Dalam Permainan MOBA (Studi Kasus : Mobile

Legends : Bang-Bang !),” vol. 3, no. 3, 2019.

[21] K. B. Aufar and S. Hidayanto, “Analisis Perilaku Komunikasi Narsistik pada Pemain Gim Mobile Legends Profesional di Kota Bekasi,” vol. 4, no. 2, 2025, doi: 10.59818/jps.v4i2.1723.

[22] M. B. W. Muhammad Salman Al Farisi, Djoko Setyabudi, “Hubungan Terpaan Iklan Game Online Mobile Legends Dan Intensitas Mikrotransaksi Dengan Tingkat Kecanduan Game Online Pada Gamers Remaja,” vol. 12, no. 1, pp. 319–326, 2023, [Online]. Available: https://ejournal3.undip.ac.id/index.php/interaksi-online/article/view/42398

[23] D. Y. Ananda and S. B. Cahya, “Pengaruh Event Marketing,Influencer, Dan Financial Literacy Terhadap Keputusan Pembelian Produk Diamond Mobile Legends: Bang Bang,” vol. 13, no. 2, 2025.

[24] A. K. S. Ong *et al.*, “Determination of Factors Influencing the Behavioral Intention to Play ‘ Mobile Legends : Bang-Bang ’ during the COVID-19 Pandemic : Integrating UTAUT2 and System Usability Scale for a Sustainable E-Sport Business,” pp. 1–26, 2023.

[25] M. I. Syarif and S. Aisyah, “Pengaruh Social Media Marketing , Event Marketing Terhadap Keputusan Pembelian Dengan Customer Engagement,” vol. 30, no. 01, pp. 48–70, 2025.

[26] W. W. Windu Praditiyo Subarkah, Adi Santoso, “A Study of Player Behavior And Social Influences to Purchase Intention Mobile Legends: Bang Bang In-Game Item,” vol. 04, no. 03, pp. 138–158, 2023, doi: 10.24123/jeb.v4i3.5639.

[27] L. Wilson, J. Metasurya, and M. P. Berlianto, “Drivers Of Purchase Intention And Willingness To Pay Microtransactions In Mobile Legends,” vol. XXVI, no. 03, pp. 567–590, 2022, doi: https://doi.org/10.24912/jm.v26i3.1022.

[28] M. Gallo, “The Impact of Fuel Cell Electric Freight Vehicles on Fuel Consumption and CO 2 Emissions : The Case of Italy,” 2026.

[29] M. F. Rifkiana and D. A. Efrilianda, “Effect of Social Interaction and Gamer-Game Relationships on Mobile Legends Gamer Retention in Indonesia : Experimental Study,” vol. 6, no. January 2022, pp. 219–235, 2024.

[30] P. Rita, R. Ramos, and R. G. Caetano, “The role of microtransactions in impulse

buying and purchase intention in the video game market," vol. 50, no. February 2022, 2024, doi: 10.1016/j.entcom.2024.100693.

[31] P. F. C. Tene, W. J. F. A. Tumbuan, and E. M. Gunawan, "The Effect Of Perceived Value, Customer Engagement, And Social Influence On Purchase Intention Of Virtual Items In Mobile Legends: Bang Bang Among Generation Z," vol. 12, no. 03, pp. 1381–1393, 2024.

[32] A. R. Lengkong, I. W. J. Ogi, and R. Kawet, "Pengaruh Habit, Atribut Produk Dan Perceived Enjoyment Terhadap Puchase Intention Virtual Goods Dalam Game Mobile Legend: Bang Bang Pada Jemaat Gmim Exodus Paniki Dua," vol. 12, no. 01, pp. 730–738, 2024.

[33] Y. Zhao and W. Chung, "Digital Emotional Bonds : How Virtual Anchor Characteristics Drive User Purchase Intention in Livestreaming E-commerce," no. 21, pp. 1–18, 2025, doi: 10.1177/21582440251342981.

[34] T. Zhou and S. Li, "Examining Consumer Impulsive Purchase Intention in Virtual AI Streaming : A S-O-R Perspective," 2025.

[35] B. Tariq, T. Ramayah, M. D. Griffiths, A. Ariza-montes, and H. Han, "Understanding the moderating role of chronotypes for online mobile gaming in-app purchase intention," *Eur. Res. Manag. Bus. Econ.*, vol. 30, no. 3, p. 100252, 2024, doi: 10.1016/j.iedeen.2024.100252.

[36] D. Sasono, "Pengaruh Promosi In-Game, Event Exclusive, Dan Social Influence Terhadap Keputusan Top Up Pemain Mobile Legends," 2025.

[37] L. Kim and K. Chen, "A Study on Multidimensional Value Mechanisms and Dynamic Mediation of In-Game Microtransactions : Based on Holbrook ' s Consumer Experience Model," vol. 0386, pp. 159–186, 2025.

[38] F. Barros, R. T. Veiga, L. Rodrigo, C. Moura, A. T. Urdan, and C. A. De Matos, "Behavioral Consequences of Value Perception in Steam Community Market Users," vol. 21, pp. 1–14, 2024, doi: 10.17632/b5cp8smyfx.1.

[39] A. Purwanto and Y. Sudargini, "Partial Least Squares Structural Squation Modeling (PLS-SEM) Analysis for Social and Management Research : A Literature Review," vol. 2, no. 4, pp. 114–123.

[40] P. G. Subhaktiyasa, "PLS-SEM for Multivariate Analysis : A Practical Guide to

Educational Research using SmartPLS," vol. 4, no. 3, 2024.

[41] J. Hair and A. Alamer, "Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research : Guidelines using an applied example," *Res. Methods Appl. Linguist.*, vol. 1, no. 3, p. 100027, 2022, doi: 10.1016/j.rmal.2022.100027.

[42] N. Mukhtar, Y. Bin Kamin, M. Sukri, and B. Saud, "Quantitative validation of a proposed technical sustainability competency model : A PLS-SEM approach".

[43] I. A. Changalima and M. P. Chuwa, "Research in Business & Social Science Partial least squares structural equation modeling (PLS-SEM) in business research : A simple guide for novice researchers," vol. 14, no. 9, pp. 497–506, 2025.

[44] S. Demir, "Analyzing the Implementation of PLS-SEM in Educational Technology Research : A Review of the Past 10 Years," no. June, pp. 1–23, 2025, doi: 10.1177/21582440251345950.

[45] E. Ciavolino, M. Angelelli, G. A. Sternativo, E. De carlo, A. A. Catalano, and E. Ingusci, "A higher-order job crafting mediation model with PLS-SEM: relationship between organizational identification and communication satisfaction," *Soft Comput.*, vol. 28, no. 23, pp. 13781–13796, 2024, doi: 10.1007/s00500-024-09667-2.

[46] N. Balu and M. Rathnasabapathy, "Indirect effect of psychological capital by using Partial Least Square (PLS) path analysis," *MethodsX*, vol. 14, no. January, p. 103162, 2025, doi: 10.1016/j.mex.2025.103162.

[47] Z. Yunizar, Rusnani, Z. Ardian, H. A. Aidilof, and O. K. M. M. Maulana, "Analisis Sentimen Pada Twitter Terhadap Aplikasi Mobile JKN Menggunakan Metode Naive Bayes Classifier," vol. 9, no. 2, pp. 103–111, 2023.

[48] Y. Shi, H. Feng, J. Liu, and Y. Ma, "Mobile online game experience and community interaction : Mechanisms affecting user satisfaction," *Acta Psychol. (Amst).*, vol. 251, no. October, p. 104591, 2024, doi: 10.1016/j.actpsy.2024.104591.

[49] H. Do˘gan-Südas, A. Kara, and E. Karaca, "Effects of Gamified Mobile Apps on Purchase Intentions and Word-of-Mouth Engagement : Implications for

Sustainability Behavior," 2023, doi: https://doi.org/10.3390/su151310506.

[50] E. Purwanto and I. M. Hendrati, "Pemberdayaan Komunitas dengan Optimalisasi Game Mobile Legends Bang Bang melalui Pembelian Skin atau Virtual Item," vol. 4, no. 2, pp. 585–599, 2023, doi: 10.37680/amalee.v4i2.3107.