

## DAFTAR PUSTAKA

- Alisha Stein & B. Ramaseshan (2020). *The customer experience – loyalty link: moderating role of motivation orientation*. *Journal of Service Management*, 31, 51-78
- Azzine Shiratori, E. K., Hofmann Trevisan, A., & Mascarenhas, J. (2021). *The Customer Journey in a product-service system business model*. *Procedia CIRP*, 100, 313–318.
- Bascur, C., Rusu, C., & Quiñones, D. (2019). *User as Customer: Touchpoints and Journey Map*. *Advances in Intelligent Systems and Computing*, 876, 117–122.
- Bernard, G., & Andritsos, P. (2017). *A Process Mining Based Model for Customer Journey Mapping*. *CAiSE 2017 Forum and Doctoral Consortium Papers*, 48-56.
- Dikaputra, F., Rokhmawat, R. I., & Fanani, L. (2019). *Perbaikan Pengalaman Pengguna Pada Aplikasi Perangkat Bergerak OVO Menggunakan Metode Diary Study dan User Journey* (Vol. 3, Issue 9). <http://j-ptiik.ub.ac.id>
- Dan Shewan (2021)., *Pain Points: A Guide to Finding & Solving Your Customers' Problems*. [Online] <https://www.wordstream.com/blog/ws/2018/02/28/pain-points> [2 Februari 2022]
- Game Marketing Genie. (2021). *Why Do Indie Games Fail? What to Avoid In Your Game Marketing Strategy*. [Online] <https://www.gamemarketinggenie.com/blog/why-do-indie-games-fail> [11 November 2021]
- Gbanga (2013). *Customer Journey Maps for Games* [Online] <https://gbanga.com/2013/12/30/customer-journey-maps-for-games/> [1 Juli 2022]
- Heizer., Barry Render (2013). *Manajemen Operasi: Manajemen Keberlangsungan dan Rantai Pasokan* (Edisi 11). Jakarta Pusat : Salemba Empat.
- Hikmawati, F. (2017). *Metodologi Penelitian*. Depok, Indonesia: Rajawali Pers.

- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama.
- Into Indie Games. (2021). Why do indie games fail? [Online] <https://www.intoindiegames.com/why-do-indie-games-fail/> [11 Februari 2021]
- J. Tuomas Harviainen, Jukka Ojasalo & Somasundaram Nanda Kumar (2018). *Customer preferences in mobile game pricing: a service design based case study*. *Electronic Markets*, 28, 191-203
- James Kalbach. (2016). *Mapping Experiences* (1st ed.). O'Reilly Media, Inc.
- Lemon, K. N., & Verhoef, P. C. (2016). *Understanding Customer Experience throughout the Customer Journey*. *Journal of Marketing, JM-MSI Special Issue*
- Marquez, J. J., Downey, A., & Clement, R. (2015). Walking a Mile in the User's Shoes: *Customer Journey Mapping* as a Method to Understanding the User Experience. *Internet Reference Services Quarterly*, 20(3-4), 135-150.
- Mayzin. (2021). *Why Customer Experience matters*. [Online] <https://www.columbusglobal.com/en-gb/blog/why-Customer-experience-matters> [15 November 2021]
- Mateo Bosnjak, & Tihomir Orehovacki. (2018). *Measuring Quality of an Indie Game Developed Using Unity Framework*.
- Mucz, D., & Gareau-Brennan, C. (2019). Evaluating *Customer Experience* through *Customer Journey Mapping* and *Service Blueprinting* at Edmonton Public Library: An Exploratory Study. *Partnership: The Canadian Journal of Library and Information Practice and Research*, 14(1).
- Newzoo. (2021). Global Games Market to Generate \$175.8 Billion in 2021; Despite a Slight Decline, the Market Is on Track to Surpass \$200 Billion in 2023. [Online] <https://newzoo.com/insights/articles/global-games-market-to-generate-175-8-billion-in-2021-despite-a-slight-decline-the-market-is-on->

track-to-surpass-200-billion-in-2023/ [12 November 2021]

Philipp Klaus. (2015). *Measuring Customer Experience- How to Develop and Execute the Most Profitable Customer Experience Strategies* (1st ed.).

Pretlow, C., & Sobel, K. (2015). Rethinking Library Service: Improving the User Experience with *Service Blueprinting*. *Public Services Quarterly*, 11(1), 1–12.

Proto Partners. (2016). *Designing a Competitive Customer Journey Masterclass*.

Rahmalia, N., & Tricahyono, I. D. (2020). *Analisis Customer Journey Mapping Untuk Meningkatkan Customer Experience Pada Aplikasi Mobile E-Commerce Dengan Menggunakan Metode Diary Study (Studi Pada Aplikasi Mobile E-Commerce Shopee)*.

Saputro, P. (2021). *Industri Game di Indonesia Sumbang Rp 24,8 Triliun Total PDB Nasional*.

Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). Wiley.

Seth Earley. (2021). Using the *Customer Journey* to optimise the marketing technology stack. *Applied Marketing Analytics*, 5(3).

Statista. (2021). COVID-19 impact on the gaming industry worldwide - statistics & facts. [Online] <https://www.statista.com/topics/8016/covid-19-impact-on-the-gaming-industry-worldwide/#dossierKeyfigures> [11 November 2021]

Statista. (2021). *Video game industry - Statistics & Facts*. [Online] <https://www.statista.com/topics/868/video-games/#dossierKeyfigures> [11 November 2021]

Steve Hogan (2021). What is the *Customer Journey* and Why Do You Need to Create One?. [Online] <https://www.crazyegg.com/blog/Customer-journey/> [12 November 2021]

Sugiyono. (2013). *Metode Penelitian Bisnis*. Bandung: Alfabeta.

- Sugiyono. (2014). *Memahami Penelitian Kualitatif*. Bandung, Indonesia: Alfabeta.
- Sugiyono. (2016). *Metodologi Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- VG Insight. (2020). *Infographic: Indie game revenues on Steam*. [Online] <https://vginsights.com/insights/article/infographic-indie-game-revenues-on-steam> [12 November 2021]
- Walden, S. (2017). *Customer Experience Management Rebooted*. In *Customer Experience Management Rebooted*. Palgrave Macmillan UK.