

DAFTAR PUSTAKA

- Anggito, A., & Setiawan, J. 2018. *Metodologi Penelitian Kualitatif*. Yogyakarta: CV Andi Offset.
- Ebert, R. J., & Griffin, R. W. 2020. *Business Essentials*. Jakarta: Erlangga.
- Fayol, H. 2016. *General and Industrial Management*. Bandung: Alfabeta.
- Henry, J. 2001. *Creative Management*. Jakarta: Gramedia.
- Kall, J. 2021. *Brand Metrics: Measuring Brand Efficacy along the Customer Journey*. New York: Routledge.
- Kapp, K. M. 2012. *The Gamification of Learning and Instruction: Game-Based Methods and Strategies for Training and Education*. Hoboken: Wiley.
- Kotler, P., & Keller, K. L. 2012. *Marketing Management* (14th ed.). Jakarta: Erlangga.
- Lin, L. 2023. 'Factors Impacting Customer Loyalty of Online Shopping: A Case Study of China's E-Commerce Platforms'. *Scholar: Human Sciences*, 15(3), 45–58.
- Lynch, R. 2018. *Strategic Management*. Jakarta: Pearson Education.
- Sugiyono, Dr. 2013. *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono, Prof. 2016. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Yusuf, A. M. 2005. *Metodologi Penelitian*. Padang: UNP Pers.

Referensi Lainnya

- Abdillah, L. Andretti. 2021. *Analisis Kualitas Layanan Website E-Commerce Bukalapak Terhadap Kepuasan Pengguna Mahasiswa Universitas Bina Darma Menggunakan Metode Webqual 4.0*. Palembang: Universitas Bina Darma.
- Abou-Shouk, M., & M. Soliman. 2021. 'The Impact of Gamification Adoption Intention on Brand Awareness and Loyalty in Tourism: The Mediating Effect of Customer Engagement'. *Journal of Destination Marketing and Management*, vol. 20, hh. 100559. doi: 10.1016/j.jdmm.2020.100559.

- Achadi, A., M. Surveyandini, & A. Prabawa. 2021. *Pengaruh Kualitas Website E-Commerce, Kepercayaan, Persepsi Risiko, dan Norma Subyektif terhadap Minat Beli Secara Online di Bukalapak.com*. Semarang: Universitas Negeri Semarang.
- Addo, P. C., J. Fang, & A. O. Asare. 2021. 'Customer Engagement and Purchase Intention in Live-Streaming Digital Marketing Platforms'. *The Service Industries Journal*. doi: 10.1080/02642069.2021.1905798.
- Agarwal, P., A. Verma, S. K. Malhotra, & S. Swami. 2021. 'The Impact of Service Quality on Customer Loyalty of Indian E-Commerce Industry: The Mediating Role of Customer Satisfaction'. *International Conference on Advances in Business and Management Sciences*, hh. 255–270. doi: 10.1007/978-3-030-94277-9_34.
- Akıl, S., & M. C. Urgan. 2022. 'E-Commerce Logistics Service Quality: Customer Satisfaction and Loyalty'. *Journal of Electronic Commerce in Organizations (JECO)*, vol. 20, no. 1, hh. 1–19.
- Alvarez-Milán, A., R. Felix, & P. A. Rauschnabel. 2018. 'Strategic Customer Engagement Marketing: A Decision-Making Framework'. *Journal of Business Research*, vol. 92, hh. 11–24. doi: 10.1016/j.jbusres.2018.07.017.
- Ambalika, N. K. A. D. 2022. *Pengaruh Kepuasan Elektronik, Kepercayaan Elektronik, dan Manfaat yang Dipersepsikan pada Niat Beli Ulang Konsumen Bukalapak*. Yogyakarta: Universitas Gadjah Mada.
- Aparicio, M., C. J. Costa, & R. Moises. 2021. 'Gamification and Reputation: Key Determinants of e-Commerce Usage and Repurchase Intention'. *Heliyon*, vol. 7, no. 3, hh. e06383. doi: 10.1016/j.heliyon.2021.e06383.
- Auttri, B., K. Chaitanya, S. Daida, & S. K. Jain. 2023. 'Digital Transformation in Customer Relationship Management: Enhancing Engagement and Loyalty'. *European Economic Letters (EEL)*, vol. 13, no. 3, hh. 1140–1149.
- Betan, W. 2021. *Tokopedia vs Bukalapak: Which One Is Preferred? The Impact of Benefits Spread*. Jakarta: Universitas Indonesia.
- Bustamante, J. C., & N. Rubio. 2017. 'Measuring Customer Experience in Physical Retail Environments'. *Journal of Service Management*, vol. 28, no. 5, hh. 884–913. doi: 10.1108/JOSM-06-2016-0142.
- Chansanam, W., & U. Detthamrong. 2019. 'Online Customer Loyalty Components in Thailand E-Commerce Industry'. *Journal of Business Administration*, vol. 47, no. 3, hh. 12–20.

- Chen, C. F., & J. P. Wang. 2016. 'Customer Participation, Value Co-Creation, and Customer Loyalty—A Case of Airline Online Check-in System'. *Computers in Human Behavior*, vol. 62, hh. 346–352.
- Chin, W. W. 1998. 'Commentary: Issues and Opinion on Structural Equation Modeling'. *MIS Quarterly*, vol. 22, no. 1, hh. vii–xvi.
- Clement, A. P., F. Jiaming, & L. Li. 2020. 'Green Advertising and Purchase Decisions in Live-Streaming B2C and C2C Interactive Marketing'. *International Journal of Information and Management Sciences*, vol. 31, no. 2, hh. 191–212. doi: 10.6186/IJIMS.202006.31(2).0005.
- Deterding, S., D. Dixon, R. Khaled, & L. Nacke. 2011. 'From Game Design Elements to Gamefulness: Defining "Gamification"'. *Proceedings of the 15th International Academic MindTrek Conference*, hh. 9–15. doi: 10.1145/2181037.2181040.
- Dichev, C., D. Dicheva, & G. Angelova. 2014. 'From Gamification to Gameful Design and Gameful Experience in Learning'. *Cybernetics and Information Technologies*, vol. 14, no. 4, hh. 21–30. doi: 10.1515/cait-2014-0007.
- Duy Phuong, N. N., L. T. Luan, V. V. Dong, & N. L. N. Khanh. 2020. 'Examining Customers' Continuance Intentions towards e-Wallet Usage: The Emergence of Mobile Payment Acceptance in Vietnam'. *Journal of Asian Finance, Economics and Business*, vol. 7, no. 9, hh. 505–516. doi: 10.13106/JAFEB.2020.VOL7.NO9.505.
- Clement, A. P., Fang, J., & Li, L. 2020. 'Green Advertising and Purchase Decisions in Live-Streaming B2C and C2C Interactive Marketing'. *International Journal of Information and Management Sciences*, 31(2), 191–212. doi: 10.6186/IJIMS.20200631(2).0005.
- Deterding, S., Dixon, D., Khaled, R., & Nacke, L. 2011. 'From Game Design Elements to Gamefulness: Defining "Gamification"'. *Proceedings of the 15th ACM International Conference on Human-Computer Interaction*, 1–9. doi: 10.1145/2181037.2181040.
- Dichev, C., Dicheva, D., Angelova, G., & others. 2014. 'From Gamification to Gameful Design and Gameful Experience in Learning'. *Cybernetics and Information Technologies*, 14(4), 1–23. doi: 10.1515/cait-2014-0007.
- Duy Phuong, N. N., Ly, T. L., Vu, V. D., & Nguyen, L. N. K. 2020. 'Examining Customers' Continuance Intentions towards e-Wallet Usage: The Emergence of Mobile Payment Acceptance in Vietnam'. *Journal of Asian Finance,*

- Economics and Business*, 7(9), 505–516. doi: 10.13106/JAFEB.2020.VOL7.NO9.505.
- Elgarhy, S. D., Abdel Rahieem, W. M. A. N., & others. 2023. 'Influences of Gamification on Repurchase Intention and Intrinsic Motivations in Egyptian Hotels and Travel Agencies: The Mediating Role of Customer Engagement'. *Journal of Quality Assurance in Hospitality & Tourism*, 1–18. doi: 10.1080/1528008X.2023.2194705.
- Engström, I. 2023. *Building Brand Loyalty through Customer Engagement Practices: A Case Study on Djerf Avenue's Online Brand Community*. Retrieved from osuva.uwasa.fi.
- Fadillah, H. 2019. *Komunikasi Persuasif dalam Iklan: Analisis Isi Pesan Bukalapak "Bayar Pajak Kendaraan Lebih Cepat Lewat E-Samsat Bukajabar"*. Retrieved from repository.upnvj.ac.id.
- Fauziah, D. N., & Wulandari, D. A. N. 2018. 'Pengukuran Kualitas Layanan Bukalapak.Com Terhadap Kepuasan Konsumen dengan Metode Webqual 4.0'. *JITK (Jurnal Ilmu Teknologi Komputer)*, 5(1), 1–12.
- Fortuna, D. F. 2023. *Survei Terhadap Brand Engagement pada Industri E-Commerce di Indonesia: Survei Pada Generasi Z Pengguna Aplikasi Bukalapak, Blibli, dan JD.ID*. Retrieved from repository.upi.edu.
- Gemina, D., & Silaningsih, E. 2021. 'Keputusan Pembelian Online Produk Bukalapak.Com dengan Pendekatan Kepercayaan Konsumen, Keamanan, dan Persepsi Risiko'. *Media Bina Ilmiah*, 1(2), 23–35.
- Groh, F. 2012. 'Gamification: State of the Art Definition and Utilization'. *Institute of Media Informatics Ulm University*. Retrieved from www.uni-ulm.de.
- Gupta, R., Kumar, V., Kaushik, A. K., Gupta, D. D., & others. 2023. 'Investigating the Impact of Online Brand Communities on Online Customer Engagement and Brand Loyalty'. *Journal of Global Marketing*, 36(3), 236–252. doi: 10.1080/08911762.2023.2180789.
- Hamari, J., Koivisto, J., & Sarsa, H. 2014. 'Does Gamification Work? A Literature Review of Empirical Studies on Gamification'. *Proceedings of the 47th Hawaii International Conference on System Sciences*, 3025–3034. doi: 10.1109/HICSS.2014.377.
- Hamari, J., Xi, N., Legaki, Z., & others. 2023. 'Gamification'. *Proceedings of the International Conference on System Innovation*, 1–15.

- Han, S., & Anderson, C. K. 2022. 'The Dynamic Customer Engagement Behaviors in the Customer Satisfaction Survey'. *Decision Support Systems*, 124, 10–30. doi: 10.1016/j.dss.2022.113523.
- Hanson, W. A., & Kalyanam, K. 2020. *Internet Marketing and E-Commerce (Student Ed.)*. Retrieved from repository.vnu.edu.vn.
- He, Y. 2018. 'The Influence of Online Logistics Service Mode on Customer Loyalty: The Moderation Effect of Signal Credibility and Switching Costs'. *ProQuest Dissertations & Theses*. Retrieved from search.proquest.com.
- Hoang, D., Kousi, S., & Martinez, L. F. 2023. 'Online Customer Engagement in the Post-Pandemic Scenario: A Hybrid Thematic Analysis of the Luxury Fashion Industry'. *Electronic Commerce Research*, 1–19.
- Huang, T. L. 2022. 'How to Enhance Vendor-Specific Perceived Effectiveness of E-Commerce Institutional Mechanisms and Online Shopper Loyalty'. *International Journal of Electronic Commerce*, 26(2), 222–244. doi: 10.1080/10864415.2022.2050583.
- Ingaldi, M., & Ulewicz, R. 2018. 'Evaluation of Quality of the E-Commerce Service'. *Journal of Ambient Computing and Intelligence*, 10(3), 15–30.
- Jung, S. H., & Lee, S. J. 2019. 'A Study on the Influence of Digital Experience and Purchase in the 4th Industrial Revolution: Focusing on Differences between Satisfied, Neutral, and Dissatisfied Groups'. *Journal of Digital Transformation*, 26(August), 51–69.
- Kalogiannakis, M., Papadakis, S., & Zourmpakis, A. I. 2021. 'Gamification in Science Education: A Systematic Review of the Literature'. *Education Sciences*, 11(6), 316. doi: 10.3390/educsci11060316.
- Karlina, S., Nobelson, N., & others. 2020. 'Analisis Perbandingan Strategi Pemasaran Pada Toko Online (Studi Pada Shopee, Bukalapak, Lazada, dan Tokopedia)'. *Journal of Economics, Business, and Accounting*, 9(1), 1–15.
- Khan, I., Rahman, Z., & Fatma, M. 2016. 'The Role of Customer Brand Engagement and Brand Experience in Online Banking'. *International Journal of Bank Marketing*, 34(2), 230–250. doi: 10.1108/IJBM-07-2015-0110.
- Khan, S. A., Devi, T. P., Antony, T., Ligor, A., & others. 2020. 'Customer Satisfaction and Customer Loyalty in Online Shopping: A Study on University Students of Bhutan'. *Delhi Business Review*, 21(2), 45–60.

- King, D., Greaves, F., Exeter, C., & others. 2013. "“Gamification”: Influencing Health Behaviours with Games'. *Journal of the Royal Society of Medicine*, 106(12), 431–441. doi: 10.1177/0141076813480996.
- Latan, H., & Ghozali, I. 2017. *Partial Least Squares: Concepts, Methods, and Applications Using the WarpPLS 5.0 Program*. Universitas Diponegoro.
- Luo, N., Wang, Y., Jin, C., Ni, Y., & Zhang, M. 2019. 'Effects of Socialization Interactions on Customer Engagement in Online Travel Communities'. *Internet Research*, 29(6), 1374–1396. doi: 10.1108/INTR-08-2018-0354.
- Manzoor, A., Ali, L., & Shaikh, K. A. 2019. 'Antecedents of Customer Loyalty in Online Shopping Environment: Mediating Role of Customer Satisfaction'. *Bahria University Journal of Management and Social Sciences*, 14(1), 20–35.
- Margery, E., Dalimunthe, R. F., Rini, E. S., & others. 2022. 'Online Customer Loyalty Modeling Concept in Medan City'. *Proceedings of the International Conference on Business and Economics*. doi: 10.4108/eai.14-12-2021.2318506.
- Maulana, I. 2023. 'Pengaruh Electronic Service Quality, Electronic Word of Mouth dan Kepercayaan Konsumen Terhadap Keputusan Pembelian di Bukalapak'. *Repository IAIN Kudus*. Retrieved from repository.iainkudus.ac.id.
- Molinillo, S., Gómez-Ortiz, B., & others. 2017. 'Building Customer Loyalty: The Effect of Experiential State, the Value of Shopping, and Trust and Perceived Value of Service on Online Clothes Shopping'. *Clothing and Textiles Research Journal*, 35(2), 130–142. doi: 10.1177/0887302X17694270.
- Mora, A., Riera, D., González, C., & others. 2017. 'Gamification: A Systematic Review of Design Frameworks'. *Journal of Computing in Higher Education*, 29(3), 508–523. doi: 10.1007/s12528-017-9150-4.
- Muchardie, B. G., Yudiana, N. H., & Gunawan, A. 2016. 'Effect of Social Media Marketing on Customer Engagement and Its Impact on Brand Loyalty in Caring Colours Cosmetics, Martha Tilaar'. *BBR Journal*, 7(May), 83–87. doi: 10.21512/bbr.v7i1.1458.
- Muliadi, A. 2023. 'Analisis Faktor-Faktor Yang Mempengaruhi Pengembangan UMKM Melalui Marketplace Online Tokopedia, Bukalapak, Dan Shopee'. *Repository Ar-Raniry*. Retrieved from repository.ar-raniry.ac.id.
- Muyassaroh, E. M. 2019. 'Minat Beli Pada Marketplace Unicorn Di Indonesia: Tokopedia Dan Bukalapak'. *PERFORMANCE: Jurnal Bisnis & Ekonomi*, 8(1), 24–32.

- Ningthoujam, S., Manna, R., Gautam, V., & others. 2020. 'Building Customer Engagement and Brand Loyalty through Online Social Media: An Exploratory Study'. *International Journal of Electronic Marketing and Retailing*, 12(2), 45–60. doi: 10.1504/IJEMR.2020.106846.
- Ojochide, P. F. 2023. 'E-Service Quality and Customer Loyalty in the E-Commerce Market, South West, Nigeria: Post-COVID-19'. *Innovative Marketing*, 19(3), 114–122. doi: 10.21511/im.19(3).2023.10.
- Oliva, R., Sterman, J. D., & Giese, M. 2003. 'Limits to Growth in the New Economy: Exploring the “Get Big Fast” Strategy in E-Commerce'. *System Dynamics Review*, 19(4), 372–398. doi: 10.1002/sdr.271.
- Othman, A. S., Chowdhury, I. A., Bo, Y., & others. 2015. 'Key Drivers of Customer Loyalty in Online Banking'. *Annals of Marketing and Economics*, 9(2), 56–70.
- Palestrini, A. 2021. 'Gamification in Marketing: Driving Customer Engagement and Loyalty'. *Journal of Business and Marketing*, 29(2), 67–78.
- Pansari, A., & Kumar, V. 2017. 'Customer Engagement: The Construct, Antecedents, and Consequences'. *Journal of the Academy of Marketing Science*, 45(3), 294–311. doi: 10.1007/s11747-016-0485-6.
- Philycia, C., & Berlianto, M. P. 2022. 'Impact of Brand Authenticity and Brand Community on Brand Trust and MSME Growth in Bukalapak Partner Application Users'. *Jurnal Mebis*, 12(2), 45–60.
- Poetri, M. O. 2019. 'The Effect of Experiential Marketing and Psychological Pricing on Repurchase Intention of Customers in Store X'. *Russian Journal of Agricultural and Socio-Economic Sciences*, 92(8), 214–218. doi: 10.18551/rjoas.2019-08.23.
- Porter, G. 2014. *The Rise of Big Business: 1860-1920*. Google Books.
- Prasetyo, R. 2022. 'Predicting E-Commerce Consumers' Loyalty through the Lens of Protection Motivation Theory'. *2022 International Conference on Data Analytics for Business and Industry (ICDABI)*, 418–422.
- Pratama, W. A. 2019. 'Analisis Simbol Budaya Kontemporer Pada Iklan (Studi Metode Semiotika Iklan Bukalapak.com Versi Nego Cinchai)'. *eprints.radenfatah.ac.id*. Retrieved from eprints.radenfatah.ac.id.
- Purani, K., Kumar, D. S., & Sahadev, S. 2019. 'E-Loyalty among Millennials: Personal Characteristics and Social Influences'. *Journal of Retailing and Consumer Services*, 48 (July 2018), 215–223. doi: 10.1016/j.jretconser.2019.02.006.

- Putra, S. A. 2020. 'Pengaruh E-Service Quality Terhadap Loyalitas Konsumen Bukalapak Melalui Kepuasan Konsumen'. *eprints.ukmc.ac.id*. Retrieved from *eprints.ukmc.ac.id*.
- Putri, L. 2018. 'Achmad Zaky Founded Bukalapak to Improve Small Businesses'. *Prestigeonline.com*. Retrieved from *prestigeonline.com*.
- Rahman, I. T. 2020. 'Strategi Komunikasi Pemasaran Bukalapak Dalam Iklan Buka Rejeki Versi Ramadhan Melalui Media YouTube'. *Jurnal Ilmu Komunikasi*, 15(2), 87–98.
- Raj, N. V. 2023. 'Loyalty Score Generation for Customers Using Sentimental Analysis of Reviews in E-Commerce'. *Lecture Notes in Networks and Systems*, 490, 461–473.
- Red, E. R., Velasquez, J. A., Cruz, J. M. C., & others. 2019. 'Web and Mobile Ticketing and Service Tracking for Customer Engagement of a Small Accounting Firm'. *Proceedings of the 2019 International Conference on Information Systems and Technology*, 3332324, 3332327. doi: 10.1145/3332324.3332327.
- Reichheld, F. F., Markey Jr, R. G., & others. 2000. 'E-Customer Loyalty: Applying the Traditional Rules of Business for Online Success'. *European Business Review*, 12(5), 238–246.
- Riyadi, M. 2020. 'Pengaruh Kualitas Situs Web dalam Menciptakan Loyalitas Pelanggan (Studi Empiris Pada Lazada, Shopee.co.id, dan Bukalapak)'. *eprintslib.ummgl.ac.id*. Retrieved from *eprintslib.ummgl.ac.id*.
- Rodrigues, L. F., Oliveira, A., & Rodrigues, H. 2019. 'Main Gamification Concepts: A Systematic Mapping Study'. *Heliyon*, 5(7), e01900.
- Saad, A. T. 2021. 'Factors Affecting Online Food Delivery Service in Bangladesh: An Empirical Study'. *British Food Journal*, 123(11), 3609–3623. doi: 10.1108/BFJ-05-2020-0449.
- Sadek, H., & El Mehelmi, H. 2020. 'Customer Brand Engagement Impact on Brand Satisfaction, Loyalty, and Trust in the Online Context: Egyptian Banking Sector'. *Journal of Business and Retail Management*, 14(2), 113–124.
- Sawhney, M., Verona, G., & others. 2005. 'Collaborating to Create: The Internet as a Platform for Customer Engagement in Product Innovation'. *Journal of Interactive Marketing*, 19(3), 1–14. doi: 10.1002/dir.20046.
- Siregar, K. 2023. 'The Effect of Service Quality on Customer Complaints and Customer Loyalty Through Customer Satisfaction of ZALORA Indonesia E-

- Commerce Website Users'. *2023 International Conference on Digital Business and Technology Management (ICONDBTM 2023)*.
- Slaski, M., & Cartwright, S. 2002. 'Health, Performance, and Emotional Intelligence: An Exploratory Study of Retail Managers'. *Stress and Health: Journal of the International Society for the Investigation of Stress*, 18(2), 63–71. doi: 10.1002/smi.926.
- Suhail, P., & Srinivasulu, Y. 2021. 'Perception of Service Quality, Satisfaction, and Behavioral Intentions in Ayurveda Healthcare'. *Journal of Ayurveda and Integrative Medicine*, 12(2), 243–250.
- Sulistiawati, I., Rahmawati, R., & Zainurossaiamia ZA. 2022. 'Which Is More Interesting Between Gamification, Share, and Like in Customer Engagement in Millennials and Generation Z?'. *Journal of Social Research*, 2(1), 224–232. doi: 10.55324/josr.v2i1.502.
- Taylor, S. 1991. *Communication for Business: A Practical Approach*. HarperCollins.
- Tenenhaus, M., Amato, S., & Esposito Vinzi, V. 2004. 'A Global Goodness-of-Fit Index for PLS Structural Equation Modelling'. In *Proceedings of the XLII SIS Scientific Meeting* (Vol. 1, pp. 739–742). Padova.
- Thakur, R. 2019. 'The Moderating Role of Customer Engagement Experiences in Customer Satisfaction–Loyalty Relationship'. *European Journal of Marketing*, 53(7), 1278–1310.
- Tseng, S. M. 2021. 'Understanding the Impact of the Relationship Quality on Customer Loyalty: The Moderating Effect of Online Service Recovery'. *International Journal of Quality and Service Sciences*, 13(3), 402–419. doi: 10.1108/IJQSS-07-2020-0115.
- Wind, Y. 1979. 'Marketing and the Other Business Functions'. *Wharton School, University of Pennsylvania*. Retrieved from faculty.wharton.upenn.edu.
- Wood, L. C., & Reiners, T. 2015. 'Gamification'. *Encyclopedia of Information Science and Technology* (3rd ed.), 3, 1446–1454.
- Yadav, M., & Rahman, Z. 2018. 'The Influence of Social Media Marketing Activities on Customer Loyalty: A Study of e-Commerce Industry'. *Benchmarking: An International Journal*, 25(9), 3882–3905. doi: 10.1108/BIJ-05-2017-0092.

- Yogiyanti, N. O., & Setyabudi, D. 2018. 'Hubungan Terpaan Iklan Dan Citra Merek Bukalapak Dengan Keputusan Pembelian Produk Di Bukalapak'. *Interaksi Online*, 3(1), 10–18.
- Yohans, J. A., Rahayu, A., & Dirgantari, P. D. 2023. 'The Effect of Electronic Customer Relationship Management and Customer Engagement on Customer Loyalty on Gojek Online Transportation Services Users'. *Dinasti International Journal of Management Science*, 4(2), 167–179.
- Yuliantoro, N., Goeltom, V., Juliana, I. B., Pramono, R., & Purwanto, A. 2019. 'Repurchase Intention and Word of Mouth Factors in the Millennial Generation Against Various Brands of Boba Drinks During the Covid-19 Pandemic'. *African Journal of Hospitality, Tourism and Leisure*, 8(2), 1–11.
- Zhang, T., Lu, C., Torres, E., & Chen, P. J. 2018. 'Engaging Customers in Value Co-Creation or Co-Destruction Online'. *Journal of Services Marketing*, 32(5), 675–686. doi: 10.1108/JSM-01-2017-0027.