

## DAFTAR PUSTAKA

- Zahay, D., Sihi, D., Muzellec, L., Johnson, D. (2019). The marketing organization's journey to become data-driven. Retrieved from Emerald Insight.
- Chen, T., and Guestrin, C. (2016). XGBoost: A Scalable Tree Boosting System. Retrieved from Emerald Insight.
- Diaconu, M., Oancea, O., and Brinzea, M. (2016). INTEGRATED MARKETING COMMUNICATION, INSTRUMENT OF MODERN ORGANIZATIONS DEVELOPMENT IN TERMS OF SUSTAINABILITY. ECOFORUM, Volume 5, Issue 2 (9), 2016, 270-277.
- Shearer, Colin. (2000). Journal of Data Warehousing. Volume 5, Number 4, Fall 2000, 14-23.
- Gao, Yuan. (2005). Factors influencing user trust in online games. The Electronic Library, Vol. 23 Iss 5 pp. 533 – 538. Retrieved from Emerald Insight.
- Okazaki, S., Skapa, R., Grande, I. (2015). Global Youth and Mobile Games: Applying the Extended Technology Acceptance Model in the U.S.A., Japan, Spain, and the Czech Republic In Cross-Cultural Buyer Behavior. Retrieved from Emerald Insight.
- Punj, Subhash. (1987). Developing Marketing Strategy: A Framework. Marketing Intelligence & Planning, Vol. 5 Iss 1 pp. 34 – 39. Retrieved from Emerald Insight.
- Charles F. Hofacker Edward Carl Malthouse Fareena Sultan. (2016). Big data and consumer behavior: imminent opportunities. Journal of Consumer Marketing, Vol. 33 Iss 2 pp. Retrieved from Emerald Insight.
- Simon, Jean Paul. (2018). Triggering the emergence of digital ecosystems: the role of mobile and video games in emerging economies. Digital Policy, Regulation and Governance, Vol. 20 Issue: 5, pp.449-478. Retrieved from Emerald Insight.
- Persaud, A., and Azhar, I. (2011). Innovative mobile marketing via smartphones Are consumers ready?. Retrieved from Emerald Insight.

- Alves, Felipe. (2016). Network-based innovation: the case for mobile gaming and digital music. *European Business Review*, Vol. 28 Iss 2 pp. 155 – 175. Retrieved from Emerald Insight.
- ARAUJO, Wegner. (2016). Experiential value and domain-specific innovativeness during freemium game usage: effects on child wellbeing. *Young Consumers*, Vol. 17 Iss 1 pp. Retrieved from Emerald Insight.
- Lee, Ming. (2009). Understanding the behavioural intention to play online games. *Online Information Review*, Vol. 33 Iss 5 pp. 849 – 872. Retrieved from Emerald Insight.
- Rahman, S., Khan, M., Iqbal, N. (2018). Motivations and barriers to purchasing online: understanding consumer responses. *South Asian Journal of Business Studies*, Vol. 7 Issue: 1, pp.111-128. Retrieved from Emerald Insight.
- Fudin, Umar. (2016). INCREASE NUMBER OF DATA PACKAGE PURCHASER IN MYTELKOMSEL APPS BY LEVERAGING PREDICTIVE ANALYTICS.
- Hsiao, C.-C., & Chiou, J.-S. (2012). The impact of online community position on online game continuance intention: Do game knowledge and community size matter? *Information & Management*, 49(6), 292–300. Retrieved from Emerald Insight.
- Yee, N. (2006). Motivations for Play in Online Games. *CyberPsychology & Behavior*, 9(6), 772–775. Retrieved from Emerald Insight.
- Elbert, Ronald J. & Ricky W. Griffin (2009). *Business*. New Jersey: Prentice – Hall
- Mohammed, R., Fisher, R., Jaworski, B., Paddison, G. (2003). *Internet Marketing: Building Advantage in the Networked Economy*. McGraw-Hill Inc.
- Kotler, Philip dan Gary Armstrong, 2008. *Prinsip-Prinsip Pemasaran*, Edisi 12 Jilid 1, Erlangga, Jakarta.
- Quester, P., & Thompson, B. (2000). Evaluating sponsorship effectiveness: The Adelaide Festival of the Arts. *ANZMAC Visionary marketing for the 21st century: facing the challenge*, 1263-1268.
- Kotler, Philip, Kertajaya, Hermawan, Den Huan, Hooi, And Liu, Sandra. 2003. *Rethinking Marketing*. Prentice-Hall, Texas.

- Chaffey, D. (2011). *E-Business and E-Commerce Management : Strategy, Implementation, and Practice* (5th). Pearson Education.
- Chaffey, D. (2016). *Digital Marketing : Strategy, Implementation, and Practice* (6th). Pearson Education.
- Yeboah, A., Atakora, A. (2013). Integrated Marketing Communication: How Can It Influence Customer Satisfaction?. *European Journal of Business and Management*. ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.5, No.2, 2013.
- Schultz, D.E. (2004). IMC Receives More Appropriate Definition. *Marketing News*, 38 (15), pp. 8-9.
- Belch, George dan Belch, Michael. (2009). *Advertising and Promotion: An Integrated Marketing Communication Perspective*. New York: McGraw Hill.
- Don dan Heidi Schultz. (1993). IMC, the Next Generation Five Steps for Delivering Value and Measuring Returns Using Marketing Communication.
- SCHULTZ, Don E. Integrated Marketing Communications. Maybe definition is in the point of view”, *Marketing News*, January 18, vol. 27, no. 2, 1993, p. 17.
- Weibel, D., Wissmath, B., Habegger, S. Steiner, Y., and Groner. (2007). Playing online games against computer- vs. human-controlled opponents: Effects on presence, flow, and enjoyment. Retrieved from Emerald Insight.
- Dabholkar, Pratibha A. 1994a. “Technology-Based Service Delivery: A Classification Scheme for Developing Marketing Strategies.” In *Advances in Services Marketing and Management*. vol. 3 Eds. Teresa A. Swartz, A. Swartz, David E. Bowen, and Stephen W. Brown. Greenwich, CT: JAI, 241–271.
- Kotu, V., Deshpande, B. (2014). *Predictive Analytics and Data Mining*.
- Hormes, D., Lemeshow, S. (2000). *Applied Logistic Regression*. A Willey-Interscience Publication.
- Nisbet, R., Elder, J., & Miner, G. (2009). Classification. *Handbook of Statistical Analysis and Data Mining Applications*, 235–258. Retrieved from Emerald Insight.

- Peng, C.-Y. J., Lee, K. L., & Ingersoll, G. M. (2002). An Introduction to Logistic Regression Analysis and Reporting. *The Journal of Educational Research*, 96(1), 3–14. Retrieved from Emerald Insight.
- Ho, T. (1995). Random Decision Forest. *ICDAR '95 Proceedings of the Third International Conference on Document Analysis and Recognition (Volume 1)*.
- Telkomsel. (2019). Laporan Keuangan Telkomsel 2018. [www.telkomsel.com/en/about-us/investor-relations](http://www.telkomsel.com/en/about-us/investor-relations) [13 September 2019]
- Wikipedia. (2019). Mobile Game. [en.wikipedia.org/wiki/Mobile\\_game](https://en.wikipedia.org/wiki/Mobile_game) [15 November 2019]
- Detiknet. (2019). Mobile Game Populer di Indonesia. [www.wadezig.com/5-game-online-mobile-terpopuler-di-indonesia](http://www.wadezig.com/5-game-online-mobile-terpopuler-di-indonesia) [15 November 2019]
- Newzoo. (2019). Games Article. [newzoo.com/insights/articles/](http://newzoo.com/insights/articles/) [19 November 2019]
- Gamified. (2018). Gamification. [www.gamified.uk/user-types/](http://www.gamified.uk/user-types/) [19 November 2019]
- Chen, Jenova. (2006). Flow in Games. [www.jenovachen.com/flowingames/introduction.htm](http://www.jenovachen.com/flowingames/introduction.htm) [19 November 2019]
- Business Insider. (2015). Games Business. <https://www.businessinsider.com/sean-plott-explains-why-he-thinks-freemium-games-are-the-best-business-model-for-both-players-and-developers-2015-3?IR=T> [19 November 2019]
- Syamsuir, Noviardi. (2016). Big Data Analysis. [noviardisyamsuir.blogspot.com/2016/04/analisis-big-data.html](http://noviardisyamsuir.blogspot.com/2016/04/analisis-big-data.html) [19 November 2019]
- Kim, Gary. (2018). Telecom Business Growth. [ipcarrier.blogspot.com/2018/05/has-telecom-revenue-growth-already.html](http://ipcarrier.blogspot.com/2018/05/has-telecom-revenue-growth-already.html) [19 November 2019]
- Feedough. (2019). Freemium Business Model. <https://www.feedough.com/freemium-business-model/> [19 November 2019]
- Nations, Daniel. (2019). What Are Freemium Games?. [www.lifewire.com/what-is-freemium-1994347](http://www.lifewire.com/what-is-freemium-1994347) [15 November 2019]
- Reason Streer. (2019). Business Model Freemium. <https://reasonstreet.co/business-model-freemium/> [23 November 2019]

- Singtel. (2019). Singtel Investor Day Presentation. [www.singtel.com/content/dam/singtel/investorRelations/stockExchange/2019/SingtelInvestorDay2019-Telkomsel.pdf](http://www.singtel.com/content/dam/singtel/investorRelations/stockExchange/2019/SingtelInvestorDay2019-Telkomsel.pdf) [17 December 2019]
- Aheleroff, Solihin. (2011). Customer segmentation for a mobile telecommunications company base on service usage behavior
- Mozny, Ladislav. (2017). Key Elements of Strategy in The Telecommunication Industry Overview of Discussion, *Business Trends*, vol.7, no.3 p 60- 71
- Alamsyah, A., Rahmah, W., & Irawan, H. (2015). Sentiment Analysis Based On Appraisal Theory for Marketing Intelligence in Indonesia's Mobile Phone Market. *Journal of Theoretical and Applied Information Technology*, 82 (2), 335-340
- Govindaraju, R., Simatupang, T., & Samadhi, T. A. (2008, Mei). Perancangan Sistem Prediksi Churn Pelanggan PT. Telekomunikasi Seluler dengan Memanfaatkan Proses Data Mining. *Jurnal Informatika*, 9 (1), 33-42. doi:10.9744/informatika.9.1.33-42
- Lee, E.-B., Kim, J., & Lee, S.-G. (2017). Predicting customer churn in mobile industry using data mining technology. *Industrial Management & Data Systems*, 117 (1), 90-109. doi:10.1108/IMDS-12-2015-0509
- Lee, M.-C. (2009). Understanding the behavioural intention to play online games: An extension of the theory of planned behavior. *Online Information Review*, Vol. 33 Issue: 5, 849-872.
- Mujadid, M. F. (2017). Analisis Churn Prediction Menggunakan Metode Logistic Regression Dan Smote (Synthetic Minority Over-Sampling Technique) Pada Perusahaan Telekomunikasi.
- Wong, E., & Wei, Y. (2018). Customer online shopping experience data analytics: Integrated customer segmentation and customised services prediction model. *International Journal of Retail & Distribution Management*, Vol. 46 Issue: 4, 406-420.
- Chen YW., Lin CJ. (2006). Combining SVMs with Various Feature Selection Strategies. In: Guyon I., Nikravesh M., Gunn S., Zadeh L.A. (eds) *Feature*

Extraction. *Studies in Fuzziness and Soft Computing*, vol 207. Springer, Berlin, Heidelberg

Marino, V., & Lo Presti, L. (2019). Disruptive Marketing Communication for Customer Engagement. *The New Frontiers of Mobile Instant Messaging. International Journal on Media Management*, 1–21.

Breidbach, C.F. and Brodie, R.J. (2017), “Engagement platforms in the sharing economy: conceptual foundations and research directions”, *Journal of Service Theory and Practice*, Vol. 27 No. 4, pp. 761-777.

Blasco-Arcas, L., Hernandez-Ortega, B.L. and Jimenez-Martinez, J. (2016), “Engagement platforms: the role of emotions in fostering customer engagement and brand image in interactive media”, *Journal of Service Theory and Practice*, Vol. 26 No. 5, pp. 559-589.