

DAFTAR PUSTAKA

- Ahmed, Pervaiz K, & Shepherd, C. D. (2010). *Innovation Management*. Pearson Education, Inc.
- Arikunto, S. (2016). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta.
- Bambang Prasetyo dan Lina Miftahul Jannah. (2005). *Metode Penelitian Kuantitatif*. Rajagrafindo Perkasa.
- Bloomberg, J. (2018). Digitization, Digitalization, And Digital Transformation: Confuse Them at Your Peril. *Forbes*.
- Butler dan Centrell. (2004). Measuring Service Quality. *Journal of Marketing*, 31.
- Cosenz, F., Noto, G. (2016). Applying system dynamics modelling to strategic management: a literature review. *Systems Research and Behavioral Science*, 33((6)), 703–741. <https://doi.org/10.1002/sres.2386>
- David, F. R. (2016). *Manajemen Strategik* (Alih Bahasa Alexander Sindoro (ed.)). Prehallindo.
- Drucker, P. F. (1954). *Inovasi dan Kewiraswastaan: Praktek & Dasar-Dasar*. Erlangga.
- Dweck, C. S. (2006). *Mindset: The New Psychology of Success*. PT Serambi Ilmu Semesta.
- Freeman, C. (2004). *The Economics of Industrial Innovation (3rd Ed'')*. Taylor and Franch Group.
- Gemini, C. (2017). *Digital Age : The Quantum Leap of Your Corporate Culture*.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 (Edisi 8)* (Cetakan ke). Badan Penerbit Universitas Diponegoro.
- Gobble, M. M. (2018). Digitalization, Digitization, and Innovation. *Research Technology Management*.
- Gunawan, A. W. (2007). *The Secret of Mindset*. Gramedia Pustaka Utama.
- Guy, J. S. (2019). Digital Technology, Digital Culture and The Metric-Nonmetric Distinction. *Technological Forecasting and Social Chang*, 145, 55–61.
- Harshak, A., Schmaus, B., & Dimitrova, D. (2013). *Building a digital culture - How to meet the challenge of multichannel digitization. Originally Published by Booz & Company in 2013*.

- Hartl, E., & Hess, T. (2017). The role of cultural values for digital transformation: Insights from a delphi study. *America's Conference on Information Systems: A Tradition of Innovation*.
- Haryono, S. (2017). *Metode SEM Untuk Penelitian Manajemen Dengan AMOS LISREL PLS*. Luxima Metro Media.
- Hendarsyah, D. (2020). Pemasaran Digital Dalam Kewirausahaan. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 9(1), 25–43. <https://doi.org/10.46367/iqtishaduna.v9i1.209>
- Henriette E, F. M. and I. B. (2015). *he Shape of Digital Transformation: A Systematic Literature Review*.
- Hill, C.W.L, Schiling, M.A., Jones, G. . (2017). *Strategic Management: An Integrated Approach*. Cengage Learning.
- Kalıpçı, M.B., Yay, Ö. (2018). Review of strategic management studies on tourism. *Anatolia*, 29((4)), 566–580. <https://doi.org/10.1080/13032917.2018.1474480>
- Kwon, Eun Hee, & Park, M. J. (2017). Critical Factors on Firm's Digital Transformation Capacity: Empirical Evidence from Korea. *International Journal of Applied Engineering Research*, 12((22)), 12585–12596.
- Lomash, A. (2021). 5 Biggest Challenges to a Successful Digital Transformation. *Net Solution*. <https://www.netsolutions.com/insights/challenges-to-a-successful-digital-transformation-and-how-to-overcome-them/>
- Martínez-Caro, E., Cegarra-Navarro, J. G., & Alfonso-Ruiz, F. J. (2020). Digital Technologies and Firm Performance: The Role of Digital Organisational Culture. *Technological Forecasting and Social Change*.
- McKweon, N. (2017). *Step By Step Guide To Digital Transformation*.
- Mihardjo, Leonardus W.Wasono, Sasmoko, Alamsyah, F., & E. (2019). Boosting The Firm Transformation in Industry 5.0: Experience-Agility Innovation Model. *International Journal of Recent Technology and Engineering*, 8((2)), 735–742.
- Nperf. (2021). *Peta cakupan 3G / 4G / 5G, Indonesia Jaringan data seluler dalam Indonesia*. <https://Cdn.Nperf.Com/Id/Map/ID/-/-/Signal/>.
- Nurmadina. (2015). *Analisis Transformasi Digital Bahan Pustaka sebagai pelestarian informasi di badan perpustakaan dan arsip daerah provinsi sulawesi selatan*.
- Ousmundsen, Karen, Bygstad, Bendik, dan Iden, J. (2018). Digital Transformation Drivers, Success Factors, And Impliactions. *Mediterranean Conference on*

Information Systems (MCIS).

- Pearce dan Robinson. (1997). *Manajemen Strategis*. Binarupa Aksara.
- Pressman, R. S. (2010). *Software Engineering: A Practitioner's Approach, Seventh Edition*. McGraww-Hill.
- Rab, Á. (2007). Digital culture – Digitalised Culture and Culture Created on a Digital Platform. *Information Society From Theory to Political Practice*.
- Rizqi, M, Z. Novim, C, H. & Ahmad, C. (2018). Sistem informasi Penerimaan Peserta Didik Baru Berbasis Android Menggunakan Metode Agile. *Konferensi Nasional Sistem Informasi, STMIK Atma Luhur Pangkalpinang*.
- Rogers DL. (2016). *The Digital Transformation Playbook: Rethink Your Business for The Digital Age*. Columbia University Press.
- Rogers, E. M. (2003). *Diffusion of Innovations Fifth Edition*. The Free Press.
- Sadiku, M. N. O., Tembely, M., Musa, S. M., & Momoh, O. D. (2017). Digital Culture. *International Journal of Advanced Research in Computer Science and Software Engineering*, 7(6), 33–34. <https://doi.org/10.23956/ijarcsse/v7i6/01613>
- Schein, E. H. (2004). *Organizational Culture and Leadership (3rd edition)*. jossey-Bass A Wiley Imprint.
- Sheth, J.N., Sisodia, R.S., & Sharma, A. (2000). The Antecedents and Consequences of Customer-Centric Marketing. *Journal of the Academy of Marketing Science*, 28((1)), 55–66.
- Singh, Y., & Atwal, H. (2019). Digital Culture –A Hurdle or A Catalyst in Employee Engagement. *International Journal of Management Studies*.
- Sudjana Nana dan Ibrahim. (2014). *Penelitian dan Penilaian Pendidikan*. Sinar Baru Bandung.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta, CV.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta, CV.
- Suryantara, I. G. N. (2017). *Merancang Aplikasi dengan Metodologi Extreme Programming*. PT. Elex Media Komputindo.
- Syarif, U., & Aminda, R. S. (2019). Strategi Telkomsel dalam Transformasi menjadi Perusahaan Digital. *Jurnal Manajemen*, 10(2), 166. <https://doi.org/10.32832/jm-uika.v10i2.2364>
- Tandjung, J. W. (2006). *Customer happy, Jurus Jitu Membuat Pelanggan Loyal*.

Lutfansah Mediatama.

- Telkomsel, A. R. (2020). *Digitizing The Nation To Create Opportunities For Sustainable Future*.
- Tempo. (2021). *Pelanggan Tiga Operator Seluler Terbesar, Telkomsel Masih Terbanyak*. Tempo Data Science. <https://www.datatempo.co/DataEkonomi/view/20210802063707/pelanggan-tiga-operator-seluler-terbesar-telkomsel-masih-terbanyak>
- Vandermerwe, S. (2004). Achieving Deep Customer Focus. *MIT Sloan Management Review*, 45((3)), 26–34.
- Widodo, M. P. (2020). *Pengembangan Aplikasi Pelaporan Progress-Plan-Pengembangan Aplikasi Pelaporan Progress-Plan-*.
- Wokurka, G., Banschbach, Y., Houlder, D., & Jolly, R. (2016). Digital Culture: Why Strategy and Culture Should Eat Breakfast Together. *Shaping the Digital Enterprise: Trends and Use Cases in Digital Innovation and Transformation*.
- Yunus, E. (2016). *Manajemen Strategis*. Andi Offset.
- Zhao, Man, Liao, Han-Teng, dan Sun, S.-P. (2020). An Education Literature Review on Digitization, Digitalization, Datafication, and Digital Transformation. *Advance in Social Science, Education and Humanities Research*.
- Telkomsel, Syam (2021). Finding Our North Star Finding Our North Star Dari Burning Platform Hingga Founders Mentality. CEO Visioning Series 1
- Telkomsel, Syam (2021). Accelerate People Transformation. CEO Visioning Series 2
- Telkomsel, Syam (2021). Menciptakan Budaya Meritokrasi Sebagai Salah Satu Burning Platform di Telkomsel. CEO Visioning Series 3
- Telkomsel, Syam (2021). Being Digital Telco Who Says It's Easy? It is NOT. CEO Visioning Series 4
- Telkomsel, Syam (2021). Reimagining the Future of Telkomsel Digital Business. CEO Visioning Series 5
- Telkomsel, Syam (2021). Bring The A-Game With The Dream-Team. CEO Visioning Series 6
- Telkomsel, Syam (2021). Navigating The Uncertainty Acknowledge The Problem, Then Act! CEO Visioning Series 7