

REFERENCES

- Akter, S., Wamba, S. F., Gunasekaran, A., Dubey, R., & Childe, S. J. (2016). How to improve firm performance using big data analytics capability and business strategy alignment? *International Journal of Production Economics*, 182, 113–131. <https://doi.org/10.1016/j.ijpe.2016.08.018>.
- AL-Rubaiee, H., Alomar, K., Qiu, R., & Li, D. (2018). Tuning of Customer Relationship Management (CRM) via Customer Experience Management (CEM) using sentiment analysis on aspects level. *International Journal of Advanced Computer Science and Applications*, 9(5), 300–312. <https://doi.org/10.14569/IJACSA.2018.090540>.
- Alamsyah, A., & Bernatapi, E. A. (2019). Evolving Customer Experience Management in Internet Service Provider Company using Text Analytics. *Proceeding - 2019 International Conference on ICT for Smart Society: Innovation and Transformation Toward Smart Region, ICISS 2019*, November 2019. <https://doi.org/10.1109/ICISS48059.2019.8969828>
- Alamsyah, A., Rizkika, W., Nugroho, D. D. A., Renaldi, F., & Saadah, S. (2018). Dynamic large scale data on Twitter using sentiment analysis and topic modeling case study: Uber. *2018 6th International Conference on Information and Communication Technology, ICoICT 2018*, 0(c), 254–258. <https://doi.org/10.1109/ICoICT.2018.8528776>
- Ariadi, D., & Fithriasari, K. (2015). Klasifikasi Berita Indonesia Menggunakan Metode Naive Bayesian Classification dan Support Vector Machine dengan Confix Stripping Stemmer. *JURNAL SAINS DAN SENI ITS Vol. 4*, No.2, 4(2), 248–253.
- Arsi, P., Wahyudi, R., dan Waluyo, R. 2021. Optimasi SVM Berbasis PSO pada Analisis Sentimen Wacana Pindah Ibu Kota Indonesia. *Jurnal RESTI (Rekayasa Sistem Dan Teknologi Informasi)*, 5(2), 231–237.

- Bilgihan, A., Kandampully, J., & Zhang, T. (Christina). (2016). Towards a unified customer experience in online shopping environments: Antecedents and outcomes. *International Journal of Quality and Service Sciences*, 8(1), 102–119. <https://doi.org/10.1108/IJQSS-07-2015-0054>
- Dang, N. C., Moreno-García, M. N., & De la Prieta, F. (2020). Sentiment analysis based on deep learning: A comparative study. *Electronics (Switzerland)*, 9(3). <https://doi.org/10.3390/electronics9030483>
- Daulay, E. D. P., & Asror, I. (2020). Sentimen Analisis pada Ulasan Google Play Store Menggunakan Metode Naïve Bayes. *E-Proceeding of Engineering*, 7(2), 8400. <https://openlibrary.telkomuniversity.ac.id/pustaka/161809/sentimen-analisis-pada-ulasan-google-play-store-menggunakan-metode-naive-bayes.html>
- De Keyser, A., Lemon, K. N., Klaus, P., & Keiningham, T. L. (2015). A Framework for Understanding and Managing the CX. *Working Paper Series*, 15(121), 1–47.
- Flores, V. A., Permatasari, P. A., & Jasa, L. (2020). Penerapan Web Scraping Sebagai Media Pencarian dan Menyimpan Artikel Ilmiah Secara Otomatis Berdasarkan Keyword. *Majalah Ilmiah Teknologi Elektro*, 19(2), 157, <https://doi.org/10.24843/MITE.2020.v19i02.P06>.
- Hamzah, M. L., & Sutoyo, S. (2019). Klasifikasi Text Mining Review Produk Kosmetik Untuk Teks Bahasa Indonesia Menggunakan Algoritma Naive Bayes. *JURNAL KHATULISTIWA INFORMATIKA*, VII. <https://doi.org/10.31294/jki.v7i1.5740>.
- Hendijani Fard, M. and Seyyed Amiri, N. (2018), "The effect of entrepreneurial marketing on halal food SMEs performance", *Journal of Islamic Marketing*, Vol. 9 No. 3, pp. 598-620. <https://doi.org/10.1108/JIMA-12-2016-0097>.

- Imbug, N., Nabila, S., Ambad, A., & Bujang, I. (2018). The Influence of Customer Experience on Customer Loyalty in Telecommunication Industry. September. <https://doi.org/10.6007/IJARBS/v8-i3/3909>.
- Indrawati, P. D. (2015). Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi. PT Refika Aditama.
- Indrayuni, E. (2019). Klasifikasi Text Mining Review Produk Kosmetik Untuk Teks Bahasa Indonesia Menggunakan Algoritma Naive Bayes. Jurnal Khatulistiwa Informatika, 7(1), 29–36. <https://doi.org/10.31294/jki.v7i1.1>
- Indrayuni, E., & Nurhadi, A. (2020). Optimizing Genetic Algorithms for Sentiment Analysis of Apple Product Reviews Using SVM. SinkrOn : Jurnal dan Penelitian Teknik Informatika, 4. <https://doi.org/10.33395/sinkron.v4i2.10549>
- Irfani, F. F. (2020). Analisis Sentimen Review Aplikasi Ruangguru Menggunakan Algoritma Support Vector Machine. JBMI (Jurnal Bisnis, Manajemen, Dan Informatika), 16(3), 258–266. <https://doi.org/10.26487/jbmi.v16i3.8607>
- Kang, H.-N. (2017). A Study of Analyzing on Online Game Reviews Using a Data Mining Approach: STEAM Community Data. International Journal of Innovation, Management and Technology, 8(2), 90–94. <https://doi.org/10.18178/ijimt.2017.8.2.709>
- Kementrian Komunikasi dan Informatika. (2022). Peta Sebaran Covid-19. <https://covid19.go.id/>
- Lutfi, A. A., Permanasari, A. E., and Fauziati, S. 2018. Sentiment Analysis in the Sales Review of Indonesian Marketplace by Utilizing Support Vector Machine. Journal of Information Systems Engineering and Business Intelligence, 4(1), 57–64.
- Malviya, R., & Varma, V. (2012). a Value Based Approach To Improve Customer Experience. Wipro Council for Industry Research.

- Masrury, R. A., Fannisa, & Alamsyah, A. (2019). Analyzing tourism mobile applications perceived quality using sentiment analysis and topic modeling. 2019 7th International Conference on Information and Communication Technology, ICoICT 2019, 1–6. <https://doi.org/10.1109/ICoICT.2019.8835255>
- Meyer, C., & Schwager, A. (n.d.). Understanding Customer Experience Customer Experience.
- Mikalef, P., Pappas, I. O., Krogstie, J., & Giannakos, M. (2018). Big data analytics capabilities: a systematic literature review and research agenda. *Information Systems and E-Business Management*, 16(3), 547–578. <https://doi.org/10.1007/s10257-017-0362-y>
- Nadia, R., L, D. K. M., & Fhira Nhita, S.T., M. . (2018). Analisis Dan Implementasi Algoritma Naïve Bayes Classifier Terhadap Pemilihan Gubernur Jawa Barat 2018 Pada Media Online. *E-Proceeding of Engineering*, 5(1), 1678–1700.
- Negara, E. S., Triadi, D., & Andryani, R. (2019). Topic Modelling Twitter Data with Latent Dirichlet Allocation Method. *ICECOS 2019 - 3rd International Conference on Electrical Engineering and Computer Science, Proceeding*, P., Daniar, R. W., R., N., S., & Bahtiar, R. (2023). *Metode Penelitian Kuantitatif Edisi 3 (3rd ed.)*. Widya Gama Press. <https://doi.org/978-623-95051-5-8>.
- Rahutomo, F., Saputra, P. Y., & Fidyawan, M. A. (2018). Implementasi Twitter Sentiment Analysis Untuk Review Film Menggunakan Algoritma Support Vector Machine. *Jurnal Informatika Polinema*, 4(2), 93. <https://doi.org/10.33795/jip.v4i2.152>
- S, P., & S, S. F. (2013). Opinion Mining and Sentiment Analysis - An Assessment of Peoples' Belief: A Survey. *International Journal of Ad Hoc, Sensor & Ubiquitous Computing*, 4(1), 21–33. <https://doi.org/10.5121/ijasuc.2013.4102>

- Sari, P. K., Alamsyah, A., & Wibowo, S. (2018). Measuring e-Commerce service quality from online customer review using sentiment analysis. *Journal of Physics: Conference Series*, 971(1). <https://doi.org/10.1088/1742-6596/971/1/012053>
- Schroeck M, Shockley R, Smart J, Romero-Morales D, T. P. (2013). Analytics: The real-world use of big data How innovative enterprises in the midmarket extract value from uncertain data. http://www.informationweek.com/pdf_whitepapers/approved/1372892704_analytics_the_real_world_use_of_big_data.pdf
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, penerbit Alfabeta, Bandung
- Sugiyono. (2015). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, R&D*. Alfabeta, 1–334.
- We Are Social. (2020). *Digital 2020 Indonesia*. <https://datareportal.com/reports/digital-2020-indonesia>
- We Are Social. (2021). *Digital 2021 Indonesia*. <https://datareportal.com/reports/digital-021-indonesia>