

DAFTAR PUSTAKA

- Akerkar, R. (2019). *Artificial Intelligence for Business*. Springer.
- Alamsyah, A., & Bernatapi, E. A. (2019, November 1). 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*. <https://doi.org/10.1109/ICISS48059.2019.8969828>
- Alani, M. , M., Tawfik, H., Saeed, M., & Anya, O. (2018). *Applications of Big Data Analytics Trends, Issues, and Challenges*. Springer.
- databoks. (2022a). *Ini Provider Internet yang Paling Banyak Digunakan di Indonesia*. <https://databoks.katadata.co.id/datapublish/2022/06/10/ini-provider-internet-yang-paling-banyak-digunakan-di-indonesia>
- databoks. (2022b). *YLKI: Indihome dan Telkomsel Paling Banyak Dikeluhkan Konsumen*. <https://databoks.katadata.co.id/datapublish/2022/01/10/ylki-indihome-dan-telkomsel-paling-banyak-dikeluhkan-konsumen#>
- Davenport, H. , T. (2014). *Big data at work : dispelling the myths, uncovering the opportunities*. Harvard Business School Publishing.
- Dewi Nur'aini, R. (2020). PENERAPAN METODE STUDI KASUS YIN DALAM PENELITIAN ARSITEKTUR DAN PERILAKU. In 92 *INERSIA* (Vol. 1).
- Hassanien, E. A., & Darwish, A. (2021). *Machine Learning and Big Data Analytics Paradigms: Analysis, Applications and Challenges*. Springer.
- Hootsuite. (2023). *DIGITAL 2023: INDONESIA*. <https://datareportal.com/reports/digital-2023-indonesia>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Kotler, P., & Keller, L. K. (2016). *Marketing Management* (15th ed.). Pearson.
- Masrury, A. R., 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)*.
- McDaniel, C., & Gates, R. (2015). *Marketing Research* (10th ed.). John Wiley & Sons, Inc.
- Mothersbaugh, L. , D., Hawkins, I. , Del, & Kleiser, B. S. (2020). *Consumer Behavior Building Marketing Strategy* (14th ed.). McGraw-Hill.

- Mustofa, I. (2016). Jendela Logika dalam Berfikir: Deduksi dan Induksi sebagai Dasar Penalaran Ilmiah. *Jurnal Pemikiran Dan Pendidikan Islam*, 6, 123–142.
- O’Hern, M. S., & Kahle, L. R. (2013). The Empowered Customer: User-Generated Content and the Future of Marketing. *Global Economics and Management Review*, 18(1), 22–30. [https://doi.org/10.1016/s2340-1540\(13\)70004-5](https://doi.org/10.1016/s2340-1540(13)70004-5)
- Parasuraman, A. , P., Zeithaml, A. , V., & Berry, L. , L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64, 12–40.
- Rachmawati, I. (2020). Service quality role on customer’s loyalty of Indonesia internet service provider during Covid-19. *Jurnal Manajemen Dan Pemasaran Jasa*, 13(2), 167–180. <https://doi.org/10.25105/jmpj.v13i2.7116>
- Rintyarna, B. S., Kuswanto, H., Sarno, R., Rachmaningsih, E. K., Rachman, F. H., Suharso, W., & Cahyanto, T. A. (2022). Modelling Service Quality of Internet Service Providers during COVID-19: The Customer Perspective Based on Twitter Dataset. *Informatics*, 9(1). <https://doi.org/10.3390/informatics9010011>
- Schiffman, G. , L., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson.
- Schmarzo, B. (2013). *Big Data: Understanding How Data Powers Big Business*. John Wiley & Sons, Inc.
- Solomon, R. , M. (2020). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson.
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D*. Alfabeta.
- Taulli, T. (2019). *Artificial Intelligence Basics: A Non-Technical Introduction*. Apress.
- Thaichon, P., Lobo, A., Prentice, C., & Quach, T. N. (2014). The development of service quality dimensions for internet service providers: Retaining customers of different usage patterns. *Journal of Retailing and Consumer Services*, 21(6), 1047–1058. <https://doi.org/10.1016/j.jretconser.2014.06.006>
- Tineges, R., Triayudi, A., & Sholihati, I. D. (2020). Analisis Sentimen Terhadap Layanan Indihome Berdasarkan Twitter Dengan Metode Klasifikasi Support Vector Machine (SVM). *JURNAL MEDIA INFORMATIKA BUDIDARMA*, 4(3), 650. <https://doi.org/10.30865/mib.v4i3.2181>
- Tjiptono, F., & Chandra, G. (2020). *Pemasaran Strategik Domain, Determinan, Dinamika* (4th ed.). Penerbit ANDI.
- Tomoliyus, T., & Sunardianta, R. (2020). Validitas Aiken’s instrumen tes untuk mengukur reaktif agility olahraga khusus tenis meja. *Jurnal Keolahragaan*, 8(2). <https://doi.org/10.21831/jk.v8i2.32492>

- Top Brand Award. (2022). *Komparasi Brand Index*. https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=1&id_kategori=10&id_sub_kategori=370&tahun_awal=2017&tahun_akhir=2022
- Twitter. (2022). *IndiHomeCare*. @IndiHomeCare. <https://twitter.com/indihomecare>
- Widiyaningtyas, T., Zaeni, E. A. I., & A, F. A. R. (2019). Sentiment Analysis Of Hotel Review Using N-Gram And Naive Bayes Methods . *2019 Fourth International Conference on Informatics and Computing (ICIC)*. <https://doi.org/10.1109/ICIC47613.2019.8985946>
- Yusfin, A. Muh. A., Abduh, T., & Herminawaty, A. (2021). *Manajemen Pemasaran dalam Peningkatan Penjualan*.
- Zaenal, & Astutik, I. R. I. (2022). Sentiment Analysis of OYO App Reviews Using the Support Vector Machine Algorithm. *Procedia of Engineering and Life Science*, 3.
- Zeithaml, A. , V., Bitner, J. M., & Gremler, D. , D. (2018). *Services Marketing: Integrating Customer Focus Across The Firm* (7th ed.). McGraw-Hill Education.
- Zellatifanny, C. M., & Mudjiyanto, B. (2018). TIPE PENELITIAN DESKRIPSI DALAM ILMU KOMUNIKASI. *Diakom : Jurnal Media Dan Komunikasi*, 1(2), 83–90. <https://doi.org/10.17933/diakom.v1i2.20>