

## DAFTAR PUSTAKA

- Badan Pusat Statistik (BPS). (2023). Laporan Penetrasi Internet di Indonesia Tahun 2023. Jakarta: BPS.
- Berndt, J. (2016). *Creative Genius: An Innovation Guide for Business Leaders, Border Crossers and Game Changers*. John Wiley & Sons.
- Bizagi Limited. (2020). *Bizagi Modeler User Guide*. Bizagi. <https://help.bizagi.com/>
- Buzan, T., & Buzan, B. (1993). *The Mind Map Book: Unlock your creativity, boost your memory, change your life*. BBC Active.
- Brown, T. (2008). *Design Thinking*. Harvard Business Review.
- Brown, T. (2009). *Change by Design: How Design Thinking Creates New Alternatives for Business and Society*. Harper Business.
- Brown, T., & Wyatt, J. (2010). *Design Thinking for Social Innovation*. Development Outreach, 12(1), 29-43.
- Brown, T., & Katz, B. (2011). *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*. Harper Business.
- Davenport, T. H. (1993). *Process Innovation: Reengineering Work through Information Technology*. Harvard Business Press.
- Davenport, T. H., & Short, J. E. (1990). *The New Industrial Engineering: Information Technology and Business Process Redesign*. MIT Sloan Management Review, 31(4), 11-27.
- Davies, M. (2011). *Concept mapping, mind mapping, and argument mapping: What are the differences and do they matter?.* Higher Education, 62(3), 279–301. DOI: 10.1007/s10734-010-9387-6.
- George, M. L., Rowlands, D., Price, M., & Maxey, J. (2005). *The Lean Six Sigma Pocket Toolbook*. McGraw-Hill Education.
- Goonetilleke, R. S., & Karwowski, W. (2016). *User Empathy in the Design Thinking Process: A Literature Review*. Procedia Manufacturing, 5, 1199-1206.

- Grover, V., Jeong, S. R., Kettinger, W. J., & Lee, C. C. (1995). *The Implementation of Business Process Reengineering*. Journal of Management Information Systems, 12(1), 109-144.
- Hammer, M., & Champy, J. (1993). *Reengineering the Corporation: A Manifesto for Business Revolution*. HarperBusiness.
- Harrington, H.J., 1991. *Business Process Improvement*. New York: McGraw-Hill, Inc.
- IDEO.org. (2015). *The Field Guide to Human-Centered Design*. IDEO
- Ishikawa, K. (1986). *Guide to Quality Control*. Asian Productivity Organization.
- Jakob Nielsen, R. M. (2000). *E-Commerce User Experience*. Nielsen Norman Group.
- Johnson, M., Smith, D., & Brown, J. (2018). *Design Thinking: Business Process Transformation to Create Value for Customers*. Harvard Business Review.
- Juran, J. M., & Godfrey, A. B. (1998). *Juran's Quality Handbook*. McGraw-Hill.
- Khoshafian, S. (2016). *Intelligent BPM: The next wave for customer-centric BPM*. In S. Khoshafian, *Intelligent BPM: Aligning technology to business outcomes*. Taylor & Francis Group.
- Kumar, V., & Reinartz, W. (2018). *Customer Relationship Management: Concept, Strategy, and Tools (3rd ed.)*. Springer.
- Lee, E. (2018). *Design Thinking in Business: A Practical Guide to Implementing Design Thinking for Innovation and Growth*. Kogan Page.
- Løvlie, L., Reason, B., & Flu, M. (2013). *Service Design for Business: A Practical Guide to Optimizing the Customer Experience*. John Wiley & Sons.
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value Proposition Design: How to create products and services customers want*. Wiley.

- Razzouk, R., & Shute, V. (2012). *What Is Design Thinking and Why Is It Important? Review of Educational Research*, 82(3), 330-348.
- Stickdorn, M., & Schneider, J. (2010). *This is Service Design Thinking: Basics, Tools, Cases*. John Wiley & Sons.
- Telkomsel. (2023). Laporan Tahunan 2023. Jakarta: PT Telkomsel.
- Telkomsel. (2023). *Telkomsel Enterprise*. Diakses pada 1 April 2024, dari <https://www.telkomsel.com/enterprise/>
- Wibowo, A., & Setiaji, R. (2020). *Design Thinking: Pendekatan Inovatif dalam Menciptakan Solusi*. PT. Elex Media Komputindo.