

DAFTAR PUSTAKA

- Abdi, F. (2022, September 13). *Jaringan Telkomsel Terganggu di Sumbar Akibat Insiden Teknis*. Diambil dari Antara:
<https://sumbar.antaranews.com/berita/528161/jaringan-telkomsel-terganggu-di-sumbar-akibat-insiden-teknis>, diakses pada 20 Desember 2022.
- Almarashdeh, I. (2016). Sharing Instructors Experience of Learning Management System: A Technology Perspective of User Satisfaction in Distance Learning Course. *Computers in Human Behavior*.
- Anderson, R. E., & Srinivasan, S. S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework.
- Bestari, N. P. (2022, Desember 21). *Telkomsel dan Indihome Gangguan, Netizen Ramai di Twitter*. Diambil dari CNBCIndonesia:
<https://www.cnbcindonesia.com/tech/20221221171821-37-398958/telkomsel-dan-indihome-gangguan-netizen-ramai-di-twitter>, diakses pada 20 Desember 2022.
- BPS. (2021). Statistik Telekomunikasi Indonesia. Badan Pusat Statistik.
- Canhoto, A. I., & Clark, M. (2014). Customer Service 140 Characters at a Time: The Users' Perspective. *Journal of Marketing Management*.
- Ch, C., & Gupta, D. (2017). Factors Influencing Customer Satisfaction With Usage of Shopping Apps in India.
- Chae, M., Kim, J., Kim, H., & Ryu, H. (2010). Information Quality for Mobile Internet Services: A Theoretical Model with Empirical Validation.
- Chalabi, H. S. (2017). The Mediating Role of Perceived Value on The Relationship Between Service Quality and Customer Service Loyalty: An Explanatory Study for Iraqi Private Banking Sector. 130.
- Chang, P. K., & Chong, H. L. (2011). Customer Satisfaction and Loyalty on Service Provided by Malaysian Telecommunication Companies. *2011 International Conference on Electrical Engineering and Informatics*.
- Chinomona, R., & Sandada, M. (2013). Customer Satisfaction, Trust and Loyalty as Predictors of Customer Intention to Re-Purchase South African Retailing Industri. *Mediterranean Journal of Social Sciences*.
- Cooper, D. R. (2014). *Business Research Method*. New York: McGraw-Hill/Irwin.
- DBS Group Research. (2021). Indonesia Industri Focus Telecom Sector. 1.
- Dewi, I. R. (2022, Januari 9). *Data Terbaru! Berapa Pengguna Internet Indonesia 2022?* Diambil dari CNBC Indonesia:
<https://www.cnbcindonesia.com/tech/20220609153306-37-345740/data-terbaru-berapa-pengguna-internet-indonesia-2022>, diakses pada 11 Oktober 2022.
- Dimiyati, M., & Afandi, M. F. (2018). Model Empiris Kesetiaan Pelanggan Berbasis Kualitas Pelayanan Dengan Mediasi Kualitas Hubungan Pada Industri Ritel Berbasis Jejaring Minimarket. *Jurnal Manajemen dan Pemasaran Jasa*.
- Elmayar, A. (2011). Assessing The Perceived Service Quality Levels In The Libyan

- Private and Public Banking Sectors: A Customer Perspective.
- Emanuel. (2021, Desember 2021). *OpenSignal : Pengguna Data Seluler Indonesia Konsumsi 14,6-17,7 GB per Bulan*. Diambil dari Investod.id:
<https://investor.id/it-and-telecommunication/275522/opensignal-pengguna-data-seluler-indonesia-konsumsi-146177-gb-per-bulan>, diakses pada 4 Oktober 2022.
- Fahreza, R. (2022, Oktober 5). *Pelayanan Grapari Telkomsel Cabang Dramaga Bogor Sangat Buruk dan Menyulitkan Konsumen*. Diambil dari Mediakonsumen: <https://mediakonsumen.com/2022/10/05/surat-pembaca/pelayanan-grapari-telkomsel-cabang-dramaga-bogor-sangat-buruk-dan-menyulitkan-konsumen>, diakses pada 20 Desember 2022.
- Fahreza, R. (2022, Oktober 6). *Tanggapan yang Sangat Baik dari Grapari Telkomsel Cabang Dramaga*. Diambil dari Mediakonsumen:
<https://mediakonsumen.com/2022/10/06/surat-pembaca/tanggapan-yang-sangat-baik-dari-grapari-telkomsel-cabang-dramaga>, diakses pada 20 Desember 2022.
- Fahsuni, F. (2022, Desember 15). *Laporan Opensignal Jaringan Seluler Desember Ini, Telkomsel Konsisten*. Diambil dari Selular:
<https://selular.id/2022/12/laporan-opensignal-jaringan-seluler-desember-ini-telkomsel-konsisten/>, diakses pada 20 Desember 2022.
- Fitzsimmons, J. A., & Fitzsimmons, M. J. (2011). *Service Management Operations, Strategy, Information Technology*. McGraw-Hill .
- Ganguli, S., & Roy, S. K. (2011). Generic Technology-based Service Quality Dimensions in Banking impact on Customer Satisfaction and Loyalty. *International Journal of Bank*.
- Girsang, M. J., Candiawan, Hendayani, R., & Ganesan, Y. (2020). Can Information Security, Privacy and Satisfaction Influence The E-Commerce Consumer Trust? . *2020 8th International Conference on Information and Communication Technology (ICoICT)*.
- Grigoroudis, E., Litos, C., Moustakis, V. A., Politis, Y., & Tsironis, L. (2006). The Assessment of User-Perceived Web Quality: Application.
- Gudono. (2011). *Analisis Data Multivariat*. Yogyakarta: BPFE.
- Guzmán, T. L., Gálvez, G. C., & Fernández, G. A. (2018). Satisfaction, Motivation, Loyalty and Segmentation of Tourists in World Heritage Cities.
- Haryanto, A. T. (2022, Juni 28). *Telkomsel Rilis Solusi Keamanan Digital, Diklaim Lebih Canggih dari OTP*. Diambil dari Detik:
<https://inet.detik.com/telecommunication/d-6151781/telkomsel-rilis-solusi-keamanan-digital-diklaim-lebih-canggih-dari-otp>, diakses pada 20 Desember 2022.
- He, H., & Li, Y. (2010). Key Service Drivers for High-Tech Service Brand Equity: The Mediating Role of Overall Service Quality and Perceived Value. *Journal of Marketing Management*.
- Imam, G. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*.

- Edisi 9*. Semarang: Universitas Diponegoro.
- Janahi, M. A., & Almubarak, M. (2017). The Impact of Customer Service Quality on Customer Satisfaction in Islamic Banking. *Journal of Islamic Marketing*.
- Jatmiko, L. D. (2021, Januari 25). *Operator Seluler Diklaim Terlalu Banyak, Butuh Konsolidasi*. Diambil dari teknologi.bisnis.com:
<https://teknologi.bisnis.com/read/20210125/101/1347413/operator-seluler-diklaim-terlalu-banyak-butuh-konsolidasi>, diakses pada 18 September 2022.
- Jin, B., & Park, J. Y. (2006). The Moderating Effect of Online Purchase Experience on the Evaluation of Online Store Attributes and the Subsequent.
- Junoh, A. S., & Yaacob, M. R. (2011). *Determinants of Customer Satisfaction towards Broadband Services in Malaysia*. International Journal of Business, Humanities and Technology.
- Kim, J., & Park, J. (2005). A Consumer Shopping Channel Extension Model: Attitude Shift Toward The Online Store. *Journal of Fashion Marketing and Management: An International*.
- Kim, J.-H., Kim, M., & Kandampully, J. (2009). Buying Environment Characteristic in The Context of E-Service. *European Journal of Marketing*.
- Kimb, Y., Wang, Q., & Roh, T. (2020). Do Information and Service Quality Affect Perceived Privacy Protection, Satisfaction, and Loyalty? Evidence from Chinese O2O-Based Mobile Shopping Application. *Telematics and Informatics*.
- Kumparan. (2022, Juni 2). *Bagaimana Cara Menghubungi Customer Service Telkomsel? Ini Langkahnya*. Diambil dari Kumparan:
<https://kumparan.com/how-to-teknologi/bagaimana-cara-menghubungi-customer-service-telkomsel-ini-langkahnya-1yBBTw06ROV/full>, diakses pada 20 Desember 2022.
- Kuncorojati, C. (2022, Agustus 2). *Momen Kebangkitan Industri Telekomunikasi dan Teknologi Pasca Pandemi*. Diambil dari Medcom.id:
<https://www.medcom.id/teknologi/news-teknologi/ob3XoLYk-momen-kebangkitan-industri-telekomunikasi-dan-teknologi-pasca-pandemi>, diakses pada 3 Agustus 2022.
- Kursunluoglu, E. (2014). Shopping Centre Customer Service: Creating Customer Satisfaction and Loyalty. *Marketing Intelligence & Planning*.
- Lai, F., Griffin, M., & Babin, B. J. (2009). How Quality, Value, image and Satisfaction Create Loyalty at a Chinese Telecom. *Hournal of Business Research*.
- Lestari, D. P., & Dachyar, M. (2020). Improvement of Service Quality for Customer Satisfaction with Lean Six Sigma Method and Development Quality Function Deployment. Case: Telecommunication Company in Indonesia. *International Journal of Advanced Science and Technology*.
- Miranda-Gumico, L., Gil-Pechuan, I., & Palacios-Marques, D. (2012). An exploratory study of the determinants of switching.
- Mulyana, R. N., & Hidayat, K. (2021, November 8). *Konsolidasi Penting Untuk*

- Membangun Ekosistem Industri Telekomunikasi*. Diambil dari Kontan.co.id: <https://industri.kontan.co.id/news/konsolidasi-penting-untuk-membangun-ekosistem-industri-telekomunikasi>, diakses pada 21 Agustus 2022.
- Nerjaku, S., & Braimllari, A. (2021). Network Quality, Price Perception and Customer Satisfaction: Case of Internet Service Providers in Albania.
- Neuman, W. L. (2014). *Social Research Method: Qualitative and Quantitative Approaches*. Essex: Pearson.
- Novianty, D. (2021, Februari 24). *Persaingan Industri Telekomunikasi Makin Ketat, Ragam Inovasi Dipersiapkan*. Diambil dari Suara.com: <https://www.suara.com/tekno/2021/02/24/084041/persaingan-industri-telekomunikasi-makin-ketat-ragam-inovasi-dipersiapkan?page=all>, diakses pada 8 Agustus 2022.
- Parasunaman, A. P., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple- Item Scale for Measuring Consumer Perceptions of Service Auality.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). Conceptual Model of Service tangible, Quality and Its Implications for Future Research. *Journal of Marketing*.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL A Multiple- Item Scale for Assessing Electronic Service Quality. *Journal of Service Research*.
- Peterson, R. A., Balasubramanian, S., & Bronneberg, B. J. (1997). Exploring the Implication of The Internet for Cunsumer Marketing. *Journal of the Academy of Marketing Science*.
- Philip, K., & Keller, K. L. (2016). *Marketing Management*. Essex: Pearson.
- Prasetyo, I. A. (2022, Oktober 11). *Buruknya Layanan Keluhan Pelanggan dan Penanganan Jaringan Telkomsel*. Diambil dari Mediakonsumen: <https://mediakonsumen.com/2022/10/11/surat-pembaca/buruknya-layanan-keluhan-pelanggan-dan-penanganan-jaringan-telkomsel>, diakses pada 20 Desember 2022.
- Quach, T. N., Jebarajakirthy, C., & Thaichon, P. (2016). The effects of service quality on Internet Service Provider customers' Behaviour - A Mixed Methods Study. *Asia Pacific Journal of Marketing and Logistics*.
- Quach, T. N., Thaichon, P., & Jebarajakirthy, C. (2015). Internet Service Providers' Service Quality and Its Effect on Customer. *Journal of Retailing and Consumer Services*.
- Ratnasingham, P. (1998). The Importance of Trust in Electronic Commerce. *Internet Research: Electronic Networking Applications and Policy*.
- Reimer, K., & Becker, J. U. (2015). What Customer Information Should Companies Use for Customer Relationship Management? Practical insights From Empirical Research .
- Roca, J. C., Garcia, J. J., & Vega, J. J. (2008). The Importance of Perceived Trust, Security, and Privacy in Online Trading Systems. *Information Management & Computer Security*.

- Saglik, E., Gulluce, A. C., Kaya, U., & Ozhan, C. K. (2014). Service Quality and Customer Satisfaction Relationship: A Research in Erzurum Ataturk University Refectory. *American International Journal of Contemporary Research*.
- Sale, S. (2020). Connected Consumer Survey 2020: Mobile Customer 2020: Mobile Customer Asia - Pacific.
- Saragih, A. (2022, Juli 18). *Bisnis Telekomunikasi: Ekspansi atau Beralih?* Diambil dari Investor.id: <https://investor.id/opinion/300035/bisnis-telekomunikasi-ekspansi-atau-beralih>
- Seo, D., Ranganathan, C., & Babad, Y. (2008). Two-level model of Customer Retention in The US Mobile Telecommunication Service Market.
- Shodiq, A. F., Hidayatullah, S., & Ardianto, Y. T. (2018). Influence of Design, Information Quality and Customer Services Website on Customer Satisfaction. *International Journal of Scientific & Engineering Research*.
- Sukmana, Y. (2020, Juli 16). *Ini Kata Telkom soal Kebocoran Data Pelanggan Telkomsel*. Diambil dari Kompas: <https://money.kompas.com/read/2020/07/16/202955926/ini-kata-telkom-soal-kebocoran-data-pelanggan-telkomsel>, diakses pada 20 Desember 2022.
- Susanto, V. Y. (2022, September 20). *Telkomsel Pastikan Keamanan Data Pelanggan Terjaga*. Diambil dari Kontan: <https://industri.kontan.co.id/news/telkomsel-pastikan-keamanan-data-pelanggan-terjaga>, diakses pada 20 Desember 2022.
- Syahmi, R. M., Colia, R. S., & Warman, E. (2021). Pengaruh Harga dan Kualitas Produk Terhadap Loyalitas Pelanggan Kartu Seluler Telkomsel Melalui Kepuasan Pelanggan.
- Tahichon, P., Lobo, A., & Mistis, A. (2014). Achieving Customer Loyalty Through Service Excellence in Internet Industri. *International Journal of Quality and Service Sciences*.
- Telkomsel. (2020, Juli 13). *Telkomsel Pastikan Data Pelanggan Tetap Aman*. Diambil dari Telkomsel: <https://www.telkomsel.com/about-us/news/telkomsel-pastikan-data-pelanggan-tetap-aman>, diakses pada 20 Desember 2022.
- Telkomsel. (2021, Maret 22). *Internet Kamu Lemot? Yuk, Coba Langkah Berikut!* Diambil dari Telkomsel: <https://www.telkomsel.com/about-us/blogs/internet-kamu-lemot-yuk-coba-langkah-berikut>, diakses pada 20 Desember 2022.
- Telkomsel. (2021). *Telkomsel 2021 Annual Report*. Telkomsel.
- Telkomsel. (2022, Desember 17). *Telkomsel Gelar Poin Festival 2022, Hadirkan Pengalaman Program Loyalitas Bernilai Tambah Bagi Pelanggan di Penghujung Tahun*. Diambil dari Telkomsel: <https://www.telkomsel.com/about-us/news/telkomsel-gelar-poin-festival-2022-hadirkan-pengalaman-program-loyalitas-bernilai>, diakses pada 20 Desember 2022.
- Telkomsel. (2022, Desember 4). *Telkomsel Hadirkan Program “Rezeki Sakti”, Buka*

- Lebih Banyak Peluang Pelanggan Prabayar untuk Raih Keuntungan Bernilai Tambah.* Diambil dari Telkomsel: <https://www.telkomsel.com/about-us/news/telkomsel-hadirkan-program-rezeki-sakti-buka-lebih-banyak-peluang-pelanggan-prabayar>, diakses pada 20 Desember 2022.
- Thaichon, P., & Jebarajakirthy, C. (2016). Evaluating Specific Service Quality Aspects Which Impact on Customers' Behavioural Loyalty in High-Tech Internet Service. *Asia Pacific Journal of Marketing and Logistics*.
- Thaichon, P., Lobo, A., & Mitsis, A. (2012). Investigating the Antecedents to Loyalty of Internet Service Providers in Thailand:. 6.
- Vlachos, P. A., & Vrechopoulos, A. P. (2008). Determinants of Behavioral Intentions in The Mobile Internet Services Market. *Journal of Services Marketing*.
- Wang, R. Y., & Strong, D. M. (1996). Beyond Accuracy: What Data Quality Means to Data Customers. *Journal of Management Information Systems*.
- We Are Social. (2021). *Digital 2021 Indonesia*. We Are Social.
- Whitman, M. E., & Mattord, H. J. (2012). *Principles of Information Security*. Boston: Course Technology.
- Widarjono, A. (2014). *Ekonometrika Pengantar dan Aplikasinya*. UPP STIM YKPN Yogyakarta.
- Wolfenbarger, M., & Gilly, M. C. (2003). eTailQ: Dimensionalizing, Measuring and Predicting Etail Quality. *Journal of Retailing*.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2010). *Service Marketing Strategy*.