

## DAFTAR PUSTAKA

- Agustin, A.F.E., & Maolana, A. (2020). Pengaruh Customer Relationship Management terhadap Kepuasan Konsumen (Studi kasus pengguna mobil Toyota di Jepara tahun 2020). *Open Library Telkom University*, 6(2): 1115. 2442-5826.  
<https://openlibrarypublications.telkomuniversity.ac.id/index.php/appliedscience/article/view/12083>
- Ahmad, J. (2018). Desain Penelitian Analisis Isi (*Content Analysis*). *ResearchGate*, 11, 10.13140/RG.2.2.12201.08804.  
[https://www.researchgate.net/publication/325965331\\_Desain\\_Penelitian\\_Analisis\\_Isi\\_Content\\_Analysis](https://www.researchgate.net/publication/325965331_Desain_Penelitian_Analisis_Isi_Content_Analysis)
- Anshari, M., Almunawar, M.N., Lim, S.A., & Mudimigh, A.A. (2018). Customer Relationship Management and Big Data Enabled: Personalization & Customization of Services. *Applied Computing and Informatics*, 15(2): 94.  
[https://www.researchgate.net/publication/325053845\\_Customer\\_Relationship\\_Management\\_and\\_Big\\_Data\\_Enabled\\_Personalization\\_Customization\\_of\\_Services](https://www.researchgate.net/publication/325053845_Customer_Relationship_Management_and_Big_Data_Enabled_Personalization_Customization_of_Services)
- Al Azzam, A.F.M. (2016). The Impact of Customer Relationship Management on Hotels Performance in Jordan. *International Journal of Business and Social Science*, 7(4): 202, 5222-0436.  
[https://ijbssnet.com/journals/Vol\\_7\\_No\\_4\\_April\\_2016/23.pdf](https://ijbssnet.com/journals/Vol_7_No_4_April_2016/23.pdf)
- Al Diaba, B. F. (2022). Customer Relationship Management and Customer Loyalty: Examining the Mediating Role of Business Process Management. *GrowingScience*, 10(4): 1108, 1103-1110.  
<https://growingscience.com/beta/uscm/5605-customer-relationship-management-and-customer-loyalty-examining-the-mediating-role-of-business-process-management.html>
- Al Dmour, H. H., Algharabat, R. S., Khawaja, R., & Al-Dmour, R. H. (2019). Investigating the Impact of E-CRM Success Factors on Business Performance: Jordanian Commercial Banks. *Asia Pacific Journal of Marketing and Logistics*, 31(4).  
[https://www.researchgate.net/publication/330207344\\_Investigating\\_the\\_impact\\_of\\_ECRM\\_success\\_factors\\_on\\_business\\_performance\\_Jordanian\\_commercial\\_banks](https://www.researchgate.net/publication/330207344_Investigating_the_impact_of_ECRM_success_factors_on_business_performance_Jordanian_commercial_banks)
- Al Gasawneh, J.A., Al Qeed, M.A., Al Khooja, B., Hammouri, Q., Nusairat, N.M., & Anuar, M.M. (2021). Mobile Customer Relationship Management and Its Effect on Post-purchase Behavior: The Moderation of Perceived Ease of Use and Perceived Usefulness. *International Journal of Data and*

*Network Science*, 6(2):442.  
[https://www.researchgate.net/publication/358083869\\_Mobile-customer\\_relationship\\_management\\_and\\_its\\_effect\\_on\\_post-purchase\\_behavior\\_The\\_moderating\\_of\\_perceived\\_ease\\_of\\_use\\_and\\_perceived\\_usefulness](https://www.researchgate.net/publication/358083869_Mobile-customer_relationship_management_and_its_effect_on_post-purchase_behavior_The_moderating_of_perceived_ease_of_use_and_perceived_usefulness)

Alim, S., & Ozuem, W. (2014). The Influences of E-CRM on Customer Satisfaction and Loyalty in the UK Mobile Industry. *Journal of Applied Business and Finance Researches*, 3(2): 50, 3362-5314.  
[https://www.researchgate.net/publication/336285314\\_The\\_influences\\_of\\_eCRM\\_on\\_customer\\_satisfaction\\_and\\_loyalty\\_in\\_the\\_UK\\_mobile\\_industry](https://www.researchgate.net/publication/336285314_The_influences_of_eCRM_on_customer_satisfaction_and_loyalty_in_the_UK_mobile_industry)

Amegavie, L.O., Mensah, N.M.D., & Kwame, A.J. (2019). Consumer Relationship Management and Its Effect on Organizational Performance within The Telecommunication Industry of Ghana. *European Journal of Business Management and Research*, 4(6): 5-6.  
[https://www.researchgate.net/publication/338241967\\_Consumer\\_Relationship\\_Management\\_and\\_Its\\_Effect\\_On\\_Organizational\\_Performance\\_With\\_in\\_the\\_Telecommunication\\_Industry\\_of\\_Ghana/link/638b99e5ca2e4b239c864f54/download](https://www.researchgate.net/publication/338241967_Consumer_Relationship_Management_and_Its_Effect_On_Organizational_Performance_With_in_the_Telecommunication_Industry_of_Ghana/link/638b99e5ca2e4b239c864f54/download)

Chan, A. (2023). Kenali Apa Itu Digital Connectivity dan Manfaatnya bagi Kehidupan. Metanesia. Tersedia di <https://metanesia.id/blog/digital-connectivity>, diakses pada 22 Juni 2023.

Chandra, A.N., Anugrah, A.H., & Setyoko, C.A. (2013). Pencapaian Tujuan Perusahaan dengan Customer Relationship Management pada Industry Jasa Telekomunikasi. *Jurnal Universitas Bina Nusantara*, 4(2), 951.  
<https://journal.binus.ac.id/index.php/comtech/article/view/2536/1941>

Chatterjee, S., Chaudhuri, R., Vrontis, D., Thrassou, A., & Ghosh, S.K. (2020). ICT Enabled CRM System Adoption: A Dual Indian Qualitative Case Study and Conceptual Framework Development. *Journal of Asia Business Studies*, 15(2): 261.  
<https://www.sciencedirect.com/science/article/abs/pii/S0040162521002158>

Dhingra, M., & Dhingra, V. (2013). Determinants of Electronic Customer Relationship Management (E-CRM) for Customer Satisfaction in Banking Sector in India. *African Journal of Business Management*, 7(10), 763.  
<https://www.semanticscholar.org/paper/Determinants-of-Electronic-customer-relationship-in-Dhingra/Dhingra/9e120420b3c1f336fa034c2a416791ec80689134>

- Eke, C.E.E., & Stanford, M. (2016). Responsiveness to Knowledge and Organisational Performance of Listed-Companies in the Construction Sector. *Journal of Economics and Behavioral Studies*, 8(5): 82. [https://www.researchgate.net/publication/338874260\\_Responsiveness\\_to\\_Knowledge\\_and\\_Organisational\\_Performance\\_of\\_Listed-Companies\\_in\\_the\\_Construction\\_Sector/link/6107b8010c2bfa282a1628a6/download](https://www.researchgate.net/publication/338874260_Responsiveness_to_Knowledge_and_Organisational_Performance_of_Listed-Companies_in_the_Construction_Sector/link/6107b8010c2bfa282a1628a6/download)
- Eltahir, A. M., Ahmed, T. M., Ahmed, H., & Abdalfadil, T. A. (2021). Comparative Study of Customer Relationship Management (CRM) and Electronic Customer Relationship Management (E-CRM). *International Journal of Advanced and Applied Sciences*, 8(7): 1. <http://www.sciencegate.com/IJAAS/2021/V8I7/1021833ijaas202107001.html>
- Gilgomez, H., Navarro, V.G., Badenes, R.O., & Quilis, J.A.L. (2019). Customer Relationship Management: Digital Transformation and Sustainable Business Model Innovation. *Economic Research-Ekonomska Istraživanja*, 33(1): 13. [https://www.researchgate.net/publication/338725465\\_Customer\\_relationship\\_ip\\_management\\_digital\\_transformation\\_and\\_sustainable\\_business\\_model\\_innovation](https://www.researchgate.net/publication/338725465_Customer_relationship_ip_management_digital_transformation_and_sustainable_business_model_innovation)
- Hayati, S., Suroso, A., Suliyanto, S., & Kaukab, M. E. (2020). Customer Satisfaction as a Mediation between Micro Banking Image, Customer Relationship and Customer Loyalty. *Management Science Letters*, 10(11):2562. [https://www.researchgate.net/publication/340470875\\_Customer\\_Satisfaction\\_as\\_a\\_Mediation\\_Between\\_Micro\\_Banking\\_Image\\_Customer\\_Relationship\\_and\\_Customer\\_Loyalty](https://www.researchgate.net/publication/340470875_Customer_Satisfaction_as_a_Mediation_Between_Micro_Banking_Image_Customer_Relationship_and_Customer_Loyalty)
- Jessica, C. (2022). Pentingnya *Customer Relationship Management* untuk kemajuan bisnis. Glints. Tersedia di <https://glints.com/id/lowongan/crm-customer-relationship-management/>, diakses pada 23 Juni 2023.
- Kakesh, D., Al-Weshah, G., & Al-Ma'aitah, N. (2021). Maintaining Customer Loyalty using Electronic Customer Relationship Management (E-CRM): Qualitative Evidence from Small Food Businesses in Jordan. *Estudios de Economía Aplicada*, 39(7): 5-6. <https://ojs.ual.es/ojs/index.php/eea/article/view/4810>
- Kotler, P., & Armstrong, G. (2004). *Principles of Marketing*. Pearson Prentice Hall, New Jersey.
- Matruty, D.J., & Borolla, J.D. (2010). Meningkatkan kesetiaan pelanggan lewat CRM. *Universitas Pattimura*, 2(2): 116. <https://ejournal.unpatti.ac.id>

- Mazikana, A.T. (2022). The Impact of Customer Relationship Management on Customer Satisfaction in Telecommunication Industry in Zimbabwe. *Social Science Research Network*, 44-46. [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4154445](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4154445)
- Mohammed, A.A., bin Rashid, B., & bin Tahir, S. (2013). Assessing the Influence of Customer Relationship Management (CRM) Dimensions on Organization Performance: An Emperical Study in the Hotel Industry. *Journal of Hospitality and Tourism Technology*, 4(3): 230. [https://www.researchgate.net/publication/263419378\\_Assessing\\_the\\_influence\\_of\\_customer\\_relationship\\_management\\_CRM\\_dimensions\\_on\\_organization\\_performance](https://www.researchgate.net/publication/263419378_Assessing_the_influence_of_customer_relationship_management_CRM_dimensions_on_organization_performance)
- Murti, D.P. (2021). Telkom, dari telco menjadi digital telco. Digital Bisa Tersedia di <https://digitalbisa.id/artikel/telkom-dari-telco-menjadi-digital-telco-QFP6i>, diakses pada 23 Juni 2023.
- Naufal, A.F. (2023). Analisis Risiko Investasi pada PT. Telkom Indonesia. Universitas Muhammadiyah Malang. Tersedia di <https://www.umm.ac.id/en/arsip-koran/jurnal-post/analisis-risiko-investasi-pada-pt-telkom-indonesia.html>, diakses pada 23 Juni 2023.
- Prabhu, B., & Manju, S. (2022). A study on CRM Practices and Its Impact on Customer Satisfaction. *International Journal of Research Publication and Reviews*; 3(11):1564-1565. <https://ijrpr.com/uploads/V3ISSUE11/IJRPR7972.pdf>
- Prasetya, A.Y., & Utary, R. (2022). Analisis Customer Relationship Management terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai Variable Intervening pada Pelanggan CV. Cipta Adhi Nugraha Creatice. *Jurnal Ekonomi Bisnis dan Akuntansi*, 2(2): 89. <https://ejurnal.politeknikpratama.ac.id/index.php/jebaku/article/view/547/509>
- Putra, B.P. (2022). Penerapan Customer Relationship Management (CRM) Pada BPJS Ketenagakerjaan. *Universitas Gadjah Mada Repository.*, 81-82 <http://etd.repository.ugm.ac.id/penelitian/detail/215012>
- Ratriani, V. (2020). PT. Telekomunikasi Indonesia Tbk mengubah nama perusahaan yang tercatat di BEI menjadi PT. Telkom Indonesia Tbk. Industri kontan. Tersedia di <https://industri.kontan.co.id/news/ganti-nama-inilah-profil-dan-sejarah-telkom-indonesia?page=all>, diakses pada 23 Juni 2023.

- Setiawan, A., Simatupang, D., & Ambarsari, E. (2021). Laporan Keberlanjutan Telkom 2021. Hal 4. Desain Nindya Amarta – Jakarta.
- Shaukat, M.Z. (2011). Impact of Customer Satisfaction on Customer Loyalty and Intentions to Switch: Evidence from Banking Sector of Pakistan. *International Journal of Business and Social Science*, 2(16): 265. [https://www.researchgate.net/publication/267709122\\_Impact\\_of\\_Customer\\_Satisfaction\\_on\\_Customer\\_Loyalty\\_and\\_Intentions\\_to\\_Switch\\_Evidence\\_from\\_Banking\\_Sector\\_of\\_Pakistan/link/5526d76f0cf2e486ae40cd39/download](https://www.researchgate.net/publication/267709122_Impact_of_Customer_Satisfaction_on_Customer_Loyalty_and_Intentions_to_Switch_Evidence_from_Banking_Sector_of_Pakistan/link/5526d76f0cf2e486ae40cd39/download)
- Sin, L.Y.M., Tse, A.C.B., & Yim, F.H.K. (2005). Customer Relationship Management: Conceptualization and scale development. *European Journal of Marketing*, 39 (11): 1264-1290. <https://doi.org/10.1108/03090560510623253>
- Suprijati, J. (2016). Analisis Pengaruh Value Chain Customer Relationship Management terhadap Kepuasan Pelanggan pada PT. Pos Indonesia di Gresik. *Journal Trunojoyo*. <https://journal.trunojoyo.ac.id/kompetensi/article/viewFile/3522/2593>
- Wahidmurni. (2017). Pemaparan Metode Penelitian Kualitatif. UIN Maulana Malik Ibrahim Malang, (6), 1.