

DAFTAR PUSTAKA

Buku

- Armstrong, G., dan Kotler, P., 2007, *Marketing: an Introduction*, Pearson Prentice Hall, New Jersey
- Barata, A. A., 2003, *Dasar-dasar Pelayanan Prima*, Elex Media Komputindo, Jakarta.
- Bungin, B., 2008, *Analisis Data Penelitian Kualitatif: Pemahaman Filosofis dan Metodologis ke Arah Penguasaan Model Aplikasi*. Rajawali Pers, Jakarta.
- Buttle, F., dan Maklan, S., 2015, *Customer Relationship Management Concepts and Technologies*, RoutledgeTaylor and Francis Group, Oxfordshire.
- Cooper, D. R., dan Schindler, P. S., 2006, *Business Research Methods*, McGraw-Hill, New York.
- Cravens, D. W., dan Piercy, N. F, 2013, *Strategic Marketing*, McGraw Hill, New York.
- Daymon, C., dan Holloway, I., 2008, *Metode-metode Riset Kualitatif dalam Public Relations dan Marketing Communications*, Bentang, Yogyakarta.
- Dyché, J., 2001, *The CRM Handbook: A Business Guide to Customer Relationship Management*, Addison Wesley, Boston.
- Gaffar, V., 2007, *CRM dan MPR Hotel*, Alfabeta, Bandung.
- Greenberg, P., 2004, *CRM at the Speed of Light: Essential Customer Strategies for the 21st Century*, McGraw Hill Osborne, California.
- Hamidi, 2008, *Metode Penelitian Kualitatif*, Universitas Muhammadiyah Malang Press, Malang.
- Hiltz, S. R., dan Turrof, M., 1993, *The Network Nation: Human Communication via Computer*, MIT Press, Cambridge.
- Kalakota, R., dan Robinson, M., 2001, *e-Business 2.0: Roadmap for Success*, Addison Wesley, Boston.
- Kartajaya, H., 2006, *Marketing Klasik Indonesia*, Mizan, Bandung.

- Kimbal, R. W., 2015, *Modal Sosial dan Ekonomi Industri Kecil: Sebuah Studi Kualitatif*, Deepublish, Yogyakarta.
- King, B., 2010, *Bank 2.0: How Customer Behaviour and Technology will Change the Future of Financial Services*, Marshall Cavendish, Singapore.
- Kotler, P., Wong, V., Saunders, J., dan Armstrong, G., 2005, *Principles of Marketing*, Prentice Hall, New Jersey.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., dan Hansen, T., 2009, *Marketing Management*, Pearson Prentice Hall, New Jersey.
- Kumar, V., Reinartz, dan Werner, 2012, *Customer Relationship Management: Concept, Strategies, and Tools*, Springer Science & Business Media, Berlin.
- Littlejohn, S. W., dan Foss, K. A., 2009, *Encyclopedia of Communication*, Sage Publications, California.
- Lovelock, C., dan Wirtz, J., 2011, *Pemasaran Jasa Perspektif*, Erlangga, Jakarta.
- McLuhan, M., 1962, *The Gutenberg Galaxy: The Making of Typographic Man*, University of Toronto Press, Toronto.
- McQuail, D., 2009, *Mass Communication Theory*, Sage Publications, London.
- Moleong, L. J., 2014, *Metodologi Penelitian Kuantitatif*, Remaja Rosdakarya, Bandung.
- Mulyana, D., 2008, *Ilmu Komunikasi: Suatu Pengantar*, Remaja Rosdakarya, Bandung.
- Nasrullah, R., 2013, *Cyber Media*, Idea Press Yogyakarta, Yogyakarta.
- Nasrullah, R., 2014, *Teori dan Riset Cyber media (Cybermedia)*, Kencana Prenadamedia Group, Jakarta.
- Nasrullah, R., 2016, *Media Sosial*, Simbiosis Rekatama Media, Bandung.
- Peppers, D., dan Rogers, M., 2004, *Managing Customer Relationships: a Strategic Framework*, Hoboken, John Wiley & Sons, Inc, New Jersey.
- Poerwandari, E. K., 2007, *Pendekatan Kualitatif untuk Penilaian Perilaku Manusia*, LPSP3 Universitas Indonesia, Depok.

- Raco, J. R., 2010, *Metode Penelitian Kualitatif: Jenis, Karakter, dan Keunggulannya*, Grasindo, Jakarta.
- Safko, L., 2010, *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*, John Wiley & Sons, Inc, New Jersey.
- Short, J., Williams, E., dan Christie, B., 1976, *The Social Psychology of Telecommunications*, Hoboken, John Wiley & Sons, Ltd, New Jersey.
- Sugiarto, E., 2002, *Psikologi Pelayanan dalam Industri Jasa*, Gramedia Pustaka Utama, Jakarta.
- Thurlow, C., Lengel, L., dan Tomic, A., 2004, *Computer Mediated Communication: Social Interaction and the Internet*, Sage Publications, London.
- Tjiptono, F., 2012, *Service Management: Mewujudkan Layanan Prima*, Penerbit Andi, Yogyakarta.
- Tunggal, A. W., 2000, *Konsep Dasar Customer Relationship Management*, Harvarindo, Jakarta.
- Wood, A. F., dan Smith, M. J., 2001, *Online Communication: Linking Technology, Identity, and Culture*, Lawrence Erlbaum Associates, New Jersey.
- Yusuf, A. M., 2014, *Metode Penelitian Kuantitatif, Kualitatif dan Gabungan*, Prenadamedia Group, Jakarta.

Jurnal

- Baird, C. H., dan Parasnis, G., 2011, From Social Media to Social Customer Relationship Management, *Strategy and Leadership*, Vol. 39 No. 5.
- Baranauskas, G., 2018, Computer Mediated Communication in a Context of Modern Organization: A Scoping Review, *Contemporary Research on Organization Management and Administration*, Vol. 6, No. 1.
- Bompolis, C. G., dan Boutsouki, C., 2014, Customer Relationship Management in the Era of Social Web and Social Customer: An Investigation of Customer Engagement in the Greek Retail Banking Sector, *Procedia*, Vol. 148.
- Chen, I. J., dan Popovich, K., 2003, Understanding Customer Relationship Management (CRM): People, Process and Technology, *Business Process Management Journal*, Vol. 9, No. 5.

- Collyer, S., 2016, Culture, Communication, and Leadership for Projects in Dynamic Environments, *Project Management Journal*, Vol. 47, No. 6.
- Danaher, P. J., Wilson, I. W., dan Davis, R. A., 2003, A Comparison of Online and Offline Consumer Brand Loyalty, *Marketing Science*, Vol. 22, No. 4.
- Dibb, S., 2001, Banks, Customer Relationship Management and Barriers to the Segment of One, *Journal of Financial Service Marketing*, Vol. 6.
- Fickel, L., 1999, Know Your Customer, *CIO Magazine*, Vol. 12, No. 21.
- Frow, P. E., dan Payne, A. F., 2009, Customer Relationship Management: A Strategic Perspective, *Journal of Business Market Management*, Vol. 3.
- Herring, S. C., 2005, Computer-mediated Communication on the Internet, *Annual Review of Information Science and Technology*, Vol. 36.
- Kaplan, A., dan Haenlein, M., 2010, Users of the World, The Challenges and Opportunities of Social Media, *Business Horizons*, Vol. 53.
- Kim, H. S., dan Kim, Y. G, 2007, A Study on Developing CRM Scorecard, *Hawaii International Conference on System Sciences*, Vol. 1.
- Kutner, S., dan Cripps, J., 1997, Managing the Customer Port-folio of Healthcare Enterprises, *The Healthcare Forum Journal*, Vol. 40, No. 5.
- Levitt, T., 1960, Marketing Myopia, *Harvard Business Review*, Vol. 38, No. 4.
- Nguyen, T. H., Sherif, J. S., dan Newby, M., 2007, Strategies for Successful CRM Implementation, *Information Management and Computer Security*, Vol. 15, No. 2.
- Pang, A., Shin, W., Lew, Z., dan Walther, J. B., 2018, Building Relationships through Dialogic Communication: Organizations, Stakeholders, and Computer-mediated Communication, *Journal of Marketing Communications*, Vol. 24.
- Priante, A., Ehrenhard, M. L., van den Broek, T., dan Need, A., 2017, Identity and Collective Action via Computer-Mediated Communication: A Review and Agenda for Future Research, *New Media and Society*, Vol. 1, No. 23.
- Rice, R. E., 1990, Computer-mediated Communication System Network Data: Theoretical Concerns and Empirical Examples, *International Journal Man-Machine Studies*, Vol. 32.

- Shin, W., Pang, A., dan Kim, H. J., 2015, Building Relationships Through Integrated Online Media: Global Organizations' Use of Brand Web Sites, Facebook, and Twitter, *European Journal of Business and Technical Communication*, Vol. 1, No. 37.
- Sin, L., Tse, A., dan Yim, F., 2005, CRM: Conceptualisation and Scale Development, *European Journal of Marketing*, Vol. 39, No. 11.
- Sivesan, 2012, Impact of Relationship Marketing on Customer Loyalty on Banking Sectors, *Journals of South Academic Research*, Vol. 2.
- Smith, A., 2006, CRM and Customer Service: Strategic Asset or Corporate Overhead?, *Handbook of Business Strategy*, Vol. 7, No. 1.
- Walther, J. B., 1992, Interpersonal Effects in Computer-Mediated Interaction: A Relational Perspective, *Communication Research*, Vol. 19, No. 1.
- Walther, J. B., 1996, Computer-Mediated Communication: Impersonal, Interpersonal, and Hyperpersonal Interaction, *Communication Research*, Vol. 23, No. 1.

Konferensi

- Herring, S. C., 2001, *Computer-mediated Discourse*, Blackwell Publishers, Oxford.
- Perlman, D., dan Carcedo, R. J., 2011, *Overview of the Dark Side of Relationships Research*, Routledge, Oxfordshire.
- Tong, S., dan Walther, J. B., 2011, *Relational Maintenance and CMC*, Peter Lang Publishing, New York.
- Zahra, F. A., dan Nasution, R. A., 2015, Impact of Customer Co-Creation for Social Customer Relationship Management (Social-CRM) in PT. Telkomsel Tbk., *Proceedings of International Conference on Management Finance Economics*, Thailand.

Laporan

- Asosiasi Penyelenggara Jasa Internet Indonesia, 2016, *Infografis Penetrasi dan Perilaku Pengguna Internet Indonesia: Survey 2016*, Polling Indonesia dan Asosiasi Penyelenggara Jasa Internet Indonesia, Jakarta.
- Eckerson, W., dan Watson, H., 2000, *Harnessing Customer Information for Strategic Advantage: Technical Challenges and Business Solutions*, *Special Report*, The Data Warehousing Institute, Washington.

Guzmán, I., dan Pathania, A., 2016, *Accenture Interactive: Chatbots in Customer Service*, Accenture, Ireland.

Telkomsel, 2014, *PT. Telekomunikasi Selular 2014 Annual Report*, PT. Telekomunikasi Selular, Jakarta.

Telkomsel, 2017, *PT. Telekomunikasi Selular 2017 Annual Report*, PT. Telekomunikasi Selular, Jakarta.

Wang, R., dan Owyang, J., 2010, *Social CRM: The New Rules of Relationship Management*, Altimeter Group, California.

Majalah

InfoKomputer, 2019, *Kisah Sukses Pemanfaatan Chatbot*, Kompas Gramedia, Jakarta.

Online access

Databoks, 2017, *Siapa Operator Seluler yang Mempunyai Pelanggan Terbanyak?*, <https://databoks.katadata.co.id/datapublish/2017/05/03/siapa-operator-seluler-yang-mempunyai-pelanggan-terbanyak>, diakses pada tanggal 27 Agustus 2018.

December, J., 1997, *Notes on Defining of Computer-Mediated Communication*, <https://www.december.com/cmc/mag/1997/jan/december.html>, diakses pada tanggal 9 Januari 2019.

Setyowati, D., 2018, *Dari E-Commerce hingga Perbankan, Chatbot Gantikan Operator*, <https://katadata.co.id/berita/2018/07/06/dari-e-commerce-hingga-perbankan-chatbot-gantikan-operator>, diakses pada tanggal 25 September 2018.

We Are Social, 2019, *Digital 2019: Indonesia*, <https://datareportal.com/reports/digital-2019-indonesia>, diakses pada tanggal 8 April 2019.

Tesis

Declerck, S. E., 2016, *May Chat Bots Revolutionize Customer Relationship? An Understanding of the Chat Bots Phenomenon*, *Tesis*, Universitas Gadjah Mada, Yogyakarta.

Kurilchik, E., 2017, *Chatbots as a Digital Marketing Communication Took-Case Company: Wiredelta*, *Tesis*, Faculty of Business and Hospitality Management, Lahti University of Applied Sciences, Finland.

Manungkarjono, O. K., 2012, Literasi Kesehatan Mental Melalui Web dan Chatbot untuk Meningkatkan Pengetahuan Remaja tentang Depresi, *Tesis*, Universitas Gadjah Mada, Yogyakarta.

Manungkarjono, O. K., 2017, Analisis Faktor-faktor Penerimaan Chatbot ASRI dengan Pendekatan Personal, *Tesis*, Universitas Gadjah Mada, Yogyakarta.

Tillotson, K. D., 2012, “Implementation, Analysis, and Evaluation of A Humanized Information Retrieval Chat-Bot”, *Tesis*, The Faculty of the Computer Science Department, Southern University and A&M College, Louisiana.