

## **DAFTAR PUSTAKA**

- Asosiasi Penyelenggara Jasa Internet Indonesia. (2016). *Survey Internet APJII 2016*. APJII.
- Au, N., Ngai, W. T., & Cheng, T. C. (2008). Extending the Understanding of End User Information Systems Satisfaction Formation: An Equitable Needs Fulfillment Model Approach. *MIS Quarterly*, 43-66.
- Bohemian Interactive. (2007). *Home: Arma 3*. Retrieved from Arma 3: <https://arma3.com/>
- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 461-470.
- Cheung, M. Y., Luo, C., Sia, C. L., & Chen, H. (2009). Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of Online. *International Journal of Electronic Commerce*, 9-38.
- Chi, C. G., & Gursoy, D. (2009). Employee satisfaction, customer satisfaction, and financial performance: An empirical examination. *International Journal of Hospitality Management*, 245-253.
- Crotts, J. C., Mason, P. R., & Davis, B. (2009). Measuring Guest Satisfaction and Competitive Position in the Hospitality and Tourism Industri: An Application of Stance-Shift Analysis to Travel Blog Narratives. *Journal of Travel Research*, 139-151.
- Crotts, J., Dickson, D., & Ford, R. (2005). Auditing Organizational Alignment for Guest Service Excellence. *Academy of Management Executives*, 19(3), 54-68.
- Deng, Z., Lu, Y., Wei, K. K., & Zhang, J. (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International Journal of Information Management*, 289-300.

Entertainment Software Association. (2016). *Essential Facts About The Game Computer and Video Game Industry*. Massachusetts: Entertainment Software Association.

Godes, D., & Mayzlin, D. (2004). Using online conversations to study word-of-mouth communications. *Marketing Science*, 545-560.

Gulaty, M. (2016). *Aspect-Based Sentiment Analysis*. Dublin: National College of Ireland.

Han, J., Pei, J., & Kamber, M. (2011). *Data Mining: Concept and Techniques*. Elsevier.

Hu, M., & Bing, L. (2004). Mining and Summarizing Customer Reviews. *Proceedings of the tenth ACM SIGKDD International Conference on Knowledge Discovery and Data Mining* (pp. 168-177). Seattle: ACM.

Hung, C., & Cao, Y.-X. (2016). SENTIMENT CLASSIFICATION FROM WORD OF MOUTH. *27th International Academic Conference* (pp. 39-44). Prague: IISES.

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama.

Jindal, R., Clements, N., & Gupta, V. (2017). Exploratory aspect-based sentiment analysis approach gauging novel performance from online reviews. *Journal of Technology Research*, 7.

Kim, D., Jang, S., & Adler, H. (2015). What drives café customers to spread eWOM? Examining self-relevant value, quality value, and opinion leadership. *International Journal of Contemporary Hospitality Management*, 261-282.

Kozak, M. (2002). Destination Benchmarking. *Annals of Tourism Research*, 29(2), 497-519.

Krumm, J., Davies, N., & Narayanaswami, C. (2008). User-Generated Content. *IEEE Pervasive Computing*, VII(4), 10-11.

Libai, B., Bolton, R., M.S. de Ruyter, K., Gotz, O., Risselada, H., & Stephen, A. (2010). Customer-to-customer interactions: broadening the scope of word of mouth research. *Journal of Service Research*, 267-282.

Liu, B. (2012). *Sentiment Analysis and Opinion Mining*. Morgan & Claypool Publishers.

Manning, C. D., Raghavan, P., & Schutze, H. (2009). *An Introduction to Information Retrieval*. Cambridge: Cambridge University Press.

Miranda, M. D., & Sassi, R. J. (2014). Using Sentiment Analysis to Assess Customer. *Business Information Systems Workshop* (pp. 17-27). Larnaca: Springer International Publishing.

Mitra, M. (2014, January). *Text Mining Workshop 2014*. Retrieved from Indian Statistical Institute: <http://www.isical.ac.in/~acmsc/TMW2014/TMW2014.html>

Mitra, P. (2014, January). *Text Mining Workshop 2014*. Retrieved from Indian Statistical Institute: <http://www.isical.ac.in/~acmsc/TMW2014/TMW2014.html>

Mittal, V., & Kamakura, W. A. (2001). Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics. *Journal of Marketing Research*, 131-142.

Murthy, C. A. (2014, January). *Text Mining Workshop 2014*. Retrieved from Indian Statistical Institute: <http://www.isical.ac.in/~acmsc/TMW2014/TMW2014.html>

Nielsen. (2015, September). *Nielsen: Global Trust in Advertising Report*. Retrieved from Nielsen: <https://www.nielsen.com/content/dam/nielsenglobal/apac/docs/reports/2015/nielsen-global-trust-in-advertising-report-september-2015.pdf>

Nielsen. (2015, October 07). *Nielsen: WORD-OF-MOUTH RECOMMENDATIONS REMAIN THE MOST CREDIBLE*. Retrieved from Nielsen: <http://www.nielsen.com/id/en/press-room/2015/WORD-OF->

MOUTH-RECOMMENDATIONS-REMAIN-THE-MOST-CREDIBLE.html

- Nugroho, A. S., Witarto, A. B., & Handoko, D. (2003). Support Vector Machine: Teori dan Aplikasinya dalam Bioinformatika. Ilmu Komputer.
- Olson, D. L., & Delen, D. (2008). *Advanced Data Mining Techniques*. Heidelberg: Springer.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perception of Service Quality. *Journal of Retailing*, 12-40.
- Park, D., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: the moderating role of involvement. *International Journal of Electronic Commerce*, 125-148.
- Porter, M. E. (2007). *Strategi Bersaing: Teknik Menganalisis Industri dan Pesaing*. Tangerang: Karisma Publishing Group.
- Pramudiana, Y., & Rismayani, R. (2016). *Competitive Intelligence: Konsep dan Pelaksanaan Memonitor Daya Saing Perusahaan Secara Berkelanjutan*. Bandung: Dinamika Komunika.
- Prasidya, D. A. (2017). *Analisis Sentimen Berdasarkan Aspek pada Review Restoran Menggunakan Bayesian Networks untuk Dokumen Berbahasa Inggris*. Bandung: Universitas Telkom.
- SAS Institute Inc. (2016). *Big Data Insight: What is Big Data?* Retrieved October 8, 2016, from SAS: [http://www.sas.com/en\\_us/insights/big-data/what-is-big-data.htm](http://www.sas.com/en_us/insights/big-data/what-is-big-data.htm)
- Stanford Natural Language Processing Group. (n.d.). *Stanford Log-linear Part-Of-Speech Tagger*. Retrieved April 15, 2017, from Stanford Natural Language Processing Group: <https://nlp.stanford.edu/software/tagger.shtml>
- Tjiptono, F. (2011). *Pemasaran Jasa*. Yogyakarta: ANDI.

- Ubisoft Entertainment. (2017). *Game Info: Tom Clancy's Rainbow Six Siege*. Retrieved from Tom Clancy's Rainbow Six Siege: <https://rainbow6.ubisoft.com/siege/en-US/game-info/index.aspx>
- University of Ljubljana. (2017, August 20). *Word Cloud: Orange 3 Text Mining Documentation*. Retrieved from Orange 3 Text Mining Documentation: <http://orange3-text.readthedocs.io/en/stable/widgets/wordcloud.html>
- Valve Corporation. (2017). *About CS:GO*. Retrieved from Counter Strike Global Offensive: <http://blog.counter-strike.net/index.php/about/>
- Viglia, G., Minazzi, R., & Buhalis, D. (2016). The influence of e-word-of-mouth on hotel occupancy rate. *International Journal of Contemporary Hospitality Management*, 28(9).
- Waller, M. A., & Fawcett, S. E. (2013). Data Science, Predictive Analytics, and Big Data: A Revolution That Will Transform Supply Chain Design and Management. *Journal of Business Logistics*, 77-84.
- Yang, H.-e., Wu, C.-C., & Wang, K.-C. (2009). An empirical analysis of online game service satisfaction and loyalty. *Expert Systems with Applications*, 1816-1825.
- Ye, Q., Law, R., Gu, B., & Chen, W. (2011). The influence of user-generated content on traveler behavior: An empirical. *Computers in Human Behavior*, 27, 634-639.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 31-46.
- Zhang, Z., Ye, Q., Zheng, W., & Li, Y. (2010). Sentiment Classification for Consumer Word-of-Mouth in Chinese: Comparison between Supervised and Unsupervised Approaches. *International Conference on E-Business Intelligence* (pp. 427-433). Shanghai: IEEE.
- Zuhri, F. N. (2017). *Analisis Sentimen Masyarakat Terhadap Brand Smartfren Menggunakan Naive Bayes Classifier di Forum Kaskus*. Bandung: Universitas Telkom.