

DAFTAR PUSTAKA

- Aeri, R. (2013). Ekstraksi Fitur Menggunakan Metode LDA Dan Pemilihan Eigen Value pada Cacat Kertas Duplek. *Jurnal Simantec*, 8.
- Chaffey, D. C.-E., F., M. R., & Johnston, K. (2009). *Internet Marketing: Strategy, Implementation and Practice*. Essex: Prentice Hall.
- Chaffey, D., & Smith, P. R. (2008). *eMarketing eXcellence: Planning and optimizing your digital marketing*. Oxford: Elsevier.
- Chan, C. C. (2005). Online auction customer segmentation using a neural network model. *International Journal of Applied Science and Engineering*, 101-109.
- Chan, C. C. (2008). Intelligent value-based customer segmentation method for campaign management: A case study of automobile retailer. *Expert Systems with Applications*, 2754-2762.
- Chen, Y., Guozheng, Z., Dengfeng, H., & Chua, F. (2007). Customer segmentation based on survival character. *Journal of Intelligent Manufacturing*, 513-517.
- Cheng, C. H., & Chen, Y. S. (2009). Classifying the segmentation of customer value via RFM model and RS theory. *Expert Systems with Applications*, 4176-4184.
- David, F. R. (2011). *Strategic Management*. Jakarta: Salemba Empat.
- eMarketer. (2013, January 11). *eMarketer*. Retrieved September 26, 2017, from Emerging Markets in Asia-Pacific Propel Digital Ad Spend Growth in the Region: Indonesia will lead in growth, but from a small base: <https://www.emarketer.com/Article/Emerging-Markets-Asia-Pacific-Propel-Digital-Ad-Spend-Growth-Region/1009598>
- Fotaki, G., Gkerpini, N., Triantou, A. I., & Brinkkemper, S. (2012). *Online Customer Engagement Management*. Utrecht University.
- Ghazali, S. E., Burhanuddin, G., & Niam, I. (2014). Aplikasi Kematangan Tomat Berdasarkan Warna dengan Metode Linear Discriminant Analysis (LDA). *Jurnal Informatika*.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gogia, S. (2012). *Forrester Research*. Retrieved from The Big Deal about Big Data For Customer Engagement:

<http://www.forrester.com/The+Big+Deal+About+Big+Data+For+Customer+Engagement/fulltext/-/E-RES72241>

- Grant, R. M. (2007). *Contemporary Strategy Analysis*. London: Blackwell.
- Holm, O. (2011). Integrated marketing communication: from tactics to strategy. *Corporate Communications: An International Journal*, 23-33.
- Hong, T., & Kim, E. (2010). Segmenting customers in online stores from factors that affect the customer's intention to purchase. *International Conference on Information Society*, 39(2), 383-388.
- Hosseni, M. B., & Tarokh, M. J. (2011). Customer Segmentation Using CLV Elements. *Journal of Service Science and Management*, 284-290.
- Hunger, J. D., & Wheelen, T. L. (2012). *Strategic Management and Business Policy: Toward Global Sustainability* (13th ed.). New York: Pearson.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama.
- Jamaludin, F. (2016, May 12). *Merdeka.com*. Retrieved September 26, 2017, from <https://www.merdeka.com/teknologi/telkomsel-sebut-bisnis-digital-advertising-tumbuh-telkomsel-tumbuh.html>
- Jansen, S. M. (2007). *Customer Segmentation and Customer Profiling for a Mobile Telecommunications Company Based on Usage Behavior. A Vodafone Case Study*.
- Kannan, P. K., & Li, A. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 22-45.
- Kim, S.-Y., Jung, T.-S., Suh, E.-H., & Hwang, H.-S. (2006). Customer segmentation and strategy development based on customer lifetime value: A case study. *Expert Systems with Applications*, 101-107.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Essex: Pearson Education Limited.
- Kumar, V., Aksoy, L., Donkers, B., Venkatesan, R., Wiesel, T., & Tillmanns, S. (2010). Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value. *Journal of Service Research*, 297-310.
- Lee, J., & Park, S. (2005). Intelligent profitable customers' segmentation system based on business intelligence tools. *Expert Systems with Applications*, 149-152.

- Leung, H. C. (2009). An Inductive Learning Approach to Market Segmentation based on Customer Profile Attributes. *Asian Journal of Marketing*.
- Manyika, J., Chui, M., Brown, B., Bughin, J., Dobbs, R., Roxbough, C., & Byers, A. H. (2011). *ig data : The next frontier for innovation, competition, and productivity*. McKinsey Global Institute, 156.
- Migueis, V. L., Camanho, A. S., & Falcao e Cunha, J. (2012). Customer data mining for lifestyle segmentation. *Expert Systems with Applications*, 9359-9366.
- Mitra, S., Pal, S. K., & Mitra, P. (2002). Data mining in soft computing framework: a survey. *IEEE transactions on neural networks*, 3-14.
- Noor, Z. Z. (2010). *Manajemen Pemasaran*. Indonesia: Deepublish.
- O'Reilly. (2012). *Big Data Now: 2012 Edition*.
- Pearce II, J. A., & Robinson, R. A. (2011). *Strategic Management : Formulation, Implementation and Control* (12th ed.). New York: McGraw Hill.
- Pillai, J., & Vyas, O. P. (2012). CSHURI – Modified HURI algorithm for Customer Segmentation and Transaction Profitability. 79-89.
- Porter, M. E. (2001). *Strategi Bersaing, Teknik Menganalisis Industri dan. Pesaing*. Jakarta: Erlangga.
- Pramudiana, Y., & Rismayani, R. (2013). *Managing Product Portofolio*. Bandung: CV Dinamika Komunika.
- Prisgunanto, I. (2014). *Komunikasi Pemasaran era Digital*. Jakarta: CV Prisani Cendekia.
- Rajagopal, S. (2011). Customer Data Clustering Using Data Mining Technique. *International Journal of Database Management Systems*, 3(4), 1-11.
- Rizagana. (2014, July 15). *Mobile Advertising Telkomsel Tumbuh 150%: Investor Daily Indonesia*. Retrieved from Investor Daily Indonesia: <http://id.beritasatu.com/home/mobile-advertising-telkomsel-tumbuh-150/89685>
- Russom, P. (2011). *Big Data Analytics*. TDWI Best Practices Report, Fourth Quarter.
- Sathi, A. (2012). *Big Data Analytics: Disruptive Technologies for Changing the Game*. USA: MC Press Online.
- Silalahi, M. (2017, September 5). *Telkomsel Digital Advertising Tumbuh Signifikan: MIX Marcomm*. Retrieved from MIX Marcomm: <http://mix.co.id/marcomm/brand-communication/telkomsel-digital-advertising-tumbuh-signifikan>

- Stroud, D. (2006). Customer Intelligence. *Journal of Direct Data and Digital Marketing Practice*, 286-288.
- Sugiyono. (2014). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Teddlie, C., & Tashakkori, A. (2003). Major issues and controversies in the use of mixed method in the social and behavioral sciences. In C. Teddlie, & A. Tashakkori, *Handbook of mixed method in social and behavioral research* (pp. 3-50). CA: Sage.
- Tsiptsis, K., & Chorianopoulos, A. (2009). *Data Mining Techniques in CRM: Inside Customer Segmentation*. Wiley.
- Tuckwell, K. J., & Jaffey, M. (2016). *Think Marketing* (2nd ed.). Toronto: Pearson Canada.
- Turban, E., Sharda, R., Delen, D., & King, D. (2010). *Business Intelligence: A Managerial Approach*. (2nd ed.). New Jersey: Prentice Hall.
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. *Journal of Service Research*, 13(3), 253-266.
- Woo, J., Bae, S., & Park, S. (2005). Visualization method for customer targeting using customer map. *Expert Systems with Applications*, 763-772.
- Wu, R. S., & Chou, P. H. (2011). Customer segmentation of multiple category data in e-commerce using a soft-clustering approach. *Electronic Commerce Research and Applications*, 331-341.
- Wymbs, C. (2011). Digital Marketing: The Time for a New “Academic Major” Has Arrived. *Journal of Marketing Education*, 33(1), 93-106.
- Ye, L., Qiuru, C., Haixu, X., Yijun, L., & Guangping, Z. (2013). Customer Segmentation for Telecom with the k-means Clustering Method. *Information Technology Journal*, 409-413.
- Zaslavsky, A., Perera, C., & Georgakopoulos, D. (2012). Sensing as a Service and Big Data. *Proceedings of the International Conference of Advances in Cloud Computing* 8, (pp. 21-29).