

REFERENCE

- Adiwijaya, I. (2006). *Text Mining dan Knowledge Discovery*. EMC Corporation.
- Aggarwal, C. C. (2015). *Data Mining: The Textbook*. Switzerland: Springer International Publishing.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2017). *Hasil Survei Penetrasi dan Perilaku Pengguna Internet Indonesia*. Retrieved on 8 October 2018. <https://apjii.or.id/survei>
- Bei Zhao, Yanfei Zhong & Liangpei Zhang. (2013). Scene classification via latent Dirichlet allocation using a hybrid generative/discriminative strategy for high spatial resolution remote sensing imagery. *Remote Sensing Letters*. 4:12, 1204-1213.
- Bing Liu. (2012). *Sentiment Analysis and Opinion Mining*. Morgan & Claypool Publishers.
- Blei, D.M., A.Y. Ng, and M.I. (2003). *Latent dirichlet allocation*. *Journal of machine Learning research*. 2003. 3(Jan): p. 993-1022.
- Brynjolfsson, E., & McAfee, A. (2012). Winning the race with ever-smarter machines. *MIT Sloan Management Review*. Vol. 53 No. 2, pp. 53-60.
- Buttle, Francis (2015). *Customer Relationship Management: Concepts and Technologies: Third Edition*.
- Campbell, J. C., Hindle, A., & Stroulia, E. (2014). Latent Dirichlet Allocation: Extracting Topics from Software Engineering Data.

- Chae, B. K. (2015). Insights from hashtag #supplychain and Twitter Analytics: Considering Twitter and Twitter data for supply chain practice and research. *International Journal of Production Economics*. Vol. 165, pp. 247-259.
- Change.org. (2015). *Bertindak Tegas Terhadap Penyedia Layanan Internet di Indonesia, Khususnya First Media*. Retrieved on 16 October 2018. <https://www.change.org/p/joko-widodo-lpk-ri-bertindak-tegas-terhadap-penyedia-layanan-internet-di-indonesia-khususnya-first-media>
- Change.org. (2015). *Perbaiki Kualitas Jaringan Internet FO Indihome*. Retrieved on 15 October 2018. <https://www.change.org/p/pt-telkom-indonesia-perbaiki-kualitas-jaringan-internet-fo-indihome>
- Change.org. (2016). *Buruknya Pelayanan Telkom untuk Indihome*. Retrieved on 15 October 2018. <https://www.change.org/p/telkomindonesia-buruknya-pelayanan-telkom-untuk-indihome-indihomefiber-telkomcare>
- Change.org. (2016). *First Media Meliciki Pelanggan!*. Retrieved on 16 October 2018. <https://www.change.org/p/unjuk-rasa-kami-merasa-dicurangi-oleh-first-media>
- Change.org. (2016). *Kembalikan Layanan Telkom IndiHome Seperti Semula*. Retrieved on 15 October 2018. <https://www.change.org/p/telkomindonesia-rudiantara-id-kembalikan-layanan-telkom-indihome-seperti-semula-indihomefiber>
- Change.org. (2016). *Telkom Jangan Perdaya Pelanggan Indihome dengan Diskon yang Menyesatkan*. Retrieved on 15 October 2018. <https://www.change.org/p/vp-marketing-telkom-dirut-telkom-menteri-bumn-telemarketing-telkom-dalam-memasarkan-indihome-jangan-jebak-pelanggan>

- Change.org. (2016). *Telkom yang Semena-mena Terhadap pelanggan, Mengubah Kebijakan Promo dengan Sebelah Pihak*. Retrieved on 15 October 2018. <https://www.change.org/p/telkomindonesia-ini-alasan-ribuan-orang-petisi-indihome-rudiantara-id>
- Change.org. (2016). *Tingkatkan pelayanan First Media, Jangan Manis di Awal Saja*. Retrieved on 16 October 2018. <https://www.change.org/p/firstmedia-indonesia-tingkatkan-pelayanan-firstmedia-jangan-manis-di-awal-saja>
- Change.org. (2017). *Telkom agar Memperbaiki Kualitas Pelayanannya Kepada Konsumen*. Retrieved on 15 October 2018. <https://www.change.org/p/para-pengguna-internet-di-indonesia-telkom-agar-memperbaiki-kualitas-pelayanannya-kepada-konsumen>
- Chen, H., Chiang, R. H., & Storey, V. C. (2012). Business Intelligence and Analytics: From Big Data to Big Impact. *MIS Quarterly*, Vol. 36 No. 4, pp. 1165-1188.
- Chowdhury, G. (2003) Natural language processing. *Annual Review of Information Science and Technology*, 37. pp. 51-89. ISSN 0066-4200.
- Davenport, T. H. (2013). *Analytics 3.0*. *Harvard Business Review*, Vol. 91 No. 12, pp. 64-72.
- Duan, W., Cao, Q., Yu, Y. and Levy, S. (2013). Mining online user-generated content: using sentiment analysis technique to study hotel service quality. *46th of Hawaii International Conference on System Sciences*, Maui, HI, 7-10 January.
- Einav, L., & Levin, J. D. (2013). *The data revolution and economic analysis: National Bureau of Economic Research*.

- Fei-Fei L, Perona P (2005) A bayesian hierarchical model for learning natural scene categories. *IEEE computer society conference on computer vision and pattern recognition (CVPR '05)*, vol 2, pp 524–531.
- Filho, M., Tan & Mills. (2012). User-generated content and travel planning: an application of the Theory of Planned Behavior. *National Association of Research and Graduate Studies in Tourism. Revista Brasileira de Pesquisa em Turismo*, vol.6(3), pp.20 – 29.
- First Media. (2017). *Annual Report*. Retrieved on 12 October 2018. <http://www.firstmedia.co.id/eng/investor-relations/annual-report>
- First Media. (2018). *First Media Logo*. Retrieved on 12 October 2018. <http://www.firstmedia.co.id/>
- George K. Amoako et all. (2012). The impact of effective customer relationship management (CRM) on repurchase: A case study of (GOLDEN TULIP) hotel (ACCRA-GHANA). *African Journal of Marketing Management* Vol. 4(1), pp. 17-29.
- Go, Alec & Bhayani, Richa & Huang, Lei. (2009). *Twitter sentiment classification using distant supervision*.
- Goswami, Puneet & Kamath, Vidya. (2014). The DF-ICF Algorithm- Modified TF-IDF. *International Journal of Computer Applications*. 93. 28-30. 10.5120/16276-6036.
- Gruzd, A., Doiron, S., & Mai, P. (2011). Is happiness contagious online? A case of Twitter and the 2010 Winter Olympics. In *Proceedings of the 44th Hawaii International Conference on System Sciences*.

- Hackeling, Gavin (2014). *Mastering Machine Learning with scikit-learn*. United Kingdom: Packt Publishing Ltd.
- Han, J., Khamber, M., & Pei, J. (2012). *Data Mining Concepts and Techniques: 3rd Edition*. Waltham, Massachusetts: Morgan Kaufmann Publishers: Elsevier.
- He, W., Tian, X., & Shen, J. (2015). Examining Security Risks of Mobile Banking Applications through Blog Mining. *MAICS* (pp. 103-108).
- He, W., Zha, S., & Li, L. (2013). Social media competitive analysis and text mining: A case study in the pizza industry. *International Journal of Information Management*, 33(3), 464-472.
- IndiHome. (2018). *Kenali IndiHome*. Retrieved on 10 October 2018. <https://indihome.co.id/pusat-bantuan/kenali-indihome>
- IndiHome. (2019). *Logo IndiHome Fiber*. Retrieved on 14 May 2019. <https://indihome.co.id/>
- Jiang S, Qian X, Shen J, Fu Y, Mei T (2015) Author topic model-based collaborative filtering for personalized POI recommendations. *IEEE Trans Multimedia* 17(6):907–918.
- Jurafsky, D. & Martin, J.H. (2018). *Speech and Language Processing*. 3rd ed. Draft. Stanford University.
- Kotler, P. & Keller, K.L. (2016). *Marketing Management: Global Edition*. England: Pearson Education Limited.
- Kotler, Philip & Armstrong, Gary. (2018). *Principles of Marketing: Global Edition*. United Kingdom: Pearson Education Limited.

- Labaree, R.V. (2009) Research guides: *Organizing your social sciences research paper: Quantitative methods*.
- Landis, J.R. and Koch, G.G. (1977). *The Measurement of Observer Agreement for Categorical Data. Biometrics*, 33, 159-174.
- Laney, D. (2001). *3D data management: Controlling data volume, velocity and variety*. Technical report, META Group.
- Lemke, Fred & Wilson, Hugh & Clark, Moira. (2016). What makes a great customer experience?. *Cranfield Customer Management Forum In association with IBM Global Business Services*.
- Luo W, Stenger B, Zhao X, Kim T-K. (2015). Automatic Topic discovery for multi-object tracking. *AAAI conference on artificial intelligence*, 2015
- Mackenzie, A. (2006). *Cutting code: Software and sociality*: Peter Lang.
- Malviya, R., & Varma, V., (2012). A Value Based Approach to improve Customer Experience, *Wipro Council for Industry Research*.
- Manyika, J., Chui, M., Brown, B., Bughin, J., Dobbs, R., Roxburgh, C., & Byers, A. H. (2011). *Big Data: The Next Frontier for Innovation, Competition, and Productivity*. McKinsey Global Institute.
- Mediakonsumen.com. (2019). Retrieved on 23 June 2019. <https://mediakonsumen.com/?s=indihome>
- Mediakonsumen.com. (2019). Retrieved on 23 June 2019. <https://mediakonsumen.com/?s=first+media#gsc.tab=0>
- Meyer, Christopher & Schwager, Andre. (2007). Understanding Customer Experience. *Harvard business review*. 85. 116-26, 157.

- Moens, M.-F., Li, J., & Chua, T.-S. (2014). *Mining User Generated Content*. Boca Raton: Chapman & Hall/CRC Press.
- Moreno, A., & Redondo, T. (2016). Text Analytics: the convergence of Big Data and Artificial Intelligence. *Special Issue on Big Data & AI*
- Munot, N., & Govilkar, S. S. (2014). Comparative study of text summarization methods. *International Journal of Computer Applications*, 102(12), 33-37. 294 ComTech Vol. 7 No. 4 December 2016: 285-294.
- O'Leary, D. E. (2013). Artificial intelligence and big data. *IEEE Intelligent Systems*, Vol. 28 No. 2, pp. 96-99
- Oliver, Riscrd L, (1997), *Satisfaction A Behavioral Perspective on The Consumer*. McGraw-Hill Education, Singapore.
- Puneet Goswami, Vidya Kamath, The DF-ICF algorithm- Modified TF-IDF. *International Journal of Computer Applications*. Volume 93, No 13, May 2014.
- Refaeilzadeh, P., Tang, L., & Liu, H. (2009). *Cross-Validation*. Encyclopedia of Database Systems. Springer, Boston, MA
- Romero, Cristóbal & Ventura, Sebastian & García, Enrique. (2008). Data mining in course management systems: Moodle case study and tutorial. *Computers & Education*. 51. 368-384. 10.1016/j.compedu.2007.05.016.
- Sammut C., Webb G.I. (2011) *Encyclopedia of Machine Learning*. Springer Publishing Company. ISBN:0387307680 9780387307688.
- Salton, Gerard & Buckley, Christopher. (1988). Buckley, C.: Term-Weighting Approaches in Automatic Text Retrieval. *Information Processing &*

Management 24(5), 513-523. *Information Processing & Management*. 24. 513-523. 10.1016/0306-4573(88)90021-0.

Schmitt, B. H. (1999). *Experiential Marketing*. New York. NY: Free Press.

Seerat, Bakhtawar & Azam, Farooque. (2012). Opinion Mining: Issues and Challenges (A survey). *International Journal of Computer Applications*. 49. 42-51. 10.5120/7658-0762.

Seunghyun Brian Park, Jichul Jang, Chihyung Michael Ok, (2016). Analyzing Twitter to explore perceptions of Asian restaurants. *Journal of Hospitality and Tourism Technology*. Vol. 7 Issue: 4, pp.405-422.

Shakhovska, Natalia, Medykovskyy, Mykola O. (2018). *Advances in Intelligent Systems and Computing III*. Springer International Publishing. Switzerland.

Telkom Indonesia. (2018). *About Telkom group*. Retrieved on 10 October 2018. https://www.telkom.co.id/servlet/tk/about/en_US/stocklanding/profile-and-brief-history.html

Telkom Indonesia. (2019). *Telkom Indonesia Logo*. Retrived on 14 May 2019. <https://www.telkom.co.id/servlet/tk/about/Indo/tkahomepage/halaman-telkom-indonesia.html>

Thakkar, Harsh & Patel, Dhiren. (2015). Approaches for Sentiment Analysis on Twitter: A State-of-Art study.

Thelwall, M., Buckley, K., Paltoglou, G., Cai, D. and Kappas, A. (2010). Sentiment strength detection in short informal text. *Journal of the American Society for Information Science and Technology*. Vol. 61 No. 12, pp. 2544-2558.

- Tian, Xin & He, Wu & Tao, Ran & Akula, Vasudeva. (2016). Mining Online Hotel Reviews: A Case Study from Hotels in China. *Americas Conference on Information Systems*.
- Tong, Zhou & Zhang, Haiyi. (2016). A Text Mining Research Based on LDA Topic Modelling. *Computer Science & Information Technology*. 6. 201-210. 10.5121/csit.2016.60616.
- Twitter. *FirstMediaCares Logo*. Retrieved on 15 October 2018. https://pbs.twimg.com/profile_images/883172188039282688/5PpQT5dv_400x400.jpg
- Twitter. *TelkomCare Logo*. Retrieved on 15 October 2018. https://pbs.twimg.com/profile_images/1014054944725319681/BzEca5o1_400x400.jpg
- 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*, Vol. 34 No. 2, pp. 77-84.
- Weiss, S.M. and Indurkha, N. (1998). *Predictive Data Mining: A Practical Guide*. Morgan Kaufmann Publishers, San Francisco, CA
- Weiss, S.M., Indurkha, N., Zhang, T. and Damerau, F. (2010). *Text Mining: Predictive Methods for Analyzing Unstructured Information*. Springer, New York, NY.
- Yousef, Ahmed & Medhat, Walaa & Mohamed, Hoda. (2014). Sentiment Analysis Algorithms and Applications: A Survey. *Ain Shams Engineering Journal*. 5. 10.1016/j.asej.2014.04.011.

Zaheer Khan, Tim Vorley, (2017). Big data text analytics: an enabler of knowledge management. *Journal of Knowledge Management*. Vol. 21 Issue: 1, pp.18-34.