DAFTAR PUSTAKA

Admisi : Seleksi Mahasiswa Baru Telkom University (Registrasi, PIN). (n.d.). Retrieved December 9, 2022, from https://smb.telkomuniversity.ac.id/

Alfaruqi, Z., Darwiyanto, E., & Widowati, S. (2018). Implementasi dan Analisis Enterprise Resource Planning Modul Purchasing, Point of Sale, Inventory dan Accounting untuk 3 outlet dan Gudang Utama di UD Gudang kuota. *EProceedings of Engineering*, *Vol.5 No.3*(3), 7683–7698.

Almugadam, S. H., Bashir, B. I., Hassan, A. A. A., & Adam, M. A. A. (2017). Developing tool for Odoo platform. *Proceedings - 2017 International Conference on Communication, Control, Computing and Electronics Engineering, ICCCCEE 2017*. https://doi.org/10.1109/ICCCCEE.2017.7867677

Angelica, C. (2021). Evaluasi Implementasi ERP Microsoft Dynamics 365 Finance and Operations Pada Sistem ERP Untuk Modul Supply Chain Di PT ABC. *Jurnal Ilmu Komputer Dan Bisnis (JIKB)*, *XII*(2), 203–215.

Apriyanti, L., Winarni, A., Bandung, S., & Indorama, P. E. (2022). IMPLEMENTASI FREE OPEN SOURCE ENTERPRISE RESOURCE PLANNING (ERP) ODOO STUDI KASUS PMB STMIK BANDUN. *Jurnal Ramatekno*, *2*(1), 88–94. https://ejournal.pei.ac.id/index.php/JRT1/article/view/44

Arifin, A., Kurniawan, R., Kusumadewi, S., Panca Purnama, A., & Eka Nugraha Chrisna Putra, K. (2022). *Design of Dental Disease Knowledge Base Editor Dialog using ISR-Framework*.

Asyafah, A. (2019). MENIMBANG MODEL PEMBELAJARAN (Kajian Teoretis-Kritis atas Model Pembelajaran dalam Pendidikan Islam). *TARBAWY : Indonesian Journal of Islamic Education*, *6*(1), 19–32. https://doi.org/10.17509/T.V6I1.20569

Aziza, S., & Rahayu, G. H. N. N. (2019). Implementasi sistem enterprise resource planning berbasis Odoo modul sales dengan metode RAD pada PT XYZ. *Journal Industrial Servicess*, *5*(1), 49–57. https://doi.org/10.36055/JISS.V5I1.6503

Bisjoe, A. R. H. (2018). Menjaring Data dan Informasi Penelitian Melalui FGD (Focus Group Discussion): Belajar dari Praktik Lapang. *Buletin Eboni*, *15*(1), 17–27. https://doi.org/10.20886/BULEBONI.2018.V15.PP17-27

BPMN Diagram Symbols & Notation | Lucidchart. (n.d.). Retrieved January 28, 2023, from https://www.lucidchart.com/pages/bpmn-symbols-explained

Dewangga, K., Wahju, A., Emanuel, R., Widhiyanti, K., Informatika, M., Atma, U., Yogyakarta, J., & Yogyakarta, D. I. (2022). Perancangan Gamifikasi Pada Proses Implementasi ERP Menggunakan Metode Accelerate SAP

Gamification Design in the ERP Implementation Process Using the Accelerate SAP Method. *TEKNIKA*, *11*(November), 225–234. https://doi.org/10.34148/teknika.v11i3.552

Dewi, R., Verina, W., Puspita, K., & Sanjaya, A. (2021). Peningkatan Kepuasan Pelanggan Melalui Rancangan Customer Relationship Management. *It (Informatic Technique) Journal*, *9*(2), 152. https://doi.org/10.22303/it.9.2.2021.152-163

Dharma Yudha, I. P., Ridwan, A. Y., & Septianingrum, L. (2022). Developing Sustainable Solid Medical Waste Management Based on Enterprise Resource Planning in General Hospital. *10th International Conference on Information and Communication Technology (ICoICT)*, 140–145. https://doi.org/10.1109/ICOICT55009.2022.9914904

Direktorat Jenderal Pendidikan Tinggi, Riset, dan T. (2021). *Statistik Pendidikan Tinggi 2021 (Final): Vol. Ke-6*.

Dirgahayu, R. M. N. Y., Darmawan, I., & Azani HS, M. (2019). PENERAPAN ENTERPRISE RESOURCE PLANNING (ERP) MODUL PURCHASE DAN WAREHOUSE MANAGEMENT BERBASIS ODOO DENGAN METODE ACCELERATED SAP PADA STONEWOODS. *E-Proceeding of Engineering*.

Fauziah, F., & Kurnia, L. (2020). Implementasi CRM Customer Touching Application Memanfaatkan Model Cross SellingDalam Promosi Produk Lain. *Jurnal Teknologi Sistem Informasi*, *1*(2), 120–131. https://doi.org/10.35957/JTSI.V1I2.510

Febrianto, T., Soediantono, D., Staf, S., Tni, K., & Laut, A. (2022). Enterprise Resource Planning (ERP) and Implementation Suggestion to the Defense Industry: A Literature Review. *Journal of Industrial Engineering & Management Research*, *3*(3), 1–16. https://doi.org/10.7777/JIEMAR.V3I3.278

Fitriyani, R. (2018). PERANCANGAN SISTEM PROSEDUR SKRIPSI MENGGUNAKAN METODE BPMN DAN RAD PADA KAMPUS STMIK MERCUSUAR. *Jurnal TEKNOM*, *2*(2), 1–13. http://journal.mercusuar.ac.id/index.php/TEKNOM/article/view/10

Gil-Gomez, H., Guerola-Navarro, V., Oltra-Badenes, R., & Lozano-Quilis, J. A. (2020). Customer relationship management: digital transformation and sustainable business model innovation. *Economic Research-Ekonomska Istrazivanja*, *33*(1), 2733–2750. https://doi.org/10.1080/1331677X.2019.1676283

Gronwald, K.-D. (2020). CRM: Customer Relationship Management. *Integrated Business Information Systems*, 71–80. https://doi.org/10.1007/978-3-662-59811-5_4

Hornung, K., & Hornung, M. (2020). Erp systems in croatian enterprises. *Tehnicki Vjesnik*, *27*(4), 1277–1283. https://doi.org/10.17559/TV-20181122183358

Jalur Seleksi | Seleksi Mahasiswa Baru Telkom University : Seleksi Mahasiswa Baru Telkom University (Registrasi, PIN). (n.d.). Retrieved January 29, 2023, from https://smb.telkomuniversity.ac.id/jalur-seleksi/

Khashab, B., Gulliver, S., & Ayoubi, R. M. (2022). Scoping and aligning CRM strategy in higher education institutions: practical steps. *Journal of Strategic Marketing*, *30*(7), 627–651. https://doi.org/10.1080/0965254X.2020.1823458

Kuatno, R., Ridwan, A. Y., Amalia, A., & Fajrillah, N. (2019). Perancangan Sistem Green Erp Pada Modul Manufacturing Berbasis Odoo Untuk Industri Garmen Dengan Menggunakan Metode Asap. *EProceedings of Engineering*, *6*(2). https://openlibrarypublications.telkomuniversity.ac.id/index.php/engineering/article/view/10858

Kumar, V., & Reinartz, W. (2018a). Future of CRM. In *Customer Relationship Management Concept, Strategy, and Tools* (pp. 385–404). https://doi.org/10.1007/978-3-662-55381-7_18

Kumar, V., & Reinartz, W. (2018b). Implementing the CRM Strategy. In *Customer Relationship Management Concept, Strategy, and Tools* (pp. 49–76). https://doi.org/10.1007/978-3-662-55381-7_4

Kumar, V., & Reinartz, W. (2018c). Strategic CRM Today. In *Customer Relationship Management Concept, Strategy, and Tools* (pp. 3–16). https://doi.org/10.1007/978-3-662-55381-7_1

Lenawati, M. (2019). Penerapan Customer Relationship Management (CRM) Untuk Meningkatkan Pelayanan Pendidikan Pada Perguruan Tinggi (Studi Kasus: Universitas PGRI Madiun). *Prosiding Seminar Nasional Teknologi Informasi Dan Komunikasi (SENATIK)*, *2*(1), 245–248.

Liman, N., Wijanto, M. C., Ayub, M., Suteja, B. R., & Jaya, T. A. L. (2022). Development of University Admission Based on Knowledge Management System. *Jurnal Teknik Informatika Dan Sistem Informasi*, *8*(2), 311–323. https://doi.org/10.28932/jutisi.v8i2.4651

Lintang, D. M., & Sari, D. (2018). PENTINGNYA MEMBANGUN BRANDING DI KANAL ONLINE. *SSRN Electronic Journal*, *23529*(2), 1–45.

Marques, J. F., & Bernardino, J. (2019). Evaluation of asana, odoo, and projectlibre project management tools using the osspal methodology. *IC3K 2019 - Proceedings of the 11th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management*, *2*(Ic3k), 397–403. https://doi.org/10.5220/0008351903970403

MELANDY, S. (2017). *PERANCANGAN BLUEPRINT SISTEM INFORMASI AKUNTANSI BERBASIS ENTERPRISE RESOURCE PLANNING PADA PROSES GENERAL LEDGER MENGGUNAKAN SAP DENGAN METODE ASAP DI UNIVERSITAS TELKOM.* https://repository.telkomuniversity.ac.id/home/catalog/id/138007/slug/peran cangan-blueprint-sistem-informasi-akuntansi-berbasis-enterprise-resource-planning-pada-proses-general-ledger-menggunakan-sap-dengan-metode-asap-di-universitas-telkom.html

Mihaela Iordache, A. M., Octavian Mihalcescu, C., & Sion, B. (2021). Using a software as a service program in sales-marketing: a case study on Odoo; Using a software as a service program in sales-marketing: a case study on Odoo. *MATEC Web of Conferences 342.* https://doi.org/10.1051/matecconf/202134208001

Muslim, B., & Mukti, Y. I. (2021). Customer relationship management (CRM) plan analysis for private education to increase institutional services (CASE STUDY: STT PAGARALAM). *International Journal of Computers*, *06*. http://www.iaras.org/iaras/journals/ijc

Odoo. (2016). *CRM Comparison White Paper: Salesforce, Zoho CRM, SugarCRM, Pipedrive & Odoo*. *April*.

Odoo. (2021). *CRM Comparison White Paper : Acknowledgment*. *July*.

Odoo Brand Assets | Odoo. (n.d.). Retrieved January 14, 2023, from https://www.odoo.com/page/brand-assets

Pakaya, R., Tapate, A. R., & Suleman, S. (2020). PERANCANGAN APLIKASI PENJUALAN HEWAN TERNAK UNTUK QURBAN DAN AQIQAH DENGAN METODE UNIFIED MODELING LANGUAGE (UML). *Jurnal Technopreneur (JTech)*, *8*(1), 31–40. https://doi.org/10.30869/JTECH.V8I1.531

Permatasari, R. D., Ariyani, N. F., & Munif, A. (2019). RANCANG BANGUN API UNTUK ODOO ERP PADA MODUL CRM (CUSTOMER RELATIONSHIP MANAGEMENT). *JURNAL TEKNIK ITS*, *8*(2), A90–A95.

Permatasari, R., Permatasari, R. D., Ariyani, N. F., & Munif, A. (2020). Rancang Bangun API untuk Odoo ERP pada Modul CRM (Customer Relationship Management). *Jurnal Teknik ITS*, *8*(2), A90–A95. https://doi.org/10.12962/j23373539.v8i2.49403

Prakoso, S. A., & Tutik, E. T. (2017). KOMPARASI ALGORITMA C4.5 DENGAN NAÏVE BAYES UNTUK KLASIFIKASI KELULUSAN MAHASISWA TEPAT WAKTU DI PTS "KZX." *KOMPUTAKI*, *3*(1). https://unaki.ac.id/ejournal/index.php/komputaki/article/view/157

Prihandoyo, M. T. (2018). Unified Modeling Language (UML) Model Untuk Pengembangan Sistem Informasi Akademik Berbasis Web. *Jurnal*

Informatika: *Jurnal Pengembangan IT*, *3*(1), 126–129. https://doi.org/10.30591/JPIT.V3I1.765

Rahayu, F., & Irawan, H. (2019). PERANCANGAN SISTEM ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM) GUNA MEMBANTU MENINGKATKAN PELAYANAN DAN LOYALITAS PELANGGAN STUDI KASUS: LEMBAGA PENDIDIKAN KUMON. *IDEALIS : InDonEsiA JournaL Information System*, *2*(4), 205–212. https://jom.fti.budiluhur.ac.id/index.php/IDEALIS/article/view/1351

Restika, S., & Abdillah, L. (2022). Penerapan Enterprise Resource Planning (ERP) Odoo untuk Manajemen Penjualan Sistem Home Delivery Restoran BCD. *KALBISIANA: Jurnal Mahasiswa Institut Teknologi Dan Bisnis Kalbis*, *8*(2).

Rochman, A., Hanafri, M. I., & Wandira, A. (2020). Implementasi Website Profil SMK Kartini Sebagai Media Promosi dan Informasi Berbasis Open Source. *Academic Journal of Computer Science Research*, *2*(1). https://doi.org/10.38101/AJCSR.V2I1.272

Rodriguez, M., Peterson, R. M., & Krishnan, V. (2018). Impact of CRM technology on sales process behaviors: empirical results from US, Europe, and Asia. *Journal of Business-to-Business Marketing*, *25*(1), 1–10. https://doi.org/10.1080/1051712X.2018.1424754

Saha, L., Tripathy, H. K., Nayak, S. R., Bhoi, A. K., & Barsocchi, P. (2021). Amalgamation of customer relationship management and data analytics in different business sectors—a systematic literature review. *Sustainability (Switzerland)*, *13*(9). https://doi.org/10.3390/su13095279

Santouridis, I., & Veraki, A. (2017). Customer relationship management and customer satisfaction: the mediating role of relationship quality. *Total Quality Management and Business Excellence*, *28*(9–10), 1122–1133. https://doi.org/10.1080/14783363.2017.1303889

Setiawan, D., & Lenawati, M. (2020). Peran dan Strategi Perguruan Tinggi dalam Menghadapi Era Society 5.0. *RESEARCH : Computer, Information System & Technology Management*, *3*(1), 1. https://doi.org/10.25273/research.v3i1.4728

Sujarwanto, Rofiah, K., & Iriani, S. S. (2019). *E-CRM for Cooperation Service System in Higher Education Setting*. 398–401. https://doi.org/10.2991/ICEI-19.2019.93

Supriyono, S., & Sutiah, S. (2019). Pengembangan Manajemen Proyek Pembelajaran Berbasis ICT Menggunakan Metode Accelerated SAP Pada Odoo ERP. *Prosiding SEMNAS INOTEK (Seminar Nasional Inovasi Teknologi)*, *3*(1), 027–030. https://proceeding.unpkediri.ac.id/index.php/inotek/article/view/509

Telkom University – Yayasan Pendidikan Telkom. (n.d.). Retrieved January 29, 2023, from https://ypt.or.id/telkom-university/

Tentang Telkom University - Direktorat CAE / Career, Alumni dan Endowment. (n.d.). Retrieved January 30, 2023, from https://alumni.telkomuniversity.ac.id/tentang-telkom-university/

Terminanto, A., & Hidayanto, A. N. (2017). Identifying characteristics and configurations in open source ERP in accounting using ASAP: A case study on SME. *Proceedings - 2017 International Conference on Soft Computing, Intelligent System and Information Technology: Building Intelligence Through IOT and Big Data, ICSIIT 2017*, *2018-Janua*, 227–232. https://doi.org/10.1109/ICSIIT.2017.47

Tiana, E., & Prasetyaningrum, E. (2020a). Pengembangan Teknologi ERP Modul Customer Relationship Management Studi Kasus Gudang AC Sampit. *Journal of Computer System and Informatics (JoSYC)*, *1*(4), 381–388.

Tiana, E., & Prasetyaningrum, E. (2020b). Pengembangan Teknologi ERP Modul Customer Relationship Management Studi Kasus Gudang AC Sampit. *Journal of Computer System and Informatics (JoSYC)*, *1*(4), 381–388.

Undang-Undang Republik Indonesia Nomor 12 Tahun 2012 Tentang Pendidikan Tinggi – Lembaga Layanan Pendidikan Tinggi Wilayah VIII. (n.d.). Retrieved December 24, 2022, from https://lldikti8.ristekdikti.go.id/2019/02/05/undang-undang-republik-indonesia-nomor-12-tahun-2012-tentang-pendidikan-tinggi/

Universitas Telkom | Perguruan Tinggi Swasta Terbaik. (n.d.). Retrieved January 29, 2023, from https://telkomuniversity.ac.id/

Universitas Telkom - Google Maps. (n.d.). Retrieved January 29, 2023, from https://www.google.com/maps/place/Universitas+Telkom/@-6.971278,107.6279571,15z/data=!4m6!3m5!1s0x2e68e9adf177bf8d:0x437398556f9fa03!8m2!3d-6.973007!4d107.6316854!16s%2Fm%2F0y6lbq_?hl=id

Wu, J. Y., & Chen, L. T. (2020). Odoo ERP with Business Intelligence Tool for a Small-Medium Enterprise: A Scenario Case Study. *ACM International Conference Proceeding Series*, 323–327. https://doi.org/10.1145/3377571.3377607

Yunis, R., Surendro, K., & Sistem, J. (2015). MODEL ENTERPRISE ARCHITECTURE UNTUK PERGURUAN TINGGI DI INDONESIA. *Seminar Nasional Informatika (SEMNASIF)*, *1*(5), 2500940. http://jurnal.upnyk.ac.id/index.php/semnasif/article/view/909

Zakaria[1], H., & Marlia[2], A. E. (2019). Perancangan Sistem Informasi Customer Relationship Management (CRM) untuk Meningkatkan Loyalitas dan Pelayanan Customers Berbasis Web dengan Model Waterfall. *Jurnal*

Teknologi Sistem Informasi Dan Aplikasi, *2*(2), 2654–4229. http://openjournal.unpam.ac.id/index.php/JTSI66