

Daftar Pustaka

- Abdillah, W. (2018). *Metode Penelitian Terpadu Sistem Informasi Pemodelan Teoritis, Pengukuran dan Pengujian Statistis*. Penerbit Andi.
- Abubakar, R. (2017). *Manajemen Pemasaran*. Alfabeta.
- Amani, H., Alamanda, D. T., & Anggadwita, G. (2015). Identification of Customer Values in Telecommunication Service Industry: A Case of Postpaid Cellular Customers in Indonesia. *3rd International Conference on Information and Communication Technology (ICoICT)*.
<https://www.scopus.com/record/display.uri?eid=2-s2.0-84960494751&origin=resultslist&sort=plf-f>
- Arikunto, S. (2019). *Prosedur Penelitian*. Rineka Cipta.
- Badan Pusat Statistik. (2021). *Persentase Rumah Tangga yang Memiliki/Menguasai Telepon Seluler Menurut Provinsi dan Klasifikasi Daerah*.
- Badan Pusat Statistik Provinsi Nusa Tenggara Barat. (2021, October). *Master File Desa Provinsi Nusa Tenggara Barat Semester I - 2021*.
<https://ntb.bps.go.id/publication/2021/10/29/d9262150f1e27e4a7714e4a9/master-file-desa-provinsi-nusa-tenggara-barat-semester-i---2021.html>
- Barich, H., & Kotler, P. (1991). *A framework for marketing image management* (1991st ed.). Pearson College Div.
- Belwal, R., & Amireh, M. (2018). Service Quality and Attitudinal Loyalty: Consumers' Perception of Two Major Telecommunication Companies in Oman. *Arab Economic and Business Journal*.
- Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. *Modern Methods for Business Research*.
- Cokins, G. (2017). *Strategic Business Management: From Planning to Performance*. Wiley.
- David, F. R. (2007). *Strategic Management: Concepts and Cases*. Pearson Prentice Hall.
- David, F. R. (2011). *Strategic management: Concepts and cases*. Prentice Hall.
- Davies, G., Chun, R., da Silva, R. V., & Roper, S. (2004). A Corporate Character Scale to Assess Employee and Customer Views of Organization Reputation. *Corporate Reputation Review*.
- Dharmmesta, B. S. (2011). *Manajemen Pemasaran*. Universitas Terbuka.
- Dinas Pemberdayaan Masyarakat, P. D. K. dan P. S. (2022, August). *Jumlah Penduduk Provinsi Nusa Tenggara Barat Berdasarkan Kabupaten / Kota dan Jenis kelamin*.
<https://data.ntbprov.go.id/dataset/jumlah-penduduk-provinsi-nusa-tenggara-barat-berdasarkan-kabupaten-kota-dan-jenis-kelamin>

- Duncan, J. (2013). Mobile network society? Affordability and mobile phone usage in Grahamstown East. *Communicatio: South African Journal for Communication Theory and Research*.
- Esmaeilpour, M., & Barjoei, S. (2016). The Effect of Corporate Image on Customer Satisfaction Through Brand Equity. *Advances in Management & Applied Economics*.
- Frastika, F. D., Wijyantini, B., & Gunawan, Y. (2020). Analisis Structure Conduct Performance (SCP) pada Industri Peternak Telur Bebek di Desa Kencong. *Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Jember*.
- Gerry Johnson, Kevan Scholes, & Richard Whittington. (2005). *Exploring Corporate Strategy*. Financial Time Prentice Hall.
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)* (4th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23*. Badan Penerbit Universitas Diponegoro.
- González, J. P. (2017). *Commanders and Warlords in Fourth Century BC Central Greece*. War, Warlords, and Interstate Relations in the Ancient Mediterranean.
- Grant, C., & Osanloo, A. (2016). Understanding, Selecting, and Integrating a Theoretical Framework in Dissertation Research: Creating the Blueprint for Your “House.” *Administrative Issues Journal: Connecting Education, Practice, and Research*.
- Greenspan, A. (2000). The Revolution in Information Technology. *Conference on the New Economy*.
- Hair, J. F. (2011). *Multivariate Data Analysis*.
- Haro, A., Oktaviana, D., Dewi, A. T., Anisa, W., & Suangkupon, A. (2020). The Influence of Brand Image and Service Quality towards Purchase Intention and Its Impact on the Purchase Decision of Samsung Smartphone. *International Conference on Economics, Business and Economic Education 2019*.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling. *Journal of the Academy of Marketing Science*.
- Indosat Ooredoo Hutchison. (2022). *Profil Perusahaan Indosat Ooredoo Hutchison*. <https://ioh.co.id/portal/en/iohindex>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Aditama.
- Johnson, G., Scholes, K., & Whittington, R. (2008). *Exploring corporate strategy: Text and cases*. Financial Times Prentice Hall.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson Education.

- Khatri, H. (2022). *Indonesia Mobile Network Experience Report*. Opensignal, Limited.
<https://www.opensignal.com/reports/2022/07/indonesia/mobile-network-experience>
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. Prentice Hall.
- Laporan Tahunan Telkom Indonesia. (2022). *Laporan Tahunan Telkom*.
https://www.telkom.co.id/data/lampiran/1681718955967_Laporan%20Tahunan%20Telkom%202022_website.pdf
- Lawrence Freedman. (2015). *Strategy: A history*. Oxford University Press.
- Leminen, S., Anttila, M., & Tinnilä, M. (2007). Strategic Pricing in Business Relationships. *IMP 2007 Conference*.
- Leong, V. S., Ahady, D. M. H., & Muhamad, N. (2022). Corporate Image as An Enabler of Customer Retention. *UBD School of Business and Economics*.
- Lubis, S. L., & Ashari, A. G. (2016). Faktor-Faktor Yang Mempengaruhi Tingkat Pertumbuhan Pelanggan terhadap Pelayanan Karyawan di Hotel Mega Permata Kota Padang Sidempuan. *Wahana Inovasi*.
- Maicas, J. P., & Sese, F. J. (2011). Network Effects in the Mobile Communications Industry: An Overview. *ResearchGate*.
- Mařová, H., Dzian, M., Triznová, M., Paluš, H., & Parobek, J. (2015). Corporate Image Profile. *Procedia Economics and Finance*.
- Mukhezakule, M., & Tefera, D. O. (2019). The Relationship between Corporate Strategy, Strategic Leadership and Sustainable Organisational Performance: Proposing a Conceptual Framework for the South African Aviation Industry. *African Journal of Hospitality, Tourism and Leisure*.
- Naeruz, M. (2018). Analisis Pengaruh Jumlah Pelanggan, Tarif dan Promosi terhadap Pendapatan Industri Telekomunikasi (PT. Indosat Ooredoo, PT. Telkomsel, PT.XL Axiata) Di Indonesia. *Jurnal Kajian Ekonomi Dan Kebijakan Publik*.
- Ng, H., Li, T., & Yeung, M. (2020). A Pilot Study Of The Hong Kong Smartphone Market: How Service Quality Affects Repurchase Intention Via Customer Satisfaction And Attitudinal Loyalty. *International Journal of Business and Management*.
- Nugroho, F. A., & Yuniarinto, A. (2021). Pengaruh Kualitas Produk, Harga, dan Citra Merek Terhadap Keputusan Pembelian Kartu Telkomsel. *Jurnal Ilmiah Mahasiswa FEB*. <https://jimfeb.ub.ac.id/index.php/jimfeb/article/viewFile/7808/6727>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1998). SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*.
- Pasaribu, R. D. (2016). Model Rantai Pasok Strategik Broadband dan Skema Pemecahan Masalah Terintegrasi untuk Industri Fixed Broadband Indonesia. *Disertasi, Ilmu Manajemen Universitas Padjajaran*.

- Phokeer, A., Densmore, M., Johnson, D., & Feamster, N. (2016). A First Look at Mobile Internet Use in Township Communities in South Africa. *ACM DEV '16: Proceedings of the 7th Annual Symposium on Computing for Development*.
- Prasetyo, A., Yulianeu, & Haryono, A. T. (2017). Pengaruh Corporate Image, Harga, dan Kualitas Pelayanan Terhadap Kepercayaan dan Loyalitas Pelanggan (Studi Kasus di Bis Kota Perum Damri Semarang). *Journal of Management*.
<http://jurnal.unpand.ac.id/index.php/MS/article/view/863>
- Purnomo, S., & Indriani, F. (2018). Analisis Pengaruh Brand Image dan Corporate Branding Terhadap Brand Equity Serta Dampaknya Pada Loyalitas Pelanggan Operator Seluler Telkomsel Di Kota Semarang. *DIPONEGORO JOURNAL OF MANAGEMENT*.
- Rahhal, W. (2015). The Effects of Service Quality Dimensions on Customer Satisfaction: An Empirical Investigation in Syrian Mobile Telecommunication Services. *International Journal of Business and Management Invention*.
- Rahman, N., Othman, M., Yajid, M., Rahman, S., Yaakob, A., Masri, R., Ramli, S., & Ibrahim, Z. J. M. S. L. (2018). Impact of strategic leadership on organizational performance. Strategic orientation and operational strategy. *Management Science Letters*.
- Rekarti, E., & Nurhayati, M. (2016). Analisis Structure Conduct Performance (SCP) Jika Terjadi Merger Bank Pembangunan Daerah dan Bank BUMN Persero Berdasarkan Nilai Aset dan Nilai Dana. *Jurnal Ilmiah Manajemen Dan Bisnis*.
- Sabran, B. (2012). *Manajemen Pemasaran*. Penerbit Erlangga.
- Saidia, A. A., Ayodele, M. S., & Maxwell, W. P. (2021). Firm Level Strategy and Value Creation in Small Businesses: The Nigerian Experience. *Gadjah Mada International Journal of Business*.
- Sekaran, U. (2013). *Research Methods for Business*. Salemba Empat.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach*. Wiley & Sons.
- Shujahat, M., Hussain, S., Javed, S., Malik, M. I., Thurasamy, R., & Ali, J. (2016). Strategic Management Model With Lens Of Knowledge Management And Competitive Intelligence. *VINE Journal of Information and Knowledge Management Systems*.
- Smartfren. (2022). *Profile Perusahaan Smartfren*. <https://www.smartfren.com/>
- Soriano, S., BILE, D., & Millogo, T. C. (2020). Measuring Mobile Network Performance: Coverage, Quality of Service and Maps. *Arcep for the French-Speaking Network of Telecommunication Regulation (Fratel)*.
- Sugiyono. (2016). *Metode Penelitian & Pengembangan*. Alfabeta.

- Sutjipto, Moh. R., Sule, E. T., Sucherly, Kaltum, U., & Prasetio, A. (2019). The Role of Company Resources and Strength of Industrial Competition on Competitive Strategy in Indonesian Wholesale Network Industry. *Academy of Strategic Management Journal*, 18(5). <https://www.scopus.com/record/display.uri?eid=2-s2.0-85078887004&origin=resultslist&sort=plf-f>
- Taylor, K., & Silver, L. (2019). Smartphone Ownership is Growing Rapidly Around the World, but Not Always Equally. *Pew Research Center*.
- Thompson, A. A. (2013). *Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases (UK Higher Education Business Management)*. McGraw-Hill Higher Education.
- Tjiptono, F., & Chandra, G. (2016). *Pelayanan, Kualitas & Kepuasan*. Andi.
- Tjiptono, F., & Diana, A. (2016). *Pelanggan Puas? Tak Cukup!* Andi.
- Wairooy, I. K. (2020). *Mobile User Experience*. SOCS Binus. <https://socs.binus.ac.id/2020/12/01/mobile-user-experience/#:~:text=User%20Experience%20atau%20biasa%20disebut,saat%20menggunakan%20situs%20atau%20produk>
- Wheelen, T. L., Hunger, J. D., & Hoffman, A. N. (1984). *Strategic Management and Business Policy: Globalization, Innovation and Sustainability*. Pearson Education.
- XL Axiata. (2022). *Profil Perusahaan XL Axiata*. <https://www.xlaxiata.co.id/id>
- Zameer, H., Tara, A., Kausar, U., & Mohsin, A. (2015). Impact of Service Quality, Corporate Image and Customer Satisfaction Towards Customers Perceived Value in Banking Sector in Pakistan. *International Journal of Bank Marketing*.