

## DAFTAR PUSTAKA

- Arie, B. P. (n.d.). Strategi Bauran Pemasaran (Marketing Mix Strategy) di Pasar Kita Pamulang. *Jurnal Pemasaran Kompetitif*, Vol. 2(No.3).
- Berry, L. L., Seiders, K., & Grewal, D. (2002, July). Understanding Service Convenience. *Journal of Marketing*, Vol. 66(No. 3), 1- 17.
- Bilpen, N. (2016, Desember). RISET EFEKTIVITAS INDIHOME TOUCH POINT TERHADAP KELUHAN GANGGUAN DAN PASANG BARU PELANGGAN INDIHOME. *JURNAL MANAJEMEN INDONESIA*, Vol.16(No.03).
- Brown, T. (2008, June). Design Thinking "Thinking like a designer can transform the way you develop products, services, processes—and even strategy". *Harvard Business Review*, June, 6. Retrieved 12 28, 2022, from <https://readings.design/PDF/Tim%20Brown,%20Design%20Thinking.pdf>
- Clatworthy, S. (2011, August). Service Innovation Through Touchpoints: Development of an Innovation Toolkit for the First Stages of New Service Development. *International Journal of Design*, Vol. 5(No. 2), 1-11 & 15-28.
- Creswell, J. W., & Guetterman, T. C. (2015). *EDUCATIONAL RESEARCH*. Pearson.
- Dhini, V. A. (2022, 07 13). *Indeks Literasi Digital Indonesia Membaik pada 2021*. Katadata Insight Center. Retrieved 12 28, 2012, from <https://databoks.katadata.co.id/datapublish/2022/07/13/indeks-literasi-digital-indonesia-membaik-pada-2021>
- Dharmawan, A. A. (2021). The application of central place theory in urban development. *Planning Malaysia*, 19(1), 1-10.
- Farki, A., Baihaqi, I., & B.M, B.M. (n.d.). Pengaruh Online pelanggan Review dan Rating Terhadap Kepercayaan dan Minat Pembelian pada Online Marketplace di Indonesia. *Jurnal Teknik ITS*, Vol. 5(No. 2).

- Gupta, S., & Vajic, M. (2000). *he Contextual and Dialectical Nature of Experiences* (New Service Development: Creating Memorable Experiences ed.). Sage: Thousand Oaks CA.
- Grimes, J., & Stickdorn, M. (2016). *Service Design: A Practical Introduction*. Bloomsbury Publishing.
- Jejala. (2022). *MIKTI*. Digital Creative Network. Retrieved 12 28, 2022, from <https://mikti.id/network/>
- Kotler, & Amstrong. (2001). *Prinsip - Prinsip Pemasaran* (Ke dua belas ed., Vol. Jilid 1). Erlangga Jakarta.
- Kotler, P., & Keller. (2012). *Manajemen Pemasaran* (Jilid 1 dan jilid 3 ed.). Jakarta: Rajawali.
- Kothari, C. R. (2004). *Research methodology: methods and techniques*. New Age International.
- Meinel, C., & Leifer, L. (2011). *Design Thinking*. Springer. 10.1007/978-3-642-13757-0
- Putra, Nusa, & Hendraman. (2013). *Metode Riset Campur Sari*. Jakarta : Indeks.
- Putri, A. F. R., & Yunidar, D. (2023). IMPLEMENTASI PENDEKATAN KANSEI ENGINEERING DALAM PERANCANGAN DESAIN USER INTERFACE DAN USER EXPERIENCE APLIKASI MOBILE SURFEASY UNTUK KEBUTUHAN PENGGUNA. *eProceedings of Art & Design*, 10(1).
- Rigby, D. (2012). The geography of economic change: Between globalization and regionalisation. *Progress in Human Geography*, 36(3), 354-372.
- Segara, A. (2019). Penerapan Pola Tata Letak (Layout Pattern) pada Wireframing Halaman Situs Web. *Magenta, Official Journal STMK Trisakti*, 3(1), 452-464
- Schweitzer, J., & Kasper, T. (n.d.). Service Design as an Approach to Innovating and Improving Public Services. *Journal of Innovation Management*, 3(4), 13-28.

- Simons, L. P. A., & Bouwman, H. (2005). Multi-channel service design process: challenges and solutions. *International Journal of Electronic Business*, 3(1).
- Sis.binus.ac.id. (2018). Tanudjaja, C. Perbedaan Wireframe, Mockup, dan Prototype. Diakses pada 30 Mei 2023, From <https://sis.binus.ac.id/2018/01/19/perbedaan-wireframe-mockup-dan-prototype/>
- Soewardikoen, D. W. (2019). *METODOLOGI PENELITIAN DESAIN KOMUNIKASI VISUAL*. PT. KANISIUS YOGYAKARTA.
- Soewarno. (2007). *Pengantar Studi Ilmu Administrasi dan Manajemen*. Jakarta: Haji Masagung.
- Stein, A.; Ramaseshan, B. (2016). "Towards the identification of customer experience touch point elements". *Journal of Retailing and Consumer Services*. 30: 8–19.
- Storper, M. (1997). *The regional world: Territorial development in a global economy*. New York: Guilford Press
- Tjiptono, F. (2000). *Manajemen Jasa*. Yogyakarta : Andy. Ghozali, Imam.
- How to Apply a Design Thinking, HCD, UX, or Any Creative Process from Scratch. (n.d.). Diakses pada 30 Mei 2023, From <https://medium.com/digital-experience-design/how-to-apply-a-design-thinking-hcd-ux-or-any-creative-process-from-scratch-b8786efb812>