

REFERENCES

- Adam, N. L., Rosli, N. H., & Soh, S. C. (2021). Sentiment Analysis on Movie Review using Naïve Bayes. *2021 2nd International Conference on Artificial Intelligence and Data Sciences, AiDAS 2021*. <https://doi.org/10.1109/AIDAS53897.2021.9574419>
- Agostino, D., & Sidorova, Y. (2017). How social media reshapes action on distant customers: some empirical evidence. *Accounting, Auditing and Accountability Journal*, 30(4), 777–794. <https://doi.org/10.1108/AAAJ-07-2015-2136>
- Ahmed, S., Rehman, F., & Sheikh, A. (2019). Impact of personality traits on information needs and seeking behavior of LIS students in Pakistan. *Information Discovery and Delivery*, 47(3), 125–134. <https://doi.org/10.1108/IDD-09-2018-0046>
- Alamsyah, A., Bastikarana, R. S., Ramadhanti, A. R., & Widiyanesti, S. (2020). Recognizing Personality from Social Media Linguistic Cues: A Case Study of Brand Ambassador Personality. *2020 8th International Conference on Information and Communication Technology, ICoICT 2020*, 32–35. <https://doi.org/10.1109/ICoICT49345.2020.9166221>
- Alamsyah, A., Dudija, N., & Widiyanesti, S. (2021). New approach of measuring human personality traits using ontology-based model from social media data. *Information (Switzerland)*, 12(10). <https://doi.org/10.3390/info12100413>
- Alamsyah, A., Widiyanesti, S., Putra, R. D., & Sari, P. K. (2020). Personality Measurement Design for Ontology Based Platform using Social Media Text. *Advances in Science, Technology and Engineering Systems*, 5(3), 100–107. <https://doi.org/10.25046/aj050313>
- Banlawe, I. A. P., Cruz, J. C. D., Gaspar, J. C. P., & Gutierrez, E. J. I. (2021). Optimal Frequency Characterization of Mango Pulp Weevil Mating Activity using Naïve Bayes Classifier Algorithm. *Proceeding - 2021 IEEE 17th International Colloquium on Signal Processing and Its Applications, CSPA 2021*, 116–120. <https://doi.org/10.1109/CSPA52141.2021.9377277>
- Big 5 Personality Traits - Crystal Knows.* (n.d.). Retrieved April 12, 2023, from <https://www.crystalknows.com/big-five>

- Cassidy, C. (2020). Parameter tuning Naïve Bayes for automatic patent classification. *World Patent Information*, 61, 101968. <https://doi.org/10.1016/J.WPI.2020.101968>
- Castelo-Branco, I., Oliveira, T., Simões-Coelho, P., Portugal, J., & Filipe, I. (2022). Measuring the fourth industrial revolution through the Industry 4.0 lens: The relevance of resources, capabilities and the value chain. *Computers in Industry*, 138, 103639. <https://doi.org/10.1016/j.compind.2022.103639>
- Dilini Sewwandd, Kusal Parera, Sajith Sandaruwan, Oshani Lackhani, Nugaliyadd, A., & Thelijagodaand, S. (2017). *Lingustic Features Based Personality Recognition Using Social Media Data*. 0–5.
- Farras Geovanni, Y. M., Alamsyah, A., & Dudija, N. (2021). Identifying Personality of the New Job Applicants using the Ontology Model on Twitter Data. *Proceeding - 2021 2nd International Conference on ICT for Rural Development, IC-ICTRuDev 2021*, 8(5), 4405–4414. <https://doi.org/10.1109/IC-ICTRuDev50538.2021.9655707>
- Gielens, K., & Steenkamp, J. B. E. M. (2019). Branding in the era of digital (dis)intermediation. *International Journal of Research in Marketing*, 36(3), 367–384. <https://doi.org/10.1016/j.ijresmar.2019.01.005>
- Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, 2(2), 100102. <https://doi.org/10.1016/j.jjimei.2022.100102>
- Jarrar, M. (2009). *Towards Effectiveness and Transparency in E-Business Transactions*. 127–149. <https://doi.org/10.4018/978-1-60566-066-0.ch007>
- Jarrar, M., Verlinden, R., & Meersman, R. (2003). Ontology-based customer complaint management. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 2889(May 2014), 594–606. https://doi.org/10.1007/978-3-540-39962-9_63
- Joseph, G., & George, A. (2007). A framework to integrate the enterprise domain

- ontology and organizational change application domain. *International Journal of Accounting & Information Management*, 15(2), 3–23.
<https://doi.org/10.1108/18347640710837326/FULL/PDF>
- Kabigting, F. J. (2021). The Discovery and Evolution of the Big Five of Personality Traits: A Historical Review. *GNOSI: An Interdisciplinary Journal of Human Theory and Praxis*, 4(3), 83–100.
<https://doi.org/10.13140/RG.2.2.13907.40480>
- Latifah, E. (2019). Perkembangan Ekonomi Digital di. *Jurnal Ekonomi Digital*, 3(2), 21–27.
- Li, Y., & Yang, Y. (2012). The study on the impaction of customer service needs on customer behaviors in e-commerce circumstances. *Proceedings - 2012 International Joint Conference on Service Sciences, Service Innovation in Emerging Economy: Cross-Disciplinary and Cross-Cultural Perspective, IJCSS 2012*, 181–184. <https://doi.org/10.1109/IJCSS.2012.13>
- Liu, J. L., Kang, J., Bai, Y., & Zhang, X. (2006). The study of customer complaints management based on system dynamics: Modeling and simulation. *Proceedings of the 2006 International Conference on Machine Learning and Cybernetics*, 2006(August), 2040–2046.
<https://doi.org/10.1109/ICMLC.2006.258340>
- Liu, Z., Long, C., Lu, X., Hu, Z., Zhang, J., & Wang, Y. (2019). Which Channel to Ask My Question?: Personalized Customer Service Request Stream Routing Using Deep Reinforcement Learning. *IEEE Access*, 7, 107744–107756.
<https://doi.org/10.1109/ACCESS.2019.2932047>
- Marouf, A. Al, Hasan, M. K., & Mahmud, H. (2019). Identifying Neuroticism from User Generated Content of Social Media based on Psycholinguistic Cues. *2nd International Conference on Electrical, Computer and Communication Engineering, ECCE 2019*, 1–5.
<https://doi.org/10.1109/ECACE.2019.8679505>
- Min, W., & Yu-lan, H. (2014). Emotions as strategic information: Examining the direct and ripple effect of emotions in negotiations. *International Conference on Management Science and Engineering - Annual Conference Proceedings*,

- 71102175, 958–963. <https://doi.org/10.1109/ICMSE.2014.6930332>
- Onyancha, O. B. (2015). An informetrics view of the relationship between internet ethics, computer ethics and cyberethics. *Library Hi Tech*, 33(3), 387–408. <https://doi.org/10.1108/LHT-04-2015-0033/FULL/XML>
- Panagariya, A. (2022). Digital revolution, financial infrastructure and entrepreneurship: The case of India. *Asia and the Global Economy*, 2(2), 100027. <https://doi.org/10.1016/j.aglobe.2022.100027>
- Paul, J., Gupta, S., & Tyagi, S. (2021). Theory of dogmatism, personality traits and shopping behavior. *European Management Journal*, July. <https://doi.org/10.1016/j.emj.2021.10.009>
- Rakhmawati, N. A., Awwab, Y., Najib, A. C., & Irsyad, A. (2022). Ontology-Based Traffic Accident Information Extraction on Twitter In Indonesia. *Inteligencia Artificial*, 25(70), 1–12. <https://doi.org/10.4114/intartif.vol25iss70pp1-12>
- Reichstein, C., & Härtig, R. C. (2018). Potentials of changing customer needs in a digital world - A conceptual model and recommendations for action in tourism. *Procedia Computer Science*, 126, 1484–1494. <https://doi.org/10.1016/J.PROCS.2018.08.120>
- Sun, M., & Zhao, J. (2022). Behavioral Patterns beyond Posting Negative Reviews Online: An Empirical View. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(3), 949–983. <https://doi.org/10.3390/jtaer17030049>
- Verhagen, T., Nauta, A., & Felberg, F. (2013). Negative online word-of-mouth: Behavioral indicator or emotional release? *Computers in Human Behavior*, 29(4), 1430–1440. <https://doi.org/10.1016/j.chb.2013.01.043>
- Wang, K. Y., Chih, W. H., & Honora, A. (2023). How the emoji use in apology messages influences customers' responses in online service recoveries: The moderating role of communication style. *International Journal of Information Management*, 69(December 2022), 102618. <https://doi.org/10.1016/j.ijinfomgt.2022.102618>
- Zhang, X., Agarwal, S., Choy, R., Wong, K. J., Lim, L., Lee, Y. Y., & Lu, J. J. (2020). Personalized Digital Customer Services for Consumer Banking Call Centre using Neural Networks. *Proceedings of the International Joint*

Conference on Neural Networks.

<https://doi.org/10.1109/IJCNN48605.2020.9206709>

Zhao, X., & Xia, Z. (2023). Secure outsourced NB: Accurate and efficient privacy-preserving Naive Bayes classification. *Computers & Security*, 124, 103011.
<https://doi.org/10.1016/J.COSE.2022.103011>

Zhao, Z., Wang, J., Sun, H., Liu, Y., Fan, Z., & Xuan, F. (2020). What Factors Influence Online Product Sales? Online Reviews, Review System Curation, Online Promotional Marketing and Seller Guarantees Analysis. *IEEE Access*, 8, 3920–3931. <https://doi.org/10.1109/ACCESS.2019.2963047>