

## DAFTAR PUSTAKA

- Banchs, R. E. (2021). *Text Mining with MATLAB®*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-87695-1>
- Berners, P., & Martin, A. (2022). *The Practical Guide to Achieving Customer Satisfaction in Events and Hotels*. Routledge. <https://doi.org/10.4324/9781003154600>
- Bhutada, S. (2020). *TOPIC MODELING USING VARIATIONS ON LATENT DIRICHLET ALLOCATION*. Ashok Yakkaldevi.
- Biesok, G., & Wyród-Wróbel, J. (2011). Customer satisfaction-Meaning and methods of measuring. *Marketing and Logistic Problems in the Management of Organization*, 23–41.
- Chung, J., Lee, J., & Yoon, J. (2022). Understanding music streaming services via text mining of online customer reviews. *Electronic Commerce Research and Applications*, 53, 101145. <https://doi.org/10.1016/j.elerap.2022.101145>
- DataIndonesia.id. (2023). *APJII: Pengguna Internet Indonesia 215,63 Juta pada 2022-2023*. <https://DataIndonesia.Id/Digital/Detail/Apjii-Pengguna-Internet-Indonesia-21563-Juta-Pada-20222023>.
- Heng, Y., Gao, Z., Jiang, Y., & Chen, X. (2018). Exploring hidden factors behind online food shopping from Amazon reviews: A topic mining approach. *Journal of Retailing and Consumer Services*, 42, 161–168. <https://doi.org/10.1016/j.jretconser.2018.02.006>
- Jo, T. (2019). *Text Mining* (Vol. 45). Springer International Publishing. <https://doi.org/10.1007/978-3-319-91815-0>
- Kitsios, F., Kamariotou, M., Karanikolas, P., & Grigoroudis, E. (2021). Digital Marketing Platforms and Customer Satisfaction: Identifying eWOM Using Big Data and Text Mining. *Applied Sciences*, 11(17), 8032. <https://doi.org/10.3390/app11178032>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kotler, P., Keller, K. L., & Cherney, A. (2022). *Marketing Management* (16th ed.). Pearson Education.
- Kumar, A., Chakraborty, S., & Bala, P. K. (2023). Text mining approach to explore determinants of grocery mobile app satisfaction using online customer reviews. *Journal of Retailing and Consumer Services*, 73, 103363. <https://doi.org/10.1016/j.jretconser.2023.103363>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A skill Building Approach* (7th ed.). John Wiley & Sons Ltd.
- Song, Y., Liu, K., Guo, L., Yang, Z., & Jin, M. (2022). Does hotel customer satisfaction change during the COVID-19? A perspective from online reviews. *Journal of Hospitality and Tourism Management*, 51, 132–138. <https://doi.org/10.1016/j.jhtm.2022.02.027>
- Williady, A., Wardhani, H. N., & Kim, H.-S. (2022). A Study on Customer Satisfaction in Bali's Luxury Resort Utilizing Big Data through Online Review. *Administrative Sciences*, 12(4), 137. <https://doi.org/10.3390/admsci12040137>

Zhang, N., Liu, R., Zhang, X.-Y., & Pang, Z.-L. (2021). The impact of consumer perceived value on repeat purchase intention based on online reviews: by the method of text mining. *Data Science and Management*, 3, 22–32.  
<https://doi.org/10.1016/j.dsm.2021.09.001>