

DAFTAR PUSTAKA

- Abdullah, Thamrin dan Tantri, Francis. (2012). *Manajemen Pemasaran*. Jakarta: Raja Grafindo Persada.
- Aet.pcr.ac.id. (2014). *Teknologi Seluler diperkenalkan*. [online]. <http://aet.pcr.ac.id/category/artikel-umum/page/30/> [13 Februari 2017]
- Åkesson, M., Edvardsson, B., & Tronvoll, B. (2014). Customer experience from a self-service system perspective. *Journal of Service Management*, 25(5), 677-698.
- Alma, Buchari. (2011). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: CV. Alfabeta.
- Amin, S. M., Ahmad, U. N. U., & Hui, L. S. (2012). Factors contributing to customer loyalty towards telecommunication service provider. *Procedia-Social and Behavioral Sciences*, 40, 282-286.
- Amirullah. (2013). *Metode Penelitian Manajemen*. Malang: Bayumedia.
- Annual Report Indosat. (2016). *Annual Report Indosat 2015*. [online]. <https://indosatooredoo.com/en/investor-relation/informasi-keuangan/laporan-tahunan> [7 September 2016]
- Annual Report Telkomsel. (2016). *Annual Report Telkomsel 2015*. [online]. <http://www.telkomsel.com/about/investor-relations/25-Annual-Report.html> [7 Septedokusmber 2016]
- Ariyadi Wijaya. (2012). *Pendidikan Matematika Realistik, Suatu Alternatif Pendekatan Pembelajaran Matematika*. Yogyakarta: Graha Ilmu.
- Atsi.or.id. (2015). *Daftar ATSI*. [online]. <http://www.atsi.or.id/en/members> [1 September 2016]

- Cnnindonesia.com. (2015). *Tiap Bulan Juaat Kartu SIM Hangus*. [online].
<http://www.cnnindonesia.com/teknologi/20150426143430-185-49289/tiap-bulan-jutaan-kartu-sim-indosat-hangus/> [18 September 2016]
- Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. *The journal of marketing*, 55-68.
- Dagger, T. S., & O'Brien, T. K. (2010). Does experience matter? Differences in relationship benefits, satisfaction, trust, commitment and loyalty for novice and experienced service users. *European Journal of Marketing*, 44(9/10), 1528-1552.
- Dantes, Nyoman. (2012). *Metode Penelitian*. Yogyakarta: Andi.
- Darmawan, Deni. (2013). *Metode Penelitian Kuantitatif*. Bandung: PT Remaja Rosdakarya
- Daryanto. (2011). *Sari Kuliah Manajemen Pemasaran*. Bandung: Satu Nusa.
- Deng, Z., Lu, Y., Wei, K. K., & Zhang, J. (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International journal of information management*, 30(4), 289-300.
- Desmet, P. M., Porcelijn, R., & Van Dijk, M. B. (2007). Emotional design; application of a research-based design approach. *Knowledge, Technology & Policy*, 20(3), 141-155.
- Detik.com. (2016). *Pendapatan XL Naik Tipis di Q1 2016*. [online].
<https://inet.detik.com/telecommunication/d-3193468/pendapatan-xl-naik-tipis-di-q1-2016> [9 September 2016]
- Dobrota, M., Nikodijevic, A., & Mihalovic, D. (2012). Influence of the customer experience on satisfaction with mobile phones. *Journal of Engineering Management and Competitiveness*, 2(2), 69-5.
- Garrett, Jesse James. (2011). *The Element of User Experience: User Centered Design for the Web and Beyond (Second Ed)*. Berkeley: Pearson Education.

- Hassenzahl, Marc. (2012). *Experience design: technology for all the right reason*. Germany: Morgan & Claypool.
- Hassenzahl, M., & Tractinsky, N. (2006). User experience-a research agenda. *Behaviour & information technology*, 25(2), 91-97.
- Hukum.unstrat.ac.id. (2017). *Undang-undang alat telekomunikasi*. [online]. http://hukum.unstrat.ac.id/uu/uu_5_1964.htm [12 Februari 2017]
- Hukumonline.com. (2001). *Undang-undang no. 36 Tahun 1999*. [online]. <http://www.hukumonline.com/pusatdata/detail/349/nprt/572/uu-no-36-tahun-1999-telekomunikasi> [13 Februari 2017]
- Imam, Ghazali. (2016). *Aplikasi Analisis Multivariete dengan Program IBM SPSS 23 Edisi 8*. Semarang: Universitas Diponegoro.
- Imam, Ghazali. (2013). *Aplikasi Analisis Multivariete dengan Program IBM SPSS 21 Edisi 7*. Semarang: Universitas Diponegoro.
- Indosat Ooredoo. (2016). *Sejarah Indosat*. [online]. <https://indosatooredoo.com/id/about-indosat/company-profile/history> [21 Februari 2016]
- Indosat Ooredoo. (2016). *Logo Indosat Ooredoo*. [online]. <https://indosatooredoo.com/id/personal> [21 Februari 2016]
- Indotelko.com. (2016). *Financial Analysis*. [online]. <http://www.indotelko.com/kanal?c=fa&it=x1-bukukan-laba-rp-225-miliar> [10 September 2016]
- Indotelko.com. (2016). *Menguak Strategi Telkomsel Menggarap Segmen Muda*. [online]. <http://www.indotelko.com/kanal?c=&it=menguak-strategi-telkomsel-menggarap-segmen-muda> [3 September 2016]
- Indotelko.com. (2016). *Papan Klasemen Operator Seluler Indonesia GSMA*. [online]. <http://www.indotelko.com/kanal?c=id&it=papan-klasemen-operator-seluler-indonesia-gsma> [4 September 2016]

- Inet.detik.com. (2013). *Operator Terlalu Banyak Idealnya Berapa*. [online].
<http://inet.detik.com/telecommunication/d-2283864/10-operator-terlalu-banyak-idealnya-berapa> [28 Februari 2017]
- Indrawan, Rully dan Yaniawati, Poppy. (2014). *Metodologi Penelitian: Kuantitatif, Kualitatif, dan Campuran untuk Manajemen, Pembangunan, dan Pendidikan*. Bandung: PT Refika Aditama.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama.
- Kassim, N. M., & Abdullah, N. A. (2008). Customer loyalty in e-commerce settings: an empirical study. *Electronic Markets*, 18(3), 275-290.
- Katada.co.id. (2016). *Telkomsel Raja Operator Seluler di Indonesia*. [online].
<http://databoks.katadata.co.id/datapublish/2016/08/31/telkomsel-raja-operator-seluler-di-indonesia> [7 September 2016]
- Kim, B., Choi, M., & Han, I. (2009). User behaviors toward mobile data services: The role of perceived fee and prior experience. *Expert Systems with Applications*, 36(4), 8528-8536.
- Kompasiana.com. (2016). *Industri Telekomunikasi Seluler di Indonesia pada Saat ini dan Bisnis Model yang Tepat*. [online].
http://www.kompasiana.com/asriedavierani/industri-telekomunikasi-seluler-di-indonesia-pada-saat-ini-dan-bisnis-model-yang-tepat_552868676ea8349c1e8b45b6 [3 September 2016]
- Kompasiana.com. (2016). *Manusia dan Telekomunikasi: Perkembangan dan Perubahan*. [online].
http://www.kompasiana.com/lailiatulhidayati/manusia-dan-telekomunikasi-perkembangan-dan-perubahan_571380d042afbd0605f6e4ae [21 Februari 2016]

- Koo, C., Chung, N., & Kim, H. W. (2015). Examining explorative and exploitative uses of smartphones: a user competence perspective. *Information Technology & People*, 28(1), 133-162.
- Kotler, Philip., dan Keller, K. L. (2012). *Marketing Management 13rd Ed*. New Jersey: Pearson Prentice Hall, Inc.
- Kraft, Christian. (2012). *User Experience Innovation: User Centered Design that Works 1st Edition*. New York: Apress
- Kreasitekno.com. (2016). *Akses Internet Indonesia*. [online]. <https://www.kreasitekno.com/akses-internet-indonesia/> [28 Februari 2017]
- Kurniawan, Albert. (2014). *Metode Riset untuk Ekonomi & Bisnis: Teori, Konsep & Praktik Penelitian Bisnis (Dilengkapi Perhitungan Pengelolaan Data dengan IBM SPSS 22.0)*. Bandung: Alfabeta
- Lovelock, Christopher., Wirz, Jochen., & Mussry, Jacky. (2011). *Pemasaran Jasa: Manusia, Teknologi, Strategi (2nd ed)*. Jakarta: Erlangga.
- Lupiyoadi, Rahbat. (2013). *Manajemen Pemasaran Jasa Berbasis Kompetensi Edisi 3*. Jakarta: Salemba Empat.
- Millati, dkk. (2012). Analisis Faktor Penyebab Kepuasan Pelanggan terhadap Penggunaan Internet Banking berdasarkan Efek Pengalaman. *Jurnal Teknik Pomits Vol.1 No.1*
- Mishra, A., Dash, S. B., & Cyr, D. (2014). Linking user experience and consumer-based brand equity: the moderating role of consumer expertise and lifestyle. *Journal of Product & Brand Management*, 23(4/5), 333-348.
- m.tempo.co. (2011). *Jumlah Operator Seluler di Indonesia Terlalu Banyak*. [online]. <https://m.tempo.co/read/news/2011/06/13/072340436/jumlah-operator-selular-di-indonesia-terlalu-banyak> 28 2 2017 [14 Maret 2017]
- Olsson, T., Lagerstam, E., Kärkkäinen, T., & Väänänen-Vainio-Mattila, K. (2013). Expected user experience of mobile augmented reality services: a user study

- in the context of shopping centres. *Personal and ubiquitous computing*, 17(2), 287-304.
- Park, J., Han, S. H., Kim, H. K., Cho, Y., & Park, W. (2013). Developing elements of user experience for mobile phones and services: survey, interview, and observation approaches. *Human Factors and Ergonomics in Manufacturing & Service Industries*, 23(4), 279-293.
- Peng, X., Zhao, Y. C., & Zhu, Q. (2016). Investigating user switching intention for mobile instant messaging application: Taking WeChat as an example. *Computers in Human Behavior*, 64, 206-216.
- Priyanto. (2012). *Belajar Cepat Olah Data Statistik Dengan SPSS*. Yogyakarta: Andi.
- Ratnasari, Ririn Tri dan Aksa, Mastuti H. (2011). *Teori dan Kasus Manajemen Pemasaran Jasa*. Bogor: Ghalia Indonesia.
- Rezaei, S., Rezaei, S., Amin, M., Amin, M., Moghaddam, M., Moghaddam, M., ... & Mohamed, N. (2016). 3G post adoption users experience with telecommunications services: a partial least squares (PLS) path modelling approach. *Nankai Business Review International*, 7(3), 361-394.
- Remaja.suaramerdeka. (2016). *Telkomsel 4G Digitalkan Masyarakat Indonesia*. [online]. <http://remaja.suaramerdeka.com/2016/04/13/telkomsel-4g-digitalkan-masyarakat-indonesia/> [18 September 2016]
- Riduwan, dan Kuncoro, Engkos A. (2014). *Cara Memakai Analisis Jalur (Path Analysis)*. Bandung: Alfabeta.
- Sandström, S., Magnusson, P., & Kristensson, P. (2009). Increased understanding of service experiences through involving users in service development. *European Journal of Innovation Management*, 12(2), 243-256.
- Sangadji, Etta Mamang dan Sopiah. (2010). *Metodologi Penelitian*. Yogyakarta: Andi.

- Sanusi, Anwar. (2011). *Metodelogi Penelitian Bisnis*. Jakarta : Salemba Empat
- Sarjono, Haryadi dan Winda Julianita. (2011). *SPSS vs LISREL: Sebuah Pengantar, Aplikasi untuk Riset*. Jakarta: Salemba Empat.
- Sarwono, Jonathan. (2011). *Path Analysis*. Jakarta: PT Elex Media Komputindo.
- Sarwono, Jonathan. (2013). *Strategi Melakukan Research : Kuantitatif, Kualitatif, Gabungan*. Yogyakarta: Andi.
- Sarwono, Jonathan dan Budiono, Herlina. (2012). *Statistik Terapan : Aplikasi Untuk Riset Skripsi, Tesis, dan Disertasi Menggunakan Spss, Amos dan Excel*. Jakarta: Elex Media Komputindo.
- Seluler.id. (2015). *Data dan Fakta Industri Seluler Kemegahan vs Kerapuhan*. [online]. <http://selular.id/kolom/2015/09/data-dan-fakta-industri-selular-kemegahan-vs-kerapuhan/> [1 September 2016]
- Selular.id. (2016). *Diam-diam Tri Sudah Punya 50 Juta pelanggan*. [online]. <http://selular.id/news/telco/2015/04/diam-diam-tri-sudah-punya-50juta-pelanggan/> [9 September 2016]
- Siregar, Syofian. (2015). *Metode Penelitian Kuantitatif dilengkapi dengan Perbandingan Perhitungan Manual & SPSS*. Jakarta: Prenamedia Group.
- Smashingmagazine.com. (2011). *Why Experience Cannot Be Designed*. [online]. <https://www.smashingmagazine.com/2011/03/why-user-experience-cannot-be-designed/> [4 Oktober 2016]
- Sugiyono. 2015. *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif dan R&D)*. Alfabeta: Bandung.
- Solomon. (2004). *Consumer Behaviour*. New Jersey: Pearson Education, Inc.
- Sujarweni, Wiratna V. (2015). *Metodologi Penelitian Bisnis & Ekonomi*. Yogyakarta: Pustaka Baru Press.
- Sukmadinata, Nana Syaodih. (2012). Bandung: Remaja Rosdakarya.

- Sumanto. (2014). *Teori dan Aplikasi Metode Penelitian*. Yogyakarta: CAPS
- Sumarwan, Ujang. 2011. *Pemasaran Strategik*. Bogor: IPB Press.
- Sun, X., & May, A. (2013). *A comparison of field-based and lab-based experiments to evaluate user experience of personalised mobile devices*. *Advances in Human-Computer Interaction*, 2013, 2.
- Sun, X., May, A., & Wang, Q. (2016). The impact of user-and system-initiated personalization on the user experience at large sports events. *Applied ergonomics*, 54, 1-9.
- Bae, S. J., Lee, H., Suh, E. K., & Suh, K. S. (2016). Shared Experience in Pretrip and Experience Sharing in Posttrip: A Survey of Airbnb Users. *Information & Management*.
- Sunyoto, Danang. (2011). *Metodologi Penelitian Ekonomi Alat Statistik & Analisis Output Komputer*. Yogyakarta: Caps.
- Sunyoto, Danang. (2012). *Analisis Validitas & Asumsi Klasik*. Yogyakarta: Gava Media.
- Swa.co.id. (2016). *Ini 5 Tren Utama Kelompok Screenager*. [online]. <http://swa.co.id/swa/trends/ini-5-tren-utama-kelompok-screenager> [14 Maret 2017]
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of retailing*, 77(2), 203-220.
- Suyono. (2015). *Analisis Regresi untuk Penelitian*. Yogyakarta : Deepublish
- Taniredja, Tukiran dan Hidayati, Mustafidah. (2014). *Penelitian Kuantitatif (Sebuah Pengantar)*. Bandung: Alfabeta
- Techinasia.com. (2016). *Nasib Buruk 3 Operator CDMA Terbesar di Indonesia*. [online]. <https://id.techinasia.com/nasib-buruk-3-operator-cdma-terbesar-di-indonesia> [3 September 2016]

- Techinasia.com. (2016). *Perbandingan Kecepatan 4G Indonesia*. [online].
<https://id.techinasia.com/perbandingan-kecepatan-4g-indonesia-telkomsel-indosat-xl-tri-smartfren> [4 September 2016]
- Tekno.kompas.com. (2017). *Terlalu Banyak Operator Seluler diminta Bersatu*. [online].
<http://tekno.kompas.com/read/2013/06/25/16145334/Terlalu.Banyak..Operator.Seluler.Diminta.Bersatu> [28 Februari 2017]
- Telkom.co.id. (2009). *Tinjauan Industri Telekomunikasi di Indonesia*. [online].
http://www.telkom.co.id/UHI/assets/pdf/ID/03_Tinjauan%20Industri.pdf
 [12 Februari 2016]
- Telkomsel. (2017). *Profil*. [online]. <http://www.telkomsel.com/about/corporate> [21 Februari 2016]
- Telkomsel. (2017). *Annual Report*. [online].
<http://www.telkomsel.com/about/investor-relations/25-Annual-Report.html> [3 Maret 2017]
- Tel-U Career. (2016). *Logo Telkomsel*. [online].
<https://career.telkomuniversity.ac.id/wp-content/uploads/2016/01/Logo-telkomsel-dr-telkomsel.png> [21 Februari 2016]
- Tjiptono, Fandy. (2012). *Pemasaran Strategik Edisi 2*. Yogyakarta: Andi.
- Tjiptono, Fandy. (2014). *Pemasaran Jasa*. Yogyakarta: Andi.
- Tjiptono, Fandy dan Chandra, Gregorius. (2016). *Service Quality dan Satisfaction 4/E*. Yogyakarta: Andi.
- Topbrandaward.com. (2017). *Top Brand Index Fase 1*. [online]
http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2017_fase_1 [3 Maret 2017]
- Toto Syatori Nasehudin dan Nanang Gazali. (2012). *Metode Penelitian Kuantitatif*. Bandung: Cv Pustaka Setia

- Tri Hutchison. (2016). *About 3 | Tri Indonesia*. [online]. <http://tri.co.id/about> [21 Februari 2016]
- Tri Hutchison. (2016). *Logo 3*. [online]. <http://tri.co.id> [21 Februari 2016]
- Usni.ac.id. (2016). *Mengintip Sejarah Perjalanan Telekomunikasi Indonesia*. [online].
<http://www.usni.ac.id/showdetail.php?mod=art&id=Mengintip%20Sejarah%20Perjalanan%20Telekomunikasi%20di%20Indonesia> [1 September]
- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants, dynamics and management strategies. *Journal of retailing*, 85(1), 31-41.
- XL Axiata. (2016). *Sejarah Perusahaan*. [online].
<http://www.xl.co.id/corporate/id/perusahaan/profil/sejarah> [21 Februari 2016]
- XL Axiata. (2016). *Logo XL Axiata*. [online]. <http://www.xl.co.id> [21 Februari 2016]
- XL.co.id. (2016). *Transformasi XL Hasilkan Berbagai Pencapaian Positif*. [online]. <http://www.xl.co.id/corporate/id/investor/informasi/transformasi-xl> [9 September 2016]
- XL.co.id. (2016). *Dokumen Investor PT. XL Axiata 2016*. [online].
<http://www.xl.co.id/ss/Satellite?blobcol=urldata&blobheader=application%2Fpdf&blobkey=id&blobtable=MungoBlobs&blobwhere=1364678235600&ssbinary=true> [20 September 2016]
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *The Journal of Marketing*, 41-50.
- Zhou, T., Li, H., & Liu, Y. (2010). The effect of flow experience on mobile SNS users' loyalty. *Industrial Management & Data Systems*, 110(6), 930-946.