

## DAFTAR PUSTAKA

- Biedenbach, G., & Marell, A. (2010). The impact of customer experience on brand equity in a b2b services setting. *Journal of Brand Management*. 17.6, 446-458.
- East, R., Sinclair, J., & Phil, G. (2000). Loyalty: definition and explanation. *ANZMAC 2000*. 286-290.
- Ghozali, Imam. (2012). *Aplikasi Analisis Multivariate Dengan Program SPSS*. BP Universitas Diponegoro.
- Hadi, Sutrisno. (2001). *Metodologi Research Jilid III*. Andi Offset
- Indrawati (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi dan Komunikasi*. Refika Aditama
- IT Service Management Forum - itSMF (2007), *An Introductory Overview of ITIL V3 version 1*, itSMF Ltd.
- ISO/IEC (2011), *International Standard ISO/IEC 20000-1:2011 Information technology - Service management - Part 1 : Service management system requirements, second edition 2011-04-15*.
- Jogiyanto, HM (2011), *Konsep dan Aplikasi Structural Equation Modeling Berbasis Variabel dalam Penelitian Bisnis*. UPP STIM YKPN.
- Kotler, P. & Keller, K (2016). *Marketing Management (15th ed.)*. New York: Pearson Prentice Hall.
- Lemke, F., Clark, M., & Wilson, H. (2006). *What Makes a Great Customer Experience*. Cranfield Customer Management Forum.
- Maklan, S. and Klaus, Ph. (2011), "Customer Experience: Are We Measuring the Right Things," *International Journal of Market Research*, Vol. 53, No. 6, pp. 771-792.
- Maklan, S. and Klaus, Ph. (2013), "Towards a better measure of customer experience," *International Journal of Market Research* Vol. 55 Issue 2, pp. 227-246.
- Mano, H., & Oliver, R. L. (1997). Assessing the Dimensionality and Structure of the Consumption Experience: Evaluation, Feeling, and Satisfaction. *Journal of Consumer Research*, 20 (3), 451-466.

- Tim Sub Dit IT Strategy and Governance (ITSG) Telkom, Master Plan Information Technology (MPIT) Telkom 2015-2020
- Meyer C. and Schwager A. (2007), “Understanding Customer Experience,” Harvard Business Review.
- Mothersbaugh & Hawkins (2016), “Consumer Behavior Building Marketing Strategy, 13rd Edition”, McGraw Hill.
- Oliver, R.L. (1997) Satisfaction: A Behavioral Perspective on the Customer. McGraw Hill.
- PR 404.02 (2015), Peraturan Perusahaan PT Telkom Nomor: PR. 404.02/HK.290/COP-D003100/2015 tentang Pedoman Implementasi Telkom *Integrated Operation Center*
- Sekaran U & Bougie R (2013). “Research Methods for Business: A Skill-Building Approach, 6th Edition,” Wiley.
- Shaw C. (2007). “The DNA of Customer Experience,” New York: PALGRAVE MACMILLAN.
- Shaw C., Ivens J. (2002). “Building a Great Customer Experience,” New York: PALGRAVE MACMILLAN.
- Schmitt, B. H. (2003). Customer Experience Management. Hoboken, NJ: Wiley.
- Smith, S., & Wheeler, J. (2002). Managing The Customer Experience: Turning Customers Into Advocates. Great Britain: Pearson Education Limited.
- Sugiyono. (2012). Memahami Penelitian Kualitatif”. Bandung : ALFABETA.
- Thompson, Ed and Sorofman, Jake, (2015). “Customer Experience Is the New Competitive Battlefield” Gartner.
- Tim Telkom Information Service Center (ISC) (2015), “Term of Reference – Enhance CRM Capabilities”
- TM Forum (2015), “Customer Experience Management – Introduction and Fundamentals,” Customer Experience Management Solution Suite GB962 Release 14.5.1
- Venkat, R. (2007). Impact of Customer Experience on Satisfaction, Brand Image and Loyalty: A Study in a Business-to-Business Context. Journal of Marketing, 3.