

DAFTAR PUSTAKA

- APJII. (2020). Laporan Survei Internet APJII 2019 – 2020. *Asosiasi Penyelenggara Jasa Internet Indonesia, 2020*, 1–146. <https://apjii.or.id/survei>
- Ariyanti, M., Widiyanesti, S., & Aprillia, W. H. (2024). Service Quality Analysis of Telkomsel Case Study Based on Online Customer Reviews in Google Play Store. *Proceedings - International Conference on Computing, Power, and Communication Technologies, IC2PCT 2024*, 1669–1674. <https://doi.org/10.1109/IC2PCT60090.2024.10486619>
- Batat, W., & Addis, M. (2021). Designing food experiences for well-being: a framework advancing design thinking research from a customer experience perspective. *European Journal of Marketing*, 55(9), 2392–2413. <https://doi.org/10.1108/EJM-12-2020-0893>
- Brooke, J. (2020). SUS: A “Quick and Dirty” Usability Scale. *Usability Evaluation In Industry, June*, 207–212. <https://doi.org/10.1201/9781498710411-35>
- Brown, T. (2008). *Design Thinking*. www.hbr.org
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publications Inc.
- Creswell, J. W., & Poth, C. N. (2016). *Qualitative Inquiry & Research Design: Choosing Among Five Approaches* (5th ed.). SAGE Publications Inc.
- Dekker, T. den. (2020). Design Thinking. In *Harvard Business Review* (Vol. 86, Issue October). Routledge. <https://library.wu.ac.th/km/design-thinking-คืออะไร-และทำไมเราต้อง/>
- Dorst, K. (2011). The core of “design thinking” and its application. *Design Studies*, 32(6), 521–532. <https://doi.org/10.1016/j.destud.2011.07.006>
- Fenech, R., Baguant, P., & Ivanov, D. (2019). The changing role of human resource management in an era of digital transformation. *Journal of Management Information and Decision Sciences*, 22(2), 176–180.
- Ghina, A., & Afifah, N. (2021). Value Proposition Design for Custom Clothing Startup Using Design Thinking Approach. *Jurnal Manajemen Indonesia*, 21(1), 89. <https://doi.org/10.25124/jmi.v21i1.3523>
- Henriksen, D., Richardson, C., & Mehta, R. (2017). Design thinking: A creative approach to educational problems of practice. *Thinking Skills and Creativity*, 26, 140–153.
- Henry, A. (2018). *Understanding Strategic Management*.
- Hoyer, W. D., Kroschke, M., Schmitt, B., Kraume, K., & Shankar, V. (2020). Transforming the Customer Experience Through New Technologies. *Journal*

of *Interactive Marketing*, 51, 57–71.
<https://doi.org/10.1016/j.intmar.2020.04.001>

IDEO.org. (2015). *The Field Guide to Human-Centered Design*.

Indosat Ooredoo. (2020). 2020 Annual Report: Resilient & Growing Through Digital. *ISAT Annual Report 2020*, 398. <https://www.idx.co.id/perusahaan-tercatat/laporan-keuangan-dan-tahunan/>

Indosat Ooredoo. (2021). *CSAT, NPS and CES MPWR July By Telesurvey* (Issue July).

Indrawati. (2018). *Metode Penelitian Kualitatif Manajemen dan Bisnis Konvergensi Teknologi Informasi dan Komunikasi*. PT. Refika Aditama.

Jadhav, S. S., & Kalita, P. C. (2019). Design Thinking Approach in Planning E-commerce for Domestic Plumbing Services. *ACM International Conference Proceeding Series*, 20–24. <https://doi.org/10.1145/3385061.3385067>

Lal, D. M. (2021). *Design Thinking Beyond The Sticky Notes*. 1–23.

Lamarre, E., Smaje, K., & Zimmel, R. (2023). Rewired to outcompete. *McKinsey Quarterly, June*, 1–10. <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/rewired-to-outcompete?cid=eml-web#/>

McCusker, K., & Gunaydin, S. (2015). Research using qualitative, quantitative or mixed methods and choice based on the research. *Perfusion (United Kingdom)*, 30(7), 537–542. <https://doi.org/10.1177/0267659114559116>

Michalos, A. C., & Simon, H. A. (1970). The Sciences of the Artificial. In *Technology and Culture* (Vol. 11, Issue 1). <https://doi.org/10.2307/3102825>

Moleong 2011. (2022). Metodologi Penelitian Kualitatif. In *Metodologi Penelitian Kualitatif*. In *Rake Sarasin* (Issue Maret). <https://scholar.google.com/citations?user=O-B3eJYAAAAJ&hl=en>

Myhre, K. (n.d.). *Design Thinking Experience is Personal*.

Noviaristanti, S., Tricahyono, D., Athifa, N., Acur, N., Hariyanto, H., & Padmanabhan, S. (2021). Building Digital Health System for NCD in Indonesia: Design Thinking Approach. *ISPIM Conference Proceedings, June*, 1–16. <https://www.proquest.com/conference-papers-proceedings/building-digital-health-system-ncd-indonesia/docview/2561108071/se-2?accountid=17242>

Oxman, R. (2017). Thinking difference: Theories and models of parametric design thinking. *Design Studies*, 52, 4–39. <https://doi.org/10.1016/j.destud.2017.06.001>

Riyanto, G. P., & Pertiwi, W. K. (2022). Provider Digital MPWR Resmi Tutup. *KompasTekno*. <https://tekno.kompas.com/read/2022/10/18/09360887/provider-digital-mpwr->

indosat-resmi-tutup

- Rizzato, F., & Fogg, I. (2021). Quantifying The Impact of 5G and Covid19 on Mobile Data Consumption. *Internet*, *1*(1), 1–15. https://www.opensignal.com/sites/opensignal-com/files/data/reports/pdf-only/data-2021-06/impact_of_5g_and_covid19_on_mobile_data_consumption_opensignal_0.pdf
- Robbins, P., & Devitt, F. (2017). Collaboration, creativity and entrepreneurship in tourism: A case study of how design thinking created a cultural cluster in Dublin. *International Journal of Entrepreneurship and Innovation Management*, *21*(3), 185–211. <https://doi.org/10.1504/IJEIM.2017.083454>
- Sándorová, Z., Repáňová, T., Palenčíková, Z., & Beták, N. (2020). Design thinking - A revolutionary new approach in tourism education? *Journal of Hospitality, Leisure, Sport and Tourism Education*, *26*(December 2019), 100238. <https://doi.org/10.1016/j.jhlste.2019.100238>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). John Wiley & Sons.
- Sofaer, S. (2003). Qualitative Methods: What Are They and Why Use Them? *Materials Research Society Symposium - Proceedings*, *756*, 243–248. <https://doi.org/10.1557/proc-756-ee5.9>
- Statistik, B. P. (2020). *Statistik Telekomunikasi Indonesia 2020*.
- Sugiyono, D. (2010). Metode penelitian kuantitatif kualitatif dan R&D. In *Penerbit Alfabeta*.
- Suria, O. (2024). A Statistical Analysis of System Usability Scale (SUS) Evaluations in Online Learning Platform. *Journal of Information Systems and Informatics*, *6*(2), 992–1007. <https://doi.org/10.51519/journalisi.v6i2.750>
- Suroso, J. S., Tarigan, R. E., & Setyawan, F. B. (2017). Information systems strategic planning: Using design thinking method at startup company. *Proceedings of the 2017 4th International Conference on Computer Applications and Information Processing Technology, CAIPT 2017, 2018-Janua*, 1–6. <https://doi.org/10.1109/CAIPT.2017.8320738>
- Syifa, N. R. (2022). Design Thinking for New Product Development (Leradia Case Study). *International Journal of Current Science Research and Review*, *05*(08), 3041–3050. <https://doi.org/10.47191/ijcsrr/v5-i8-29>
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Qi Dong, J., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, *122*(September), 889–901. <https://doi.org/10.1016/j.jbusres.2019.09.022>
- Visser, W. (2006). *The Cognitive Artifacts of Designing*.