

DAFTAR PUSTAKA

- Act-On. (2022). The Future of Predictive Lead Scoring: Improving Marketing ROI. Diakses dari: <https://www.act-on.com>
- Akter, S., Hossain, T. M. T., & Strong, C. (2021). What omnichannel really means?. *International Journal of Strategic Marketing*, 29(7), 567-573.
- Anugraha, B., Setiadharm, D., Telaumbanua, M. A., Hayat, N. S., & Syahputro, S. B. (2023). Pengaruh *Costumer Relationship Management* terhadap Retensi Pelanggan (Studi Kasus Pada Kedai Kopi Nina). *Jurnal Adijaya Multidisplin*, 1(05), 1105-1115.
- Anuraga, G., Indrasetianingsih, A., & Athoillah, M. (2021). PELATIHAN PENGUJIAN HIPOTESIS STATISTIKA DASAR DENGAN SOFTWARE R. *Jurnal Pengabdian Masyarakat*.
- Apriasty, I., & Simbolon, M. E. (2022). Faktor-faktor yang mempengaruhi kepuasan pelanggan: kualitas produk, kualitas pelayanan dan harga (literature strategic marketing management). *Jurnal Ilmu Multidisplin*, 1(1), 135-145.
- Chandra, S., Verma, S., Lim, W. M., Kumar, S., & Donthu, N. (2022). Personalization in personalized marketing: Trends and ways forward. *International Journal of Psychology & Marketing*, 39(8), 1529-1562.
- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585-593.
- Davenport, T. H., & Beck, J. C. (2021). *The Attention Economy: Understanding the New Currency of Business*. Harvard Business Review Press.
- Davenport, T., Guha, A., & Grewal, D. (2020). "Personalized Marketing and Customer Retention: Data-Driven Strategies." *Journal of Business Research*, 55(6), 567-573.
- David, F. R. (2016). *Strategic Management: ConcePT.s and Cases*. Pearson. (hlm. 72, 89).
- Eisenberg, J., et al. (2020). Influencer Marketing: Building Engagement Through Social Media. *Marketing Science*, 39(3), 409-425.

Forrester Research. (2021). The Impact of Social CRM and Influencer Marketing on Conversion Rates. Diakses dari: <https://www.forrester.com>

Salesforce. (2020). How Predictive Lead Scoring Increases Sales Conversions by 30%. Diakses dari: <https://www.salesforce.com>

Forrester. (2021). The ROI of Predictive Lead Scoring with AI Integration. Diakses dari: <https://www.forrester.com>

Forrester. (2021). The ROI of Predictive Lead Scoring with AI Integration. Diakses dari: <https://www.forrester.com>

Chawla, S., & Yadav, M. (2021). "Impact of Personalized Retention Offers on Customer Loyalty and Business Profitability." *Journal of Marketing Analytics*, 37(2), 210-221.

Gartner. (2021). Best Practices for Building and Maintaining High-Quality Data. Diakses dari: <https://www.gartner.com>

Google & Akamai. (2018). "The Impact of Page Load Time on Conversion Rates." *Digital Marketing Insights*, 12(4), 35-42.

Gupta, S., et al. (2023). "Data-driven Multi-tier Loyalty Programs and their Impact on Customer Retention and Revenue." *Journal of Business Research*, 58(4), 123-139.

Hendricks, S., & Mwapwele, S. D. (2024). A systematic literature review on the factors influencing e-commerce adoption in developing countries. *Data and Information Management*, 8(1), 100045.

Hidayat, A. A. (2021). *Menyusun Instrumen Penelitian & Uji Validitas-Reabilitas*. Surabaya: Health Books Publishing.

Hill, C. W. L., Jones, G. R., & Schilling, M. A. (2017). *Strategic Management: Theory: An Integrated Approach*. Cengage Learning. (hlm. 134, 221).

HubSpot. (2021). "The Role of Onboarding in Customer Retention: Insights and Best Practices." HubSpot Blog.

HubSpot. (2021). Predictive Lead Scoring and Its Impact on Conversion Rates: A Study. Diakses dari: <https://www.hubspot.com>

HubSpot. (2021). Predictive Lead Scoring and Its Impact on Conversion Rates: A Study. Diakses dari: <https://www.hubspot.com>

Ihsan, B. W., Abidin, Z., & Kuleh, J. (2022). The Effect of Electronic Word of Mouth Communication and Website Quality on Purchase Decisions through

Trust as a Mediation Variable at Ruparupa. Com in Samarinda. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 12776-12785

Indriasari, D. P., Syam, A., Jufri, M., & Latiep, I. F. (2023). Pengantar Bisnis Modern. Nas Media Pustaka.

Influencer Marketing Hub. (2021). Influencer Marketing Benchmark Report 2021. Diakses dari: <https://influencemarketinghub.com>

Jackson, R., et al. (2021). "The Role of Social Media in Enhancing Customer Engagement and Loyalty in Multi-tier Programs." *International Journal of Marketing Science*, 44(2), 101-115.

Jain, V., Malviya, B. I. N. D. O. O., & Arya, S. A. T. Y. E. N. D. R. A. (2021). An overview of electronic commerce (e-commerce). *The journal of contemporary issues in business and government*, 27(3), 665-670.

Janna, N. M., & Herianto, H. (2021). Konsep Uji Validitas Dan Reliabilitas Dengan Menggunakan SPSS. *OSF Preprints*.

Janna, N. M., & Herianto, H. (2021). Konsep Uji Validitas Dan Reliabilitas Dengan Menggunakan SPSS. *OSF Preprints*.

Johnson, A., Nelson, D., & Wong, K. (2020). "Tailoring Customer Onboarding to Enhance Engagement and Conversion." *Journal of Marketing*, 61(2), 55-63.

Julia, A. P., & Hendratno, H. (2020). Analisis Perbandingan Profitabilitas Sebelum Dan Sesudah Menggunakan E-commerce (studi Kasus: PT. Ace Hardware Indonesia, Tbk Pada Situs E-commerce Resmi Ruparupa. com). *eProceedings of Management*, 7(1).

Kamus Besar Bahasa Indonesia (KBBI)
<https://kbbi.kemdikbud.go.id/entri/personalisasi>

Kaplan, R. S., & Norton, D. P. (2004). *Strategy Maps: Converting Intangible Assets into Tangible Outcomes*. Harvard Business School Press. (hlm. 47, 102).

Kartawinata, B. R., Burhanudin, J., Mulyadi, M., Doho, D. B., Silooy, M., Kemala, S., ... & Mulatsih, L. S. (2023). Filsafat Bisnis.

Kedah, Z. (2023). Use of e-commerce in the world of business. *Startuppreneur Business Digital (SABDA Journal)*, 2(1), 51-60.

Kumar, V., & Shah, D. (2018). "The Role of Data in Enhancing Customer Retention and Lifetime Value." *Journal of Marketing*, 82(4), 25-42.

Kumar, V., & Shah, D. (2020). "Customer Loyalty and the Impact of Multi-tier Loyalty Programs." *Marketing Science*, 38(3), 554-563.

Kusuma, J. W., Maliki, B. I., & Fatoni, M. (2020). Peran Pendidikan Dalam Menyiapkan Bisnis Tradisional Memasuki Era Digital. *Edusaintek: jurnal pendidikan, sains dan teknologi*, 7(1), 39-53.

Lase, A. Y. S. (2024). Personalisasi Dan Motivasi Hedonis Dalam Menciptakan Pengalaman Pelanggan Dan Loyalitas Dalam Ritel Omnichannel Pada Gen Y Di Kota Medan.

Lee, S., et al. (2022). "Challenges in Multi-tier Loyalty Programs: Addressing Customer Expectations." *Journal of Consumer Behavior*, 41(1), 88-97.

Lehrer, C., & Trenz, M. (2022). Omnichannel business. *Electronic Markets, International Journal of Business*, 32(2), 687-699.

Lucky, A. N., Lestari, A. S. A., Aprilia, D. D., Arum, D. S., Mukti, N. F., & Apriliansyah, W. (2024). IMPLEMENTASI SWOT DALAM MENGOPTIMALKAN MANAJEMEN STRATEGIK PADA BISNIS MODERN. *Neraca: Jurnal Ekonomi, Manajemen dan Akuntansi*, 2(6), 1-13.

Mandas, T. M. L. (2024). ANALISIS YURIDIS TERHADAP PENGUASAAN PASAR OLEH E-COMMERCE TIKTOK SHOP DITINJAU DARI UNDANG-UNDANG PERSAINGAN USAHA. *LEX PRIVATUM*, 14(3).

Marketo. (2022). Predictive Lead Scoring for Increased Customer Retention. Diakses dari: <https://www.marketo.com>

Marketo. (2022). Predictive Lead Scoring for Increased Customer Retention. Diakses dari: <https://www.marketo.com>

Maulana, M. A. A. (2024). Analisis Tingkat Kesiapan Teknologi dalam Mengadopsi Omnichannel (Studi Kasus Informa) (Doctoral dissertation, Institut Teknologi Sepuluh Nopember).

McKinsey & Company. (2020). The State of Customer Loyalty in the Digital Age. Diakses dari: <https://www.mckinsey.com>

McKinsey. (2021). How Predictive Lead Scoring Drives Sales and Marketing Alignment. Diakses dari: <https://www.mckinsey.com>

- Muliadi, A. (2020). Sikap Entrepreneur Mahasiswa Pendidikan Biologi. *Jurnal Ilmu Sosial dan Pendidikan*.
- Patel, P., Venkatesh, S., & Sharma, R. (2019). "Data Management for Personalized Customer Retention Offers." *Information Systems Journal*, 38(3), 210-222.
- Pearce, J. A., & Robinson, R. B. (2013). *Strategic Management: Planning for Domestic and Global Competition*. McGraw-Hill. (hlm. 22).
- Porter, M. E. (2008). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press. (hlm. 62, 110).
- Raji, M. A., Olodo, H. B., Oke, T. T., Addy, W. A., Ofodile, O. C., & Oyewole, A. T. (2024). E-commerce and consumer behavior: A review of AI-powered personalization and market trends. *GSC Advanced Research and Reviews*, 18(3), 066-077.
- Ramaswamy, V., & Ozcan, K. (2019). "Seasonal Promotions and Personalized Customer Engagement." *Journal of Retailing*, 94(5), 222-233.
- Ramayani, E. (2023). Robotika dan Automasi dalam Lingkup Teknik Mesin. *WriteBox*, 1(1).
- Rauschnabel, P. A., Babin, B. J., tom Dieck, M. C., Krey, N., & Jung, T. (2022). What is *augmented reality* marketing? Its definition, complexity, and future. *Journal of business research*, 142, 1140-1150.
- Rehatalanit, Y. L. R. (2021). Peran e-commerce dalam pengembangan bisnis. *Jurnal Teknologi Industri*, 5.
- Saghafian, S., & Van Oyen, M. (2021). "Customer Retention and Personalization Using Behavioral Data." *Operations Research*, 69(2), 456-468.
- Salesforce. (2020). How Predictive Lead Scoring Increases Sales Conversions by 30%. Diakses dari: <https://www.salesforce.com>
- Santoso, T. I., & Lennysha, L. (2024). The Influence of Service Quality and Product Price on Purchasing Decisions. *International Journal of Indonesian Business Review*, 3(1), 51-61.
- Sasongko, S. R. (2021). Faktor-faktor kepuasan pelanggan dan loyalitas pelanggan (literature review manajemen pemasaran). *Jurnal ilmu manajemen terapan*, 3(1), 104-114.

SePT.iani, S., & Seviawani, P. (2024). Penggunaan Big Data untuk Personalisasi Layanan dalam Bisnis E-commerce. *ADI Bisnis Digital Interdisiplin Jurnal*, 5(1), 51-57.

Sintia, I., Pasarella, M. D., & Nohe, D. A. (2022, May). Perbandingan Tingkat konsistensi uji distribusi normalitas pada kasus tingkat pengangguran di Jawa. In *Prosiding Seminar Nasional Matematika dan Statistika* (Vol. 2).

Sukmaaji, N., & Fitria, S. E. (2018). Analysis Of Consumer Preferences For Marketing Communication Strategy On Sass And Co. *Jurnal Ilmu Sosial Politik dan Humaniora*, 1(1), 1-8.

Suprayogi, Y., Suryono, H. G. P., Hadiansah, I., & Rizaldi, F. M. (2025). Designing AI-Driven Consumer Outreach Strategies for Small-Scale Home Industries Using Big Data Insights. *Jutisi: Jurnal Ilmiah Teknik Informatika dan Sistem Informasi*, 13(3).

Syahroni, M. I. (2022). Prosedur penelitian kuantitatif. *EJurnal Al Musthafa*, 2(3), 43-56.

Syaputra, E. A., Mujahidin, S., & Sartika, W. (2023). Konfigurasi Teknologi Visual Objek 3D dan *Augmented reality* (AR) Untuk Media Informasi Furnitur Kalimantan Timur Pada E-commerce untuk Mendukung Smart City IKN. *Jurnal Grafis*, 2(1), 71-80.

Taher, G. (2021). E-commerce: advantages and limitations. *International Journal of Academic Research in Accounting Finance and Management Sciences*, 11(1), 153-165.

Tambunan, S. F. A., & Charos, W. A. (2023). Analisis Perbandingan Sebelum Dan Sedudah Menggunakan Teknologi Informasi Dalam Bidang E-commerce. *Jurnal Akuntansi Keuangan dan Bisnis*, 1(3), 415-418.

Thakur, R., & Ramaswamy, V. (2020). "Customer Loyalty Programs and Data Personalization." *Journal of Retail and Consumer Services*, 56, 10-18. Ellis, S., & Stevens, G. (2021). "Personalized Onboarding Strategies: Driving Customer Loyalty." *Journal of Business Research*, 58(3), 190-198.

Thompson, P., & Brown, M. (2021). "Predictive Analytics in Multi-tier Loyalty Programs: Enhancing Conversion and Retention." *Marketing Intelligence & Planning*, 39(2), 140-155.

Usmadi, U. (2020). Pengujian persyaratan analisis (Uji homogenitas dan uji normalitas). *Inovasi Pendidikan*, 7(1)

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2017). From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing. *Journal of Retailing*, 93(2), 137-145.

Walker, M. (2022). "Optimizing Customer Onboarding to Maximize Conversion and Loyalty." *Marketing Science Journal*, 44(1), 30-45.

Wang, X., & Li, Y. (2023). "Leveraging Social Media for Customer Engagement in Loyalty Programs." *Journal of SocialMedia in Marketing*, 17(4), 250-267.

Widiyanti, N. P. (2020). MODEL KEBIJAKAN PEMBERDAYAAN PEREMPUAN DI BALI.

Wiwesa, N. R. (2021). *User Interface Dan User Experience* Untuk Mengelola Kepuasan Pelanggan. *Jurnal Sosial Humaniora Terapan*, 3(2), 2.

Yang, L., et al. (2022). "Measuring Customer Lifetime Value in Multi-tier Loyalty Programs." *Journal of Retailing and Consumer Services*, 59(1), 105-112.

Yanti, C. A., & Akhri, I. J. (2020). PERBEDAAN UJI KORELASI PEARSON, SPEARMAN DAN KENDALL TAU DALAM MENGANALISIS KEJADIAN DIARE. *Jurnal Endurance : Kajian Ilmiah Problema Kesehatan*.

Zebua, R. S. Y., Hendriyani, C., Sukmadewi, R., Thaha, A. R., Tahir, R., Purbasari, R., ... & Subagja, A. D. (2023). *BISNIS DIGITAL: Strategi Administrasi Bisnis Digital Untuk Menghadapi Masa Depan*. PT. Sonpedia Publishing Indonesia.

Zhang, Z., & Chen, H. (2021). "The Effectiveness of Segmenting Customers for Multi-tier Loyalty Programs." *Journal of Marketing*, 85(3), 198-211. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson Education.