

DAFTAR PUSTAKA

- Anderson, J. C. (2018). *Business Market Management: Understanding, Creating and Delivering Value (4th Edition)*. London: Pearson.
- Benyon, D. (2019). *Designing User Experience: A Guide to HCI, UX and Interaction Design*. Harlow: Pearson Education Limited.
- Brennan, R. (2020). *Business-to-Business Marketing (5th Edition)*. California: Sage Publications.
- Hamonangan, P. W., & Aknuranda, I. (2023). Perancangan Interaksi Aplikasi Tes Minat Bakat Daring untuk Firma Psikologi Jejak Kaki dengan Metode Goal-Directed Design. *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, 623-632.
- Hartson, R., & Pyla, P. S. (2018). *The UX Book: Agile UX Design for a Quality User Experience (2nd Edition)*. Amsterdam: Morgan Kaufmann.
- Hidayati, T., Handayani, I., & Ikasari, I. H. (2019). *Statistika Dasar: Panduan Bagi Dosen dan Mahasiswa*. Pena Persada.
- Hutt, M. D., & Speh, T. W. (2024). *Business Marketing Management: B2B (13th Edition)*. Canada: Cengage Learning.
- Johnson, J. (2020). *Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Guidelines (3rd Edition)*. California: Morgan Kaufmann.
- Laudon, K., & Laudon, J. P. (2020). *Management Information Systems: Managing the Digital Firm (16th Edition)*. New Jersey: Pearson Education.
- Levy, J. (2020). *UX Strategy: Product Strategy Techniques for Better Digital Products*. Sebastopol: O'Reilly Media.
- Marakas, G. M., & O'Brien, J. A. (2017). *Pengantar Sistem Informasi*. Jakarta: Salemba Empat.
- Mayasari, R., & Heryana, N. (2023). *Konsep dan Teori Desain User Experience Perangkat Lunak*. Karawang: PT Neo Santara Indonesia.
- Nielsen, J. (2024, January 30). *10 Usability Heuristics for User Interface Design*. Retrieved from Nielsen Norman Group: <https://www.nngroup.com/articles/ten-usability-heuristics/>
- Rebah, H. B., & Boukthir, H. (2021). *Website Design and Development with HTML5 and CSS3*. New Jearsey: John Wiley & Sons, Inc.
- Sharp, H., Preece, J., & Yvonne, R. (2019). *Interaction Design: Beyond Human-Computer Interaction (5th Edition)*. New York: John Wiley & Sons.
- Soares, M. M., Rebelo, F., & Ahram, T. Z. (2022). *Handbook of Usability and User-Experience: Methods and Techniques*. Boca Raton: CRC Press.
- Sorenda, H., Indrajit, R. E., & Pratana, V. (2025). *User Experience Design in E-Learning: Desain Pengalaman Pengguna*. Yogyakarta: Media Akademi.
- Sugardo, G. (2017). *Telkomsel in First Era: Garuda Sugardo Mobile*. Bandung: Yrama Widya.
- Tarigan RD, M. (2021). Perancangan Sistem Informasi Prosyandu Berbasis Website (Studi Kasus Posyandu Apel di Desa Sukamanah Baros Serang Banten). *Pros Semin Nas Inform Bela Negara*, 48-53.

- Telkomsel. (2023). *Laporan Tahunan 2023: Unity in Convergence, the Spirit of Indonesia #IniSemangatIndonesia*.
- Telkomsel. (2023, Januari 31). *Telkomsel Enterprise Solution Day 2023 Akselerasikan Transformasi Digital untuk Dukong Revolusi Industri 4.0 di Indonesia*. Retrieved from Telkomsel: <https://www.telkomsel.com/about-us/news/telkomsel-enterprise-solution-day-2023-akselerasikan-transformasi-digital-untuk>
- Telkomsel. (2025, Mei 26). *Tiga Dekade Mewujudkan Semangat Tanpa Batas untuk Majukan Indoonesia*. Retrieved from Telkomsel: <https://www.telkomsel.com/jelajah/jelajah-lifestyle/nostalgia-sejarah-telkomsel-jelang-ulang-tahun-telkomsel>
- Tidwell, J. (2020). *Designing Interfaces: Patterns to Effective Interaction Design (3rd Edition)*. California: O'Reilly Media, Inc.
- Wahyuningrum. (2021). *Buku Referensi Mengukur Usability Perangkat Lunak*. Yogyakarta: Deepublish.
- Wardani, P. T., & Pratama, A. (2023). Analisis Usability menggunakan Metode Think Aloud dan Heuristic Evaluation pada Aplikasi JMO (Jamsostek Mobile) (Studi Kasus: BPJS Ketenagakerjaan Binjai). *SISFO: Jurnal Ilmiah Sistem Informasi*, Vol. 7, No 1.
- Wong, E. (2024). *Heuristic Evaluation: How to Conduct a Heuristic Evaluation*. Retrieved from Interaction Design Foundation: https://www.interaction-design.org/literature/article/heuristic-evaluation-how-to-conduct-a-heuristic-evaluation?srsId=AfmBOopl32HK5t6SmA1c6fkZHPJObIW9v8f2ACOBC3wMxtxF7u8TLGJR#pros_and_cons_of_heuristic_evaluation-4