

DAFTAR PUSTAKA

BUKU

- Abdurohim, Koni, A., Munawir, Wijayanto, G., & Wahono, R. S. (2023). *Customer relationship management: Strategi pengembangan pelanggan* (Vol. 2). CV. EUREKA MEDIA AKSARA
- Permana, A. A. J., Apriyanto, A., Nirsal, Kule, Y., Raharja, M. A., Punne, M. R. R., Allo, N. T., Hernando, H., & Mahendra, G. S. (2024). *Buku ajar pengantar sistem informasi*. PT Sonpedia Publishing Indonesia.
- Inggarini, F. D., & Fatonah, R. N. S. (2023). *Aplikasi point of sales dengan metode K-means pada penjualan produk*. Eureka Media Aksara.
- Rufman, A. I. (2021). *Customer relationship management (Manajemen hubungan pelanggan)* (2nd ed.). Yayasan Sahabat Alam Rafflesia
- Alia, P. A. (2023). *Sistem basis data*. PT Penamuda Media
- Barlow, J. (2022). *A complaint is a gift: How to learn from critical feedback and recover customer loyalty*. Berrett-Koehler Publishers, Inc.
- Farley, D. (2021). *Modern Software Engineering*. Addison Wesley
- Sastradipraja, C. K., & Munawar, Z. (2022). *Konsep dasar teknologi web*. Kaizen Media Publishing Redaksi
- Rusli, M., & Triandini, E. (2022). *Memodelkan sistem informasi berorientasi objek: Konsep dasar, prosedur, dan implementasi*. Penerbit ANDI (Anggota IKAPI)
- Tonggiroh, M., Pardosi, V. B. A., Basiroh, B., & Nugroho, F. (2024). *Rekayasa Perangkat Lunak*. PT MAFY MEDIA LITERASI INDONESIA
- Wardhana, A. (2024). *Customer relationship management in the digital edge*. EUREKA MEDIA AKSARA,
- Farmer, M., & Sanders, R. (2025). *Progressive web apps: Build next-gen web experiences: A complete guide to developing progressive web apps*. Lincoln Publishers. Wibowo, A. (2023). *Teori dan Praktek CRM (Customer relationship management)*. YAYASAN PRIMA AGUS TEKNIK

Wibowo, A. (2024). *Strategi penjualan B2B. YAYASAN PRIMA AGUS TEKNIK*

Romli, N. A., Veronika Lena, S. V., Tingga, C. P., Sugiat, M. A., Widati, E., Lie, D., Kusuma, R. C. S. D., Sherly, Pertiwi, W. N. B., Sidabutar, N., Sefudin, A., Trenggana, A. F. M., Sinaga, O. S., & Anggraini, N. (2022). *Marketing 4.0: Konsep dan implementasinya*. Media Sains Indonesia.

Romli, N. A., Lena, S. V. V., Tingga, C. P., Sugiat, M. A., Widati, E., Lie, D., Kusuma, C. S. D., Sherly, Pertiwi, W. N. B., Sidabutar, N., Sefudin, A., Trenggana, A. F. M., Sinaga, O. S., & Anggraini, N. (2022). *Marketing 4.0: Konsep dan Implementasinya*.

JURNAL

Choirunnisa, V. A., Alamsyah, N., & Irmawati, B. (2023). SISTEM INFORMASI *CUSTOMER RELATIONSHIP MANAGEMENT* PADA RESTORAN DI KOTA MATARAM (*Customer relationship management Information System At Restaurant In Mataram City*). *Jurnal Teknologi Informasi, Komputer Dan Aplikasinya (JTika)*, 5(2), 245–256. <http://jtika.if.unram.ac.id/index.php/JTIKA/>

Dana, Y., Purba, B., & Haraha, A. M. (2024). Journal of Computer Networks , Architecture and High Performance Computing *Customer relationship management Strategy in Mobile-Based E-Commerce Platform Development to Increase Purchase Interest* Journal of Computer Networks , Architecture and High Perform. *Journal of Computer Networks, Architecture and High Performance Computing*, 6(3), 1356–1367.

Fernández-Cejas, M., Pérez-González, C. J., Roda-García, J. L., & Colebrook, M. (2022). CURIE: Towards an Ontology and Enterprise Architecture of a CRM Conceptual Model. *Business and Information Systems Engineering*, 64(5), 615–643. <https://doi.org/10.1007/s12599-022-00744-0>

Guercini, S. (2023). *Marketing automation and the scope of marketers' heuristics*. *Management Decision*, 61(13), 295–320. <https://doi.org/10.1108/MD-07-2022-0909>

Haqqizar, N., Widyaningsih, T. W., & Dewi, M. A. (2023). Agile Scrum Model for Development of e-*Customer relationship management* to Support Warehouse Rental Services. *Jurnal SISKOM-KB (Sistem Komputer Dan Kecerdasan Buatan)*, 6(2), 118–124. <https://doi.org/10.47970/siskom-kb.v6i2.374>

Matraeva, L., Vasiutina, E., & Korolkova, N. (2022). CRM Systems for Small Businesses: The Role in the Digital Transformation and New Opportunities During COVID-19.

TEM Journal, 11(1), 138–149. <https://doi.org/10.18421/TEM111-16>

- Muhammad, F., Fitri, I., & Nuraini, R. (2022). Implementasi *Customer relationship management* (CRM) pada Sistem Informasi Pemasaran dengan Menggunakan Framework React.JS Berbasis *Website*. *Jurnal JTIC (Jurnal Teknologi Informasi Dan Komunikasi)*, 6(1), 93–101. <https://doi.org/10.35870/jtik.v6i1.392>
- Muthia Kansha, W., Saherih, & Muchlis. (2023). Analisis Perbandingan Struktur dan Performa Framework Codeigniter dan Laravel dalam Pengembangan *Web Application*. *Jurnal Teknik Informatika STMIK Antar Bangsa*, 9(1), 25–31.
- Permana, A. A., Agustriawan, D., Evelin, M., Melissa, J., Fianty, I., Ady, S., Rudi, S., Wirawan, S., Suwito, I., Jansen, P., Fernando, W. E., Faza, A., & Waworuntu, A. (2023). *Memahami Software Development Life Cycle*.
- Septiani, D., Ruhama, S., & Astuti, I. (2023). Implementasi Metode Pieces Untuk Menganalisis Tingkat Kepuasan Pengguna Aplikasi Peduli Lindungi. *JIKI (Jurnal Ilmu Komputer Dan Informatika)*, 4(1), 53–64.
- Stefanov, T., Varbanova, S., Stefanova, M., & Ivanov, I. (2023). CRM System as a Necessary Tool for Managing Commercial and Production Processes. *TEM Journal*, 12(2), 785–797. <https://doi.org/10.18421/TEM122-23>
- Sutjiatmo, B. P., Nurkomariyah, S., Tyasti, A. E., & Bani, F. C. D. (2024). Design of customized business process management with implementation in the apparel industry as a solution to achieve operational excellence. *Edehweiss Applied Science and Technology*, 8(4), 709–720. <https://doi.org/10.55214/25768484.v8i4.1447>
- Wijaya, J., Krisnanik, E., & Isnainiyah, I. N. (2022). Sistem Informasi Pemantauan Kinerja Pegawai Berbasis *Web* Pada Pt Xyz Indonesia. *Prosiding Seminar Nasional Mahasiswa Bidang Ilmu Komputer Dan Aplikasinya*, 3(1), 245–256. <https://conference.upnvj.ac.id/index.php/senamika/article/view/1994>